



**hfma™** rochester regional chapter  
healthcare financial management association



Believe to Achieve

**Healthcare Reform Strategies**  
**November 4, 2011 8:00 - 9:30 a.m.**

*The passage of the Patient Protection and Affordable Care Act will create changes for health care providers. When Dr. Richard Gilfillan, Acting Director of the Center for Medicare and Medicaid Innovation, was at the University of Rochester in July, he stated that he expects 9% of hospital reimbursement to be at risk in the future. At this session we will discuss some of the upcoming changes such as limiting reimbursement for readmissions, as well as, some strategies to reduce this impact, bundled payments, and the newest primary care pilot.*

**About the Speakers:**



**Lisa S. Smith, MBA**

Ms. Smith is a senior manager at The Camden Group. Ms. Smith has extensive expertise working with senior management teams in healthcare, both from the health insurer and the healthcare provider perspective. She specializes in healthcare financing and business management, with a proven ability to manage diverse insurance products, develop financial strategies and policy guidelines, and direct a team of healthcare professionals towards cost effective yet quality-driven care. She is highly experienced in rating and underwriting, data analysis, budgeting, forecasting, provider compensation, financial and operational benchmarking, and all aspects of contracting, including rate negotiations.

Ms. Smith also has experience in strategic planning, managed care education, and product development.

Prior to The Camden Group, Ms. Smith served as president and founder of Eagles Wings Consulting. Before she founded Eagles Wings, Ms. Smith spent six years working for Greater Rochester Independent Practice Association ("GRIPA"). As chief financial officer from 2004 to 2005, she was accountable for all finance and business operations for this \$313 million Rochester Top 100 company. Ms. Smith also worked at Excellus Blue Cross Blue Shield for over 13 years and was promoted through a succession of progressively more responsible positions, including serving as Manager, Actuarial Services Department for three years. During her 20 years of service at GRIPA and at Excellus BlueCross BlueShield, Ms. Smith negotiated full-risk, partial-risk, and non-risk payment arrangements and contracts between payers and providers. She also designed, developed, and implemented a variety of managed-care benefit products.

Ms. Smith is currently an Adjunct Professor at Roberts Wesleyan College for the Masters in Health Administration program. She is also President of the Rochester chapter of New York Medical Group Management Association and a Board member of the Rochester Chapter of the Health Care Financial Management Association.

Ms. Smith received her bachelor's degree from Rochester Institute of Technology in Rochester, New York and a master's in business administration from the University of Rochester, Rochester, New York.

**Location:**

EFP Rotenberg  
280 Kenneth Drive, Suite 100  
Rochester, NY 14623

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**Healthcare Reform**

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## Healthcare Reform Strategies

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### About the Speakers (Continued):



**Graham A. Brown, MPH, CRC**

Mr. Brown is a senior manager with The Camden Group and has over 20 years of experience in the areas of payer negotiations, program administration, and change management with healthcare, government, and social service clients. He is an experienced leader in health information technology strategy, adoption, and implementation for the healthcare industry and governmental agencies and is an expert at business planning and implementation for clinical integration and ACO development. Mr. Brown has assisted numerous organizations to assess, design, contract, and implement health information technology solutions at the provincial, federal, and community level in the United States and Canada.

Prior to joining The Camden Group, Mr. Brown founded and served as principal of Gray Brown Consulting, a healthcare management consulting company, serving clients in Canada and the United States. His clients have included health systems, practice associations, provider organizations where he has counseled the executive group and senior clinical leaders in portfolio management of their clinical integration program, and developed clinical information systems, strategies, and measures to support their business, contractual, and revenue goals. Other clients include Cleveland Clinic Health System, the Ontario Smart Systems for Health Agency, the Ontario Association of Medical Laboratories, and the Canadian Institutes for Health Information. Before establishing his firm, Mr. Brown served as the legislative and policy advisor to the Minister of Community and Social Services and Long Term Care for the government of Ontario.

Mr. Brown completed his undergraduate studies at the Emily Carr Institute of Art and Design in Vancouver, the European Institute of Design in Milan, Italy, and the University of Victoria in British Columbia. He earned his masters of public health degree from the University of Rochester Medical Center in Rochester, New York. He received his certification in conflict resolution and negotiation from the Justice Institute of British Columbia.



**Virginia Tyler, M.Div, FACHE**

Virginia Tyler is a senior level healthcare executive with more than twenty years of experience in program development and administration, strategic planning and grants management. Ms. Tyler currently serves as President of Tyler Consulting, Inc., a consultancy she founded in 2002. Tyler Consulting provides strategic planning, project management, team facilitation, and strategic advisory services to hospital and not-for profit clients throughout the Northeast. Ms. Tyler is also a Principal and Co-Founder of TranzformHealth, which specializes in strategy for emerging care delivery models.

Representative project experience includes: mergers, service line planning, and capital project validations. Virginia also has significant experience as a facilitator working on organizational development issues with senior management teams. Representative clients include: Samaritan Medical Center (Watertown, NY), St. Joseph's Hospital (Syracuse, NY), the Beacon IPA (Long Island), Noyes Hospital (Dansville, NY).

Prior to starting her own companies, Ms. Tyler served as an Assistant Director in the Healthcare Provider Strategy division of Navigant Consulting. From 2000-2002, she was VP of Strategic Planning for Thomson Health in Canandaigua, NY. Prior to that, Ms. Tyler directed the Breast Cancer Demonstration Projects for the Healthcare Association of New York State. Ms. Tyler also served as the chair of a large voluntary EMS provider in Central New York.

Ms. Tyler holds a bachelor's degree from the University of Rochester and a Master of Divinity degree from Harvard University. She also holds a Certificate in Healthcare Management from the University of Michigan. She is a Fellow of the American College of Healthcare Executives.

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## Healthcare Reform Strategies 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
<b>TOTAL:</b>				

**Cost:**

Member	Free
Non-Member	\$20.00
Full-Time Student	Free

To register or for more information : Respond to Courtney Spitz  
cspitz@bonadio.com

Registration - 7:30 – 8:00 a.m.  
Event - 8:00 a.m. – 9:30 a.m.

Checks can be mailed to:  
Courtney Spitz  
The Bonadio Group  
171 Sully's Trail  
Pittsford, NY 14534

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