



hfma™ rochester regional chapter
healthcare financial management association



Believe to Achieve

Join us for the 2011 Rochester Fall Institute
Oct. 21st 7:45 a.m. to 12:30 p.m.

*The Rochester Region is pleased to announce the following presentations at the Fall Institute:
HANYS Update presented by Jeff Gold.
Also join us for an energizing presentation from Coach Jim Johnson, who has captivated the hearts of millions of Americans with his story that dreams do come true.*

About the Speakers:

Jeffrey Gold. Mr. Gold is Vice President, Managed Care and Special Counsel at HANYS, having joined in the organization in 2000. Formerly Special Counsel for Health Care to the New York State Attorney General since 1987, Mr. Gold was initially in charge of overseeing units of the Attorney General's office at numerous hospitals throughout the state. In 1997, he created the Attorney General's Health Care Bureau and served as the Bureau Chief. The Bureau was the first of its kind in the United States. Before 1987, he worked at two private law firms in New York City. His role at HANYS includes responsibility for shaping HANYS' managed care initiatives, with an initial focus on payer integrity issues. His work closely tracks reform and how it can be expected to impact the actions of managed care insurers in working with providers. In his work with HANYS, he has been instrumental in passage of regulations to assist providers.

Based on what transpired in a few short moments in early 2006, Coach Jim Johnson is now an authority on the subject of realizing your dreams. In his many public-speaking appearances, the Rochester, New York resident relates his role in a basketball game that got Hollywood calling. He also emphasizes the importance of teamwork and sportsmanship, delivering his talks with a heartfelt style that has brought audiences to their feet.

Location:

Locust Hill Country Club
2000 Jefferson Road
Pittsford, NY 14534
(585) 427-7010

Agenda:

7:45 a.m. - 8:45 a.m. Registration/Full Breakfast
8:45 a.m. - 9:00 a.m. Awards Presentation
9:00 a.m. - 10:30 a.m. Jeff Gold (HANYS)
10:30 a.m. - 10:45 a.m. Break
10:45 a.m. - 12:15 p.m. Coach Jim Johnson
12:15 p.m. - 12:30 p.m. Wrap up & Coach Johnson Book Signing

**2010/2011
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Gold

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Fall Institute

HFMA

Fall Institute Registration Form

Facility Name: _____ Phone: _____

Address: _____

Please indicate each registrant will be attending :

Registrant Name	Indicate CPA Status Y/N	Email Address	HFMA Member # or Student's College (must be completed to receive discount)	Total Due
TOTAL:				

Cost:
 Member \$50.00
 Non-Member \$80.00
 Full-Time Student \$25.00

To register or for more information : Respond to Sharon Polak
spolak@myphealthcare.com

Registration - 7:45 – 8:45 a.m.
Event - 8:45 a.m. - 12:30 p.m.

Checks can be mailed to:
 MVP Health Care
 Attn: Sharon Polak (6th Floor)
 220 Alexander Street
 Rochester, NY 14607

Make checks payable to: HFMA

Attire: Business Casual

