

Perspectives



hfma rochester regional chapter
healthcare financial management association

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July, 2008

President's Message

Hello fellow HFMA members and welcome to the 2008-2009 Chapter year! I am looking forward to this upcoming year at President with excitement. We just had our Mini Leadership Training Conference on June 9th. This conference was held with the 6 other chapters in our region – Western NY, Central NY, Northeastern NY, Hudson Valley, Metro and Puerto Rico. The Leadership team from all the chapters got together for dinner Sunday night and on Monday, we spent the day learning and exchanging ideas on how to make our Chapters more successful and beneficial for our members. The sessions were invigorating and the excitement level was at an all time high.



We were also pleased that Bob Broadway, HFMA's National Chairman, joined us for dinner and provided our keynote address Monday morning. His theme for the year is "Making Connections". It will be that focus that I will keep in the back of my mind as I go through this year as our Chapter's President. After all, the key to success in today's environment is not necessarily what you know, but who you know. In the healthcare finance field, HFMA is the ultimate organization to be a part of. Nationally, there are over 34,000 members. Talk about networking opportunities! However, in order to take advantage of the opportunities, you have to get involved. We have several committees that are always looking for new members. Remember, many hands make light work. You won't necessarily have to take too much of your time being a part of a committee. But the rewards are phenomenal.

Please feel free to contact me or any of the committee chair or co-chairs for additional information on what each committee does and if it would be the right fit for you. Trust me on this, HFMA is so much more valuable when you get involved. Someone asked me to be on a committee and now here I am, President. I have met people from all over the country; many of whom I would feel comfortable just picking up the phone and asking questions or advice.

Thank you for your dedication to HFMA and I look forward to seeing you at the events that we have planned for the upcoming year.

Roberta Spezzano

President

2008-2009

**Chapter
Leadership
Officers and
Directors
2008/2009**

President:

Roberta Spezzano
Westfall Surgery

President Elect:

Bridgett Reed
Excellus

Secretary:

Chris Etsler
Unity Health

Treasurer:

Alicia Moseley
Unity Health

Past President

Deb Robinson
Unity Health

Directors

Class of 2009

Renee LaLonde
HSBC Bank USA

Nancy Reiss
Unity Health

Renee Soechtig
Strong Health

Mario Urso
Bonadio

Class of 2010

Tammy Imm
Via Health

Deborah Weymouth
Thompson Health

Richard Yarmel
Nixon Peabody

New Chapter Year Begins

June 1 Marked the Beginning of the 2008-2009 HFMA Year for the New Chapter Leaders.

CONGRATULATIONS AND BEST WISHES FOR A GREAT YEAR!

As a Chapter Leader, what are you looking forward to in the 2008-2009 year?



"I am looking forward to making new connections with the membership"

Roberta Spezzano, President

"In my 2008-2009 chapter officer role, I look most forward to providing excellent educational sessions that are convenient, affordable and designed with our members in mind. In addition, I am excited to meet our newer members and introduce them to the excellent opportunities HFMA offers."



"I've made connections with many members of the Rochester Chapter over the years, through my work on HFMA committees and through the Chapters social events. This year I am looking forward to broadening those HFMA connections and working with other Chapter Officers along with National HFMA staff."

Chris Etsler, Secretary

"As the Treasurer for the 2008-2009 year, I'm looking forward to being a part of growing the local HFMA chapter and making connections with other chapter leaders. It's important to make connections with others who strive to improve the resources and education available in the healthcare industry. I'm glad I have the opportunity to be a part of this process throughout the upcoming year."

Alicia Moseley, Treasurer



Leadership
Operations
Committee

2008

Meeting Schedule

August 1st

9:30 a.m.-10:30 a.m.

September 5th

9:30 a.m.-10:30 a.m.

October 3rd

9:30 a.m.-10:30 a.m.

November 7th

9:30 a.m.-10:30 a.m.

December 5th

9:30 a.m.-10:30 a.m.

All meetings are held at
Westfall Surgery Ctr
1065 Senator Keating
Blvd.

A representative
from each committee
(Chair or Co-Chair)
is expected to attend
in person or via
teleconference.

Rochester Regional Chapter Strategic Plan

In the upcoming year, the Board, Officers, Chairs and Co-Chairs will be reviewing and updating our Strategic Plan that will run for the next three years. The goals for our Chapter will be revised to ensure that we are producing quality education, communication and other services to our membership.

This is an extremely important undertaking that I look forward to embark upon. Our Chapter has a great leadership team who I know will view this as an opportunity to look ahead at our future goals to be sure that our membership is serviced in the manner that is expected.

As always, I welcome any feedback relating to Chapter activities. Suggestions, comments and ideas are always welcome as that is the only way we can be sure that your expectations are being met.

Roberta Spezzano

Region 2 “Mini” Leadership Training a SUCCESS!

On June 9th approximately 80 healthcare professionals, who are HFMA Chapter Leaders from across New York State and Puerto Rico, met at the Woodcliff Hotel in Rochester for a teambuilding dinner and day of training.

Our current Regional Executive, Vivian Acevedo from Puerto Rico, opened the day of training with a warm welcome to all leaders who took the time to attend.

Bob Broadway, the 2008-09 HFMA National Chairperson was in attendance and presented on the future of healthcare that we finance professionals are faced to deal with.

Education sessions designed for the Chapter leader were offered throughout the rest of the day, including: HFMA 101 and 201 – Sustaining Excellence, Online registration, Membership committee, Social committee and Education program planning and teamwork.

Chapter leaders were able to meet their counterparts from the six other chapters in Region 2 and learn from each other’s experiences, plus make that lasting network-connection for future assistance.

This is a great learning event for new and experienced chapter leaders and it was great to see so many take advantage of this day.

INTERESTED in some free leadership training?? Why not consider volunteering to join a chapter committee! WE NEED YOU!

Contact Roberta Spezzano or Bridgett Reed to join today!

Leadership
Operations
Committee

2009

Meeting Schedule

January 2nd

9:30 a.m.-10:30 a.m.

February 6th

9:30 a.m.-10:30 a.m.

March 6th

9:30 a.m.-10:30 a.m.

April 3rd

9:30 a.m.-10:30 a.m.

All meetings are held at
Westfall Surgery Ctr
1065 Senator Keating
Blvd.

A representative
from each committee
(Chair or Co-Chair)
is expected to attend
in person or via
teleconference.

First – Time Attendee Perspective - ANI 2008

I have attended many conferences in my career and was a little skeptical about the value that ANI would provide. So, I listened to the advice of my peers and attended my first ANI Conference.

I arrived in Las Vegas a day early to attend a pre-conference class focused on building and leading teams for continued success. Cheryl Mann from Goals In-Sight, Inc. provided a fantastic refresher on some of the simple things that teams can do to be more effective and successful.

The conference started out each morning with different keynote speakers who provided some interesting perspectives on the current state of health care. The rest of the day was filled with breakout sessions, the vendor fair, and other networking opportunities. I signed up for breakout sessions that were applicable to enhancing my knowledge and providing my team value. One notable message that I took away was from the Nursing and Finance Collaboration session. The message stressed the importance of Finance taking the time to train clinical staff on all financial aspects related to their individual departments. The premise is that we need to balance their clinical strength with financial understanding to give them the tools to add to the bottom line.

I was amazed at the number of vendors at the fair showing their products and services. Unity Health is currently investigating software products to support its “Next Generation” Financial System and the vendor fair provided significant value with this research. I was able to speak with and demo products related to Business Intelligence, Decision Support, and Cost Accounting.

Evenings at ANI... Well, we were in Vegas! If you took advantage of the vendor events in the evening as I did, you were able to have some great food and yet another opportunity to network with peers and other healthcare finance professionals.

Bob Broadway, HFMA’s new chairman, said it the best “Together, we can make the critical connections that will improve the business of health care”. Based on my experience at ANI this year, this is exactly what you gain from attending the conference.

MEMBER
NEWS

NEW
MEMBERS

ANNIVERSARY
MILESTONES

MEET OUR NEWEST MEMBERS!

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Marketing Consultant
MEDITECH
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Payer Relations Manager
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Laurie Randolph
Director of Patient Accounts
Arnot Ogden Medical Center

Mark Scarpulla
Finance Specialist
Unity Health System
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Tenley Tibbits
Regional Manager
Scg Capital
ttibbits@scglease.com

Paula Tinch
V.P. Finance
ViaHealth
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**HFMA MEMBER ANNIVERSARY
MILESTONES**

50+ YEARS

Albert Proseus – 59 years

15 YEARS

Elizabeth Kepner – 15 years

10 YEARS

Thomas Anderson – 10 years

Deb Schuyler – 10 years

New York State

Department of Health
(DOH)

www.nyhealth.gov

Medicaid

CSC Regional
Representative

(800) 343-9000

email:

emenyprovider_relations@csc.com

CSC Provider Seminars and Trainings
eMedNY

(800) 343-9000

www.emedny.org/training/index.aspx

Medicaid Preferred
Drug Program

www.emedny.org

www.health.state.ny.us

www.newyork.fhsc.com

Prior Authorization
Clinical Call Center

(877) 309-9493

Drug Program Billing
(800) 343-9000

Medicaid Pharmacy
Policy and Operations
(518) 486-3209

Disqualified Provider
List
NYS DOH

www.nyhealth.gov/health_care/medicaid/fraud/index.htm

IN THE NEWS

HFMA Releases Report on Payment System Reform at ANI

Yesterday at its Annual National Institute in Las Vegas, HFMA released the first in a series of reports that will collectively address building a new healthcare payment system, Healthcare Payment Reform: From Principles to Action. The report was the result of significant input from representatives of a variety of key stakeholders--consumers, providers, payers, and employers--who took time to contribute to this critical topic.

According to the report, the current healthcare payment system blocks true reform by inadequately rewarding wellness, high-quality care, and efficiency, and by driving up costs through the system's complexity. Effective payment system reform must take place within a set of principles that support the nation's health goals, as well as the needs of all key stakeholder groups. HFMA has worked with healthcare thought leaders around the country to identify the following principles, as well as actions needed to make those principles a reality:

- * **Quality:** Payments should encourage and reward high-quality care and discourage medical errors and ineffective care.
- * **Alignment:** Payments should align incentives among all stakeholders to maximize the efficiency and coordination of health services.
- * **Fairness:** Payment systems should sufficiently balance the needs and concerns of all stakeholders.
- * **Simplification:** Payment processes should be simplified, standard, and transparent.
- * **Societal benefit:** The resources needed to support broad societal benefits such as medical and public education, medical research, and care for disenfranchised or uninsured persons should be identified and paid for explicitly.

The report also presents a number of payment types and elements that can support these principles, along with areas of stakeholder consensus and concern about each. A link to the entire report can be found at www.hfma.org.

(Article originally posted on www.hfma.org on 6/25/2008)

Medicare

www.cms.hhs.govMedicare Policies and
Bulletinswww.NGSMedicare.comPart A Provider
Inquiries

(888) 855-4356

EDI Help Desk

(877) 273-4334

Part B New York

(877) 869-6504

www.cms.hhs.gov/[Transmittals/downloads](http://www.cms.hhs.gov/Transmittals/downloads)***IN THE NEWS*****New York Medicaid to Cease Reimbursement to Hospitals for
“Never Events”**

As of October, the New York State Medicaid program will deny reimbursement on 14 “never events,” announced state Health Commissioner Richard F. Daines, MD, on June 5.

Hospitals receiving payment under New York Medicaid will be required to provide information on each admission that will designate which complications were present on admission, and which ones occurred during or as a result of hospital care.

Among the 14 avoidable hospital conditions that New York State Medicaid has identified as nonreimbursable are surgery performed on the wrong body part or patient, a foreign object inadvertently left in a patient after surgery, medication error, and blood incompatibility.

(Article originally posted on www.hfma.org on 6/9/2008)

**OIG Reports More than \$2 Billion in Recoveries from Fighting
Fraud and Waste During First Half of FY08**

The Department of Health and Human Services (HHS) Office of Inspector General (OIG) Semiannual Report to Congress has announced expected recoveries of \$2.2 billion for the first half of FY08 from efforts to reduce fraud, waste, and abuse in HHS programs.

Specifically, OIG’s \$2.2 billion in expected recoveries encompasses \$1.1 billion in audit-related recoveries and another \$1.1 billion in investigative-related recoveries. Also for this period, OIG reported exclusions of 1,291 individuals and organizations for fraud or abuse of federal healthcare programs; 293 criminal actions against individuals or organizations that engaged in crimes against HHS programs; and 142 civil actions, which include False Claims Act and unjust enrichment suits filed in district court, Civil Monetary Penalties Law settlements, and administrative recoveries related to provider self-disclosure matters. A link to the entire report can be found at www.hfma.org.

(Article originally posted on www.hfma.org on 6/18/2008)

National Provider
Identifier
(NPI)
Contingency
Plan

[www.cms.hhs.gov/
NationalProvIdentStand/
downloads/NPI
Contingency.pdf](http://www.cms.hhs.gov/NationalProvIdentStand/downloads/NPIContingency.pdf)

Physician
Quality Reporting
Initiative
(PQRI)
2007

Measures & Specifica-
tions
[www.cms.hhs.gov/ PQRI](http://www.cms.hhs.gov/PQRI)

Transmittals
[www.cms.hhs.gov/
Transmittals/downloads](http://www.cms.hhs.gov/Transmittals/downloads)

IN THE NEWS

CMS to Issue Final Rule Requiring Full Sprinkler Systems in Long-Term Care Facilities

All 16,000 of the nation's long-term care (LTC) facilities will have to install full sprinkler systems if they wish to continue to serve Medicare and Medicaid beneficiaries, under a new regulation to be issued by the Centers for Medicare and Medicaid Services (CMS). Facilities will have a five-year phase-in period to fully comply with the new rule.

As an interim step taken prior to publication of this rule, CMS in March 2005 began requiring all LTC facilities that did not have sprinklers to install battery-operated smoke alarms in all patient rooms and public areas. Although fatal fires in nursing homes are rare, in a July 2004 report, the Government Accountability Office estimated that automatic sprinkler systems can decrease the chance of fire-related deaths by 82 percent.

All new sprinkler systems installed as a result of this rule will have to meet National Fire Protection Association technical specifications. To be in compliance with the new rule, nursing homes must have sprinkler coverage in all areas such as resident rooms; kitchen, dining and activity areas; corridors; attics; canopies; overhangs; offices; waiting areas; closets; storage areas for trash and linen; and maintenance areas.

(Article originally posted on www.hfma.org on 6/20/2008)

CAREER OPPORTUNITIES

Unity Health System

Overall, how satisfied are you with your job?

When we ask our employees that question, an overwhelming majority of them - 87% in our most recent survey - respond favorably. And we ask that question frequently because we know that employee satisfaction is key to delivering the best possible health care experience. We're growing, and there are jobs available now. Join our family and you'll find out why so many people at Unity are happy with their jobs. We are currently seeking a:

Payer Contract Manager

This individual is expected to coordinate all internal processes necessary for payer contracts. Responsibilities include: facilitating a formal payer contracting process, developing reimbursement rates, reviewing contract language, monitoring federal and state reimbursement changes, and providing rates to Patient Financial Services.

Requirements include:

B.S. in Accounting or Finance required. MBA - preferred. HFMA Certification preferred. Minimum of five years of experience in a health care financial setting with focus on healthcare reimbursement and/or contracting.

Interested? You can apply online at: www.ultirecruit.com/par1007/JobBoard/JobDetails.aspx?_ID=*B6012CC908BBA4FD or contact Rupika Wadhawan, Human Resources department at 368-3190.

Certification Committee

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Co Chair

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Members

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Certification Committee

As an active member of HFMA, you are eligible to become a Certified Healthcare Financial Professional. The certification process is designed for those individuals who are willing to put forth that special effort to achieve an accepted standard of excellence. We encourage you to continue your pursuit of excellence and certified status.

In order to become certified you must successfully complete 2 exams, the Core and one of four specialty exams. Specialty areas include Accounting and Finance, Patient Financial Services, Management of Physician Practices, and Managed Care. The exam questions are based on materials in the HFMA study guides. You may choose to self-study or participate in the coaching courses offered by our chapter Certification Committee.

Starting in September, Coaching classes will be offered to prepare members for the exam. The format is a little different this year, we will hold two full-day coaching sessions instead of our customary six shorter sessions. Please plan on attending both sessions as they will cover different material.

SESSIONS

Sept 11th 9:00 am – 3:00 pm 30 Corporate Woods, Rochester (across from MCC)

Oct 16th 9:00 am - 3:00 pm F.F. Thompson Hospital, Canandaigua

Our committee has been contacting members to encourage their participation this year. If you are interested in participating in this FREE Certification training, please contact us soon!. We already have several members who have signed up, and we want to be sure that we have arranged for appropriate accommodations for these sessions.

If you would like more information regarding Certification, use this link to view the .pdf file: <http://www.hfma.org/NR/rdonlyres/9F657378-79FF-416B-85BC-BD8AD5567B05/0/CertificationBrochureupdated022508.pdf> .

Feel free to contact one of the committee members for more details or if you have any questions:

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Mary Whalen, Co-Chair (585) 797-5106 whalenconsulting@rochester.rr.com

Ken McNeil (585) 784-8878 kenmc26@aol.com

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Perspectives

It's your chapter newsletter!

**Your suggestions, ideas, and comments are
both welcome and appreciated!**

We look forward to hearing from you!

Thanks,

Communications Committee

**Newsletter
Schedule**

2008/2009

July 2008

October 2008

January 2009

April 2009

Upcoming Events

* * * * *

**HFMA Golf Tournament
Brockport Country Club
July 17th**

* * * * *

**Buffalo Bills Season opener
Ralph Wilson Stadium
September 7th**

* * * * *

**Region 2 Fall Institute
Turning Stone Casino
October 22—24**

**Recognize
Someone!**

*Does someone
in your
organization
deserve
recognition for a
recent
promotion,
degree or
award?*

**Contact a
Communication
Committee
Member
Today!**

HFMA Websites:

Chapter: www.rochesterhfma.org

National: www.hfma.org

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Community Service Committee

The Community Service Committee will be busy making connections this year both with our chapter and with the community. We have many events planned for this year and are excited to get going. As you can see, this will be another busy year.

All of our committee members from last year are back this year and we have 3 new members, so we may be able to add a new event to our roster this year!

The events that we have scheduled so far are:

50-50 Raffle at Golf Tournament (July, 08) (Volunteers of America playground equipment)

Calculator and Backpack Drive to benefit Habitat for Humanity families (Aug, 08)

50-50 Raffle at Fall Institute (Sept, 08)

Toiletries Drive for Aids of Rochester at Fall Institute (Sept, 08)

Clothes Drive for St Mary's Clothes Closet- (Nov 08)

Bell Ringing to benefit the Salvation Army- (Dec, 08)

Special Santa Christmas Present Sort Project (Hillside Children's Center) (Dec, 08)

Day of Caring (April-May, 09)

Education Committee

Chair

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Education Survey

HFMA wants to be your premier source for educational events. In order to better serve you, we need to know what counts most to you. Please complete the following survey and send your response to: **bridgett.reed@excellus.com**

*Your entry will be placed in a drawing and if selected, you will be the **winner** of our drawing prize.*

1. Do you prefer an educational series on targeted topics such as the following?
 - Hospital Reimbursement
 - Ancillary Reimbursement (Long Term Care, Ambulatory Surgical Centers, Community Based Programs)
 - Physician Reimbursement

If your answer is "yes" to any of the above, please provide topics of interest:

2. What topics would you want to hear at the Fall Institute?
 - Health Care Industry Updates
 - Governmental / Political Updates
 - Personal Development Sessions
 - Humorist or Motivational Speaker
 - Other: _____

If you are interested in professional development sessions, what topics interest you most?

3. Which do you prefer?
 - 2 hour events
 - Half day events
 - All day events
4. If you are a manager of staff, please answer the following questions:
 - a. What topics would you most likely send your staff to?
 - b. Would you be more likely to send staff to a breakfast series, lunch series, half day or full day event?
 - c. Would you be more likely to send your staff to targeted technical conferences or professional development sessions?
 - d. Which topics under technical conferences would you send your staff to?
 - e. Which topics under professional development would you send your staff to?
 - f. Is price, location, topic, or time away from work the key item that would prevent you from sending your staff to educational events?

Membership Committee

Chair

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Members

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Membership Committee

The Membership Committee recruits and welcomes new members to the Chapter and offers support to help them make the most of their membership. The Committee is also responsible for the Chapter's efforts to retain new members and for new member orientation.

The Committee's goal for the 2008-2009 year is to maintain our Chapter's member count as of May 1, 2008 through new member recruitment and new initiatives to retain existing members.

One way you can help to recruit new members is through the Member-Get-A-Member (MGAM) campaign. We're still waiting to hear the details for the 2008-2009 MGAM, however here's how the 2007-2008 MGAM program worked:

- Recruit one or two new members who begin their membership between June 1, 2007, and April 30, 2008, or former* HFMA members who reactivate their membership between August 1, 2007, and April 30, 2008, and you will win your choice of an HFMA apparel item (approximate retail value of \$25) or a \$25 Visa® Fuel Card.** Fuel cards can be used at the gas station of your choice or anywhere Visa debit cards are accepted worldwide.
- Recruit three or four new and/or former* HFMA members and you will receive a \$100 Visa prepaid card good anywhere Visa debit cards are accepted worldwide. You will also be entered into a drawing among all those recruiting three or four to receive a \$1,000 cash prize.
- Recruit five or more new and/or former* members and you will receive a \$150 Visa prepaid card. You will also be entered into a drawing among all those recruiting five or more to receive a \$2,500 cash prize.

2007-2008 MEMBER-GET-A-MEMBER MAKE A DIFFERENCE GRAND PRIZE

- For every new or former* member you recruit, you will receive one entry into the drawing for the Member-Get-A-Member Make A Difference Grand Prize worth \$5,000. You will receive \$3,000 in cash for yourself and a \$2,000 donation in your name to the charity organization of your choice.
- You will receive one entry in the drawing for each new member or former* HFMA member you bring in (or bring back).

Social Committee

Chair

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unityhealth.org

Co Chair

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cbcsnational.com

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wausausa.com

Nannette Szott
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standardregister.com

Elaine Trudell
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Social Committee

The Social Committee has a great year ahead. Our upcoming **25th Annual Golf Tournament** is shaping up to be one of the best yet. We have a number of new members on board the committee who are looking to make a great effort in achieving the committee's goals. Through our events this year, we continue to strive to provide social events that will increase networking and active involvement in HFMA. Please save the date for the following scheduled events:

25th Annual Golf Tournament @ Brockport Country Club – July 17, 2008

Buffalo Bills Season Opener @ Ralph Wilson Stadium – September 7, 2008

If you have any questions regarding these events or the Social Committee in general please feel free to contact either Jason or Eric and they will be happy to answer your questions.

Jason Christman – Committee Chair – Jchristman@Unityhealth.org

Eric Kozlowski – Committee Co-Chair – Eric.Kozlowski@cbcsnational.com

We hope to see you at one of our upcoming events!

Chapter Sponsors

The Rochester Regional Chapter of HFMA wishes to recognize and express its appreciation to the following sponsors who generously support the Chapter and its educational programs:

Platinum

Simon Graduate School of Business, University of Rochester

Gold

Bonadio Receivables Solutions, LLC

Excellus Health Plan Inc.

GE HealthCare

Preferred Care

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