



# FINE PRINT

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**Save the Dates:**

- **December 2012 - Annual Holiday Social - details TBA**
- **February 7, 2013 - Annual Charge-master Seminar**

## PRESIDENT'S MESSAGE

KRISTEN CHAPMAN  
2012-2013 CHAPTER PRESIDENT

The summer of 2012 was the sunniest I can remember since I was a kid on summer vacation. My schedule was jam packed with camping, boating, cookouts with family and friends, and all of the outside activities we wait all winter for. Suddenly the Fall is here with all of the beauty and splendor of upstate New York and my outdoor activities are fewer and farther between. Now is the perfect time to get more involved in HFMA. This is an opportunity for you to build new professional relationships, foster invaluable contacts, and develop friendships while planning educational programs and social events.

The primary mission of HFMA is to provide timely, informative, and meaningful educational programs and networking opportunities to healthcare financial professionals. The ability

of the WNY Chapter to fulfill this mission is determined by the support of our volunteer members.

Your involvement can be as little as a couple of hours. Some of our members write articles for our newsletter, as you will see and you continue reading this edition of *Fine Print*. Others provide assistance in educational program development, registration, or venue arrangements.

Your level of participation will be personally and professionally rewarding. Committee participation will enhance your professional development team building skills and increase your value to your employer.

You will have opportunities to network with colleagues, clients, and vendors, as well as with local, regional, and na-



tional industry leaders.

Your participation will allow you to be recognized for your commitment to the healthcare finance profession.

If you are interested in participating on one of the chapter committees, or simply volunteering a couple hours of your time, please email Jennifer Dunn at [jdunn@kaleidahealth.org](mailto:jdunn@kaleidahealth.org), the Chapter Volunteer Coordinator.

Today's volunteers will become the foundation for tomorrow's leaders. Your Leadership Matters!

## 2012-2013 CHAPTER LEADERS

### Officers

Kristen Chapman  
President

Jeffrey Jacobs  
President – Elect

Robert Levesque  
Secretary

Paul Vinkle  
Treasurer

### Board of Directors Class of 2013

Debbie Cudzilo  
Christopher Eckert  
Peggy McDonough  
Robin Walters

### Board of Directors Class of 2014

Susan Brown  
Ryan Caster  
Michael Courneya  
Mary Ann Miccichi

### Committees

#### **Membership:**

Christopher Eckert  
Mary Ann Miccichi

#### **Education:**

Jeffrey Jacobs  
Mary Mahaney

#### **Certification:**

John Eichner  
Robert Levesque

#### **Social Events:**

Ryan Caster  
Bruce Liebel

## ANNUAL REGION 2 INSTITUTE

JILL JOHNSON

The Chapters of Region 2 hosted the Annual Region 2 Institute October 15 - 17, 2012 at the Saratoga Hilton and City Center in Saratoga, New York.



*MLB Legend, Tommy John*

The Institute kicked off on Monday the 15th with a pre-conference reception, where MLB Legend Tommy John was in attendance and signing autographs for attendees. He was also a Keynote speaker on Tuesday morning.

On Tuesday morning, Ralph E. Lawson, FHFMA, CPA, 2012 - 2013 Chair of HFMA, gave an update from the national perspective. Asking for audience participation in voting on “a myriad of issues” received much positive feedback from attendees, according to Bruce Liebel, Regional Execu-

tive-Elect. Attendees enjoyed the interaction with the questions and videos.

Tuesday afternoon brought presentations spanning from federal and state health care reform, OMIG issues, strategies for ICD-10, strategic positions and market strategies for community hospitals, and accounting and audit updates.

Tuesday evening ended with the “Music and Dessert Extravaganza” featuring the 80’s cover band, Velveeta. A good time was had by all.

On Wednesday morning, the breakfast presentation was from Captain James Lovell, NASA Legend and Apollo 13 Commander. Attendees were treated to a “fun to listen to,” first hand account of the famous Apollo 13 mission.



*Bruce Liebel and Captain James Lovell*

The breakout sessions

on Wednesday included topics such as reducing unplanned hospital re-admissions, physician reimbursement, accountable care organizations, and a long-term care update, which was a “very timely and informative presentation.”

The Institute concluded with a general session presented by John W. Gahan, Jr. from the New York State Department of Health, who enlightened the audience on state reform initiatives and Medicaid updates.

Special congratulations to WNY members Sue Brown and Debbie Cudzilo who won prizes from at the end of conference drawings.

Photos of the conference will be posted on the Chapter’s website, [www.hfmawny.org](http://www.hfmawny.org) as soon as they are available.

Plans are already in the works for the 2013 conference which is tentatively scheduled for October 9 - 11, 2013 at the Turning Stone Resort and Casino in Verona, New York. Mark your calendars!

# THE REGIONAL FRONT

*BRUCE LIEBEL, REGIONAL EXECUTIVE - ELECT*

At the recent 2012 Fall President's Meeting (FPM), held in Savannah, Georgia, discussions centered on several areas affecting Region 2 and its 7 chapters in the future.

First, the Region 2 Operating Agreement as a set Regional Executive rotation amongst the chapters, so that each chapter has equal representation throughout the years. This year, the Regional Executive, Tom Crilly, hails from the Rochester Regional Chapter, while WNY follows with my term. Northeast New York is next in line and was supposed to nominate a qualified candidate at the meeting, but they were unable to select a candidate to fill the Regional Executive-Elect role for 2013-14. As a result, it was decided that a candidate from the next chapter in the rotation, Puerto Rico, would be selected. The Chapter Presidents unanimously elected Teresa Figueroa to serve.

The Operating Agreement was modified to handle situations where a chapter is unable to select a qualified candi-

date to fill the Regional Executive position. The Region 2 chapters voted to allow the Northeast Chapter another chance to nominate a candidate next year, and if unable to, Northeast would have to pass and the Region would continue on with the original rotation.

Other issues affecting Region 2 were proposals that the Presidents and President-Elects made at the FPM that would help them meet the CBSC Guidelines in the future, if selected for action. The following issues are being brought to the Board of Directors attention:

- 1) Allowing Group Memberships by facilities, as many are cutting back on the number of individual memberships facilities pay for.
- 2) Pro-rating CBSC points for education, since right now in earning points, it's all or nothing. Pro-rating points would allow chapters some points for their efforts.



*Bruce Liebel, Regional Executive-Elect*

- 3) Review the new certification exam in relation to the study material. The exam is a prerequisite in achieving the certification goal. Members have found that the exam sections aren't necessarily proportional to the study material, like the practice exam is, and thus this is being reviewed.

In closing, it's apparent that efforts on the regional front continue and are necessary to help our chapters succeed and prosper. Working together as a region and communicating our ideas with National will allow our future leaders to meet CBSC goals.

## 2012-2013 CHAPTER LEADERS

### Committees

**Patient Financial Services:**

Susan Brown  
John Galley

**Patient Access:**

Susan Brown  
Peggy McDonough

**Chargemaster:**

Jessica Landers  
Cheryl Loverdi

**Reimbursement:**

Russell Previte  
Paul Sweet

**Sponsorship:**

Deborah Cudzilo  
Larry Nowak

**Newsletter:**

Stephanie Bottomley  
Jill Johnson

**Davis Chapter Management:**

Rachel Davis

**Founders:**

Susan Dybas

**Past Presidents:**

Jennifer Dunn

**CHAPTER SPONSORS**

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**OIG RELEASES 2013 WORK PLAN**  
*HFMA NATIONAL*

The Office of the Inspector General (OIG) released its annual work plan for fiscal year 2013 in early October 2012. This document summarizes the OIG's new and ongoing reviews and investigations at the Department of Health and Human Services.

Some specific initiatives planned for 2013 include a

comprehensive review of the changes in hospital billing for inpatient stays, a review of Medicare payments for discharges that should have been coded as transfers, and a review of the Centers for Medicare and Medicaid Services (CMS) overall strategy to maintain the integrity of the Medicare program. In addition, the OIG plans to audit how CMS monitors

its Recovery Audit Contractors.

The work plan describes the primary objectives of the planned activities as well as the year in which reports on the activities will be released. The work plan also indicates whether the work was in progress at the start of the fiscal year or will be started during the year.

**IRS TO HOLD A HEARING ABOUT PROPOSED CHARITABLE HOSPITAL REQUIREMENTS**  
*HFMA NATIONAL*

The Internal Revenue Service will hold a public hearing on December 5, 2012 at 10:00am about its proposed rule regarding certain requirements for tax-exempt hospitals under the Patient Protection

and Affordable Care Act. Regulations to be addressed in the hearing relate to financial assistance and emergency medical care policies, charges for certain care provided to

patients eligible for financial assistance, and billing and collections.

In September, HFMA submitted its comments on the proposed rule to the IRS.

**CHANGES IN POST-ACUTE CARE SHOULD SAVE MEDICARE DOLLARS**  
*HFMA NATIONAL*

If Medicare patients were served in more clinically appropriate and cost-effective settings after hospital discharge, the Medicare program could save as much as \$100 billion over the next 10 years, according to a report from the Clinically Appropriate and Cost-Effective Placement project by The Alli-

ance for Home Health Quality and Innovation. These savings could in turn extend the life of the Medicare Part A trust fund by 2.5 years, according to the report.

The report details opportunities for reducing post-acute care spending by improving the process of transitioning patients fol-

lowing discharge.

Building on information found in a series of working papers that assess the volume, payments, patient pathways, and readmissions of various types of post-acute care episodes, the report also presents analytic models that predict Medicare savings over a 10-year period.



## HFMA'S ONLINE MEMBERSHIP DIRECTORY

Have you visited HFMA's Online Membership Directory lately? Log in at <http://www.hfma.org/login/index.cfm>. When you select "HFMA Directory," not only can you search for members of your chapter, you can also search for all of your HFMA colleagues by name, company, and location - regardless of the

chapter!

While accessing HFMA's Online Membership Directory, you can view your current contact information and make edits to your profile. You can also see products you have ordered, events you have registered for, your CPE credits, your Founders points, and more!

It's vital that HFMA has your correct information, so please take a moment to review your record now. By doing so, you'll ensure that HFMA continues to provide you with valuable information and insights that further your success.

## PATIENT FINANCIAL SERVICES COMMITTEE

*SUE BROWN AND JOHN GALLEY, CO-CHAIRS*

The Patient Financial Services committee meets on the second Friday of each month in conjunction with the Patient Access and Chargemaster committees at WNYHA. The email distribution list for the committee consists of 46 members representing providers, insurers, Healthnet, and consultants. Many of the members on the list are not active participants, but asked to be included so they can stay current on the issues affecting our industry.

The purpose of the meetings are to discuss regulatory updates, insurer updates, policies and procedures, educational opportunities, vendors, software tools, audits (private and

governmental), billing issues, and any hot topic that we all encounter. We also provide educational sessions to our HFMA members and any other healthcare providers that have an interest in that topic. Last year, we provided an educational session on worker's compensation claims. We had a great turnout and were given handouts that can be used as a reference tool.

Each month an email is sent to the group requesting topics they would like to have discussed/ investigated and shared with the group at the meeting. We share information that often helps solve ongoing problems benefiting all parties involved.

We also look for input into any educational session that you may want to have us look into and present in the future. Taking an active role in your local HFMA chapter can help to make your job a little easier knowing that you have many resources that can be called upon.

We welcome each and every one of you to join us each month and get involved!

For more information on the committee, contact co-chairs Sue Brown ([Sbrown@ummc.org](mailto:Sbrown@ummc.org)) or John Galley ([jgalley@brookshospital.org](mailto:jgalley@brookshospital.org)).

## CHAPTER SPONSORS

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Promedical, LLC  
Summit Healthcare Solutions  
Toski & Co PC, CPAs  
Univera Healthcare

*Thank you to all Chapter sponsors for their support.*

## HFMA National Save the Dates

**October/November 2012** - Membership Satisfaction Surveys will be emailed to members

**April 1, 2013** - Helen M. Yerger Award entries due to national Chapter Relations

**April 21-23, 2013** - Leadership Training Conference (LTC), Anaheim, CA

**June 16-19, 2013** - ANI: The HFMA National Institute, Orange County Convention Center, Orlando, FL

*Editorial Policy:* Opinions expressed in signed articles are those of the authors and not necessarily those of the WNY Chapter of the newsletter committee. The committee believes the contents of *Fine Print* are interesting and thought provoking, the staff has no authority to speak for the Officers or Board of Directors of the WNY Chapter of HFMA.

## REGION 2 FALL PRESIDENT'S MEETING

*JEFFREY JACOBS, PRESIDENT-ELECT*

Kristen Chapman and Jeffrey Jacobs recently attended the annual Fall President's Meeting in Savannah, Georgia. This is a two day conference involving the Presidents and President-Elects from all seven chapters of Region 2. The Regional Executive, Tom Crilly, Regional Executive-Elect, Bruce Liebel, and Regional Treasurer, John Cousins, were also in attendance, as well as representatives from the National Office - Eileen Crow and Reggie Albert.

Agenda topics included an update from the HFMA Board of Directors Meeting, an overview and update on HFMA products and services, a review of the Chapter Balanced Scorecard (CBSC) weights and goals, succession planning, the LINK Committee, chapter level successful practices, review of the Regional Operating Agreement, select the 2014-2015 Regional Executive, and select the 2013 Fall President's Meeting dates and location.

Reggie Albert gave an update from the HFMA Board of Directors. He



*The Presidents and President-Elects of Region 2, Regional Executive - Tom Crilly, Regional Executive Elect - Bruce Liebel, Regional Treasurer, John Cousins, and National Representatives Eileen Crow and Reggie Albert.*

stated that HFMA is focusing on providing current products and services to its members as well as testing new products and services. Furthermore, the organization seeks to continue to be the source of information, education, networking, and career advancement for the health care finance industry.

Eileen Crow presented an overview of HFMA products and services, which include *Notes from National*, *The Leaderboard*, *Countdown*, and other targeted email communications. Eileen also gave an update on the current enrollment of over 39,000 members. This number includes

students and faculty. Student membership is free and provides an online gateway for the student, while the faculty membership dues are \$100. The student members are not included in the Chapter's CBSC goals.

Eileen also discussed the Volunteer Toolkit, which is available online, for the recruitment and development of volunteers.

The CBSC goals for the 2012-2013 Davis Chapter Management System (DCMS) year were reviewed. Of note, the education goal increased to 15.9 hours per member or 0.5% increase over the prior year. The chapter leaders shared their success stories and their plans for meeting this goal. The group made two recommendations to the Regional Executive to take back to the Regional Executive Council. The first recommendation is to offer a group membership to facilities instead of individual membership. The second recommendation is to prorate the CBSC points for membership. Currently, the Chapter is awarded all of the points for meeting the goal or none of the points if the Chapter falls short of the goal.

Another challenge faced by Chapters is succession planning. The Chapter Leaders shared their ideas, which included engaging committee members, cultivating members on a one-to-one basis, and putting succession planning as a standard Board Meeting Agenda item. The purpose of the LINK Committee is to gather information from members on policy



*The Westin, Savannah, Georgia*

changes. HFMA takes this information and formulates a national response. Previously, there was one representative and one co-chair for the Region, but now each Chapter has a representative. If you are asked to respond to a LINK question, please do so as our input can change policy decisions.

Actions taken at the meeting included several revisions to the Regional Operating Agreement. The funding for the Webinar Committee will now be at the Regional level, which allows the committee to offer more webinars during the year. Language was also added to clarify the expenses the Regional Treasury covers for the Mini-LTC. The agreement was also modified regarding the Regional Executive Rotation should a chapter not be able to find a suitable candidate. The Presi-

dent-Elects chose the candidate put forth by the Puerto Rico Chapter, Teresa Figueroa as the Regional Executive for 2014-2015. The group also finalized the selection of Puerto Rico as the site for the 2013 Fall Presidents Meeting.



*The Olde Pink House Restaurant and Tavern*

## Job Openings

[HTTP://WWW.HFMAWNY.ORG/HOME/JOBOPENINGS.ASPX](http://www.hfmanyny.org/home/jobopenings.aspx)

### Health Care Analyst Freed Maxick

Immediate full-time opportunity with the Healthcare Consulting group of a Top 100 CPA Firm.

**Position Overview:**  
Freed Maxick is looking for a strong analyst and key resource person on Revenue Cycle or Performance Improvement projects, with a sound combination of data manipulation and client-facing skills.

Visit [www.freedmaxick.com](http://www.freedmaxick.com) for more information.

# GOLF TOURNAMENT-2012

*BRUCE K. LIEBEL, SOCIAL EVENTS CO-CHAIR*



*(left to right): Laurie Cianfrini, Jennifer Dunn, Kathy Tomasulo, & Barb Losi*



*(left to right): Paul Vinkle, Dave Palumbo, Ryan Caster, & Mike Schoell*



*(left to right): Ryan Mickelus, Ryan Grady, Jason Houseman, & Al Gracie*



*(left to right): Seth Hennard, Mike Sammarco, Kristen Chapman, & Bruce Liebel*

On August 2nd, over 80 golfers gathered at Glen Oak Golf Course in East Amherst for the WNY HFMA Annual Golf Tournament. Playing under a 'Scramble' format, the following individuals were able to conquer the course and emerged as winners:

**Tournament Winners:**  
Andy Cohn, Anthony Eugeni, Chris Eckert, & Joe Volpe



**Mixed Winners:**  
Andy Johnson, Jill Johnson, Jim Johnson, & Peter Johnson



**Closest to the Hole - Women:** Chris Etsler

**Closest to the Line - Women:** Cathy Mirek

**Closest to the Hole - Men:** Dan Hockadel

**Closest to the Line - Men:** not available

Our thanks to Jennifer Materese, Ryan Caster, & Chris Eckert for setting up the tournament.

Special thanks to the following sponsors:

**Tournament:** Freed Maxick Healthcare and Jeffries & Company

**Lunch:** Practice Management and The Exigence Group

**Beverage Cart:** Lumsden & McCormick, LLP

**Registration:** Med-Rev Recoveries, Inc.

**Prize Sponsors:** Glen Oak Golf Course, WNY HFMA, Freed Maxick Healthcare, Lumsden & McCormick, LLP, Med-Rev Recoveries, Inc., and Indoor Air Quality



# WNY HFMA - MISS BUFFALO NIGHT

*BRUCE K. LIEBEL, SOCIAL COMMITTEE CO-CHAIR*



In the early evening of Friday, August 10th, WNY HFMA held another T.G.I.F. Happy Hour Cruise aboard the Miss Buffalo.

After cruising around the Erie Basin Marina, the

boat passed the new Harbor Front area, then ventured out into Lake Erie. It was a great way to start the weekend with HFMA friends, as they enjoyed music, dancing, and drinks on a warm summer's night.



*Patrick Downey and Mary Mahaney*



*Linda and Dave LaClaire*

# BATAVIA DOWNS SOCIAL EVENT

*ROBERTA SPEZZANO, ROCHESTER HFMA*



*(left to right) Bruce Liebel, Regional Executive - Elect, Roberta Spezzano, Rochester Chapter, and Todd Fragale, WNY Chapter, showing off their winnings!*

On Friday, October 5th, members from both the Rochester and WNY Chapters of HFMA met up at the Batavia Downs Casino for a night of fun, food, and horse racing! In addition to

to win their horse races was fierce. Mary Mahaney from the WNY Chapter won many times during the various races. John Veloski, also from the WNY Chapter, won the first 'exacta box' (he

the 12 horse races, attendees also received a \$10 voucher to play the slots.

The competition between members

picked three horses to win) in Race 2 and won \$24.80!

In Race 6, Roberta Spezzano from Rochester, won a whopping \$4.30 when she picked Joker's Wild to win! Richard McMullen, also from Rochester, was also a big winner in Race 7 winning \$42.

I have decided not to mention how much we spent to win those amounts!

Thanks to Bruce Liebel, our Regional Executive-Elect, for coordinating this event.



*Celeste and John Veloski - happy about their winnings.*



*Heidi and Larry Nowak enjoying the night at the races.*

## *Welcome New WNY Chapter Members:*

WNY HFMA is pleased to welcome the following new members:

### **Anthony M. Mrozik, Jr.**

*Chief Financial Officer  
Gateway-Longview, Inc.*

### **Michael Schoell**

*Staff Accountant  
Freed Maxick*

### **John J. Veloski**

*Network Contract  
Manager - Hospital  
Contraction  
United Healthcare*

## **EXPERIENCE THE VALUE. VALUE THE EXPERIENCE.**

HFMA is committed to being the indispensable professional resource for healthcare financial managers.

You can see it in the comprehensive resources HFMA provides to help you take advantage of opportunities for revenue growth and cost control, navigate regulatory compliance issues such as healthcare reform and HIPAA, avoid labor shortages, maximize information technology opportunities, and position yourself and your organization to benefit from the changing economic environment.

You can also see it in the way HFMA provides information. In a given month, visitors to HFMA's website ([www.hfma.org](http://www.hfma.org)) will view more than 300,000 pages of HFMA content. E-bulletins, such as *HFMA's Healthcare Finance Strategies* and *Weekly News*, keep HFMA members informed on current topics, regulatory changes, and what is coming over the next hill.

Locally, the chapter strives to keep the most updated chapter information available to its members via its website ([www.hfmawny.org](http://www.hfmawny.org)) and its quarterly newsletter, *Fine Print*.

HFMA's education curriculum includes conferences, seminars, and the Annual National Institute. In addition, distance-learning options include e-learning, virtual conferences, and webinars. HFMA will even bring education programs onsite to organizations, when needed.

At the local level, "the goal of the Education Committee is to provide sessions with relevant and timely content at times and locations that are convenient to as many members as possible," says Co-Chair Jeffrey Jacobs.

"The Regional Webinars are an additional method for providing interesting programs to members. Region 2 has recently entered into an annual agreement with our web conferencing provider, so more programs will be available in the future."

The WNY Chapter Education Committee always welcomes ideas for topics or venues. Please feel free to contact Jeffrey Jacobs ([jjacobs@ecmc.edu](mailto:jjacobs@ecmc.edu)) or Mary Mahaney ([mmahaney@kaleidahealth.org](mailto:mmahaney@kaleidahealth.org)). Volunteers are always welcome.

As you experience the value HFMA provides, don't forget to value the experience. HFMA offers opportunities to network with those who face similar challenges and successes. If you are looking to gain experience in a safe

environment, or would like to share the experiences you've gained, opportunities to volunteer locally or nationally are plentiful.

The bottom line is that HFMA is comprised of more than 35,000 people just like you. What do we know about our members? We are value driven. We are forward thinking. We are innovative. And together, we are defining, realizing, and advancing the profession of the financial management of health care.

To learn more about the benefits of your HFMA membership visit <http://www.hfma.org/Membership/>.

# CERTIFICATION UPDATES

*ROBERT P. LEVESQUE, CERTIFICATION CO-CHAIR*

## CONGRATULATIONS!

The WNY HFMA Chapter wishes to congratulate John W. Galley, Jr., MBA, MS, FHFMA on passing the CHFP (Certified Healthcare Financial Professional) exam. He was subsequently awarded the designation of Fellow due to meeting the qualifications for this certification.

Obtaining certification in HFMA requires a great deal of preparation. John's long hours spent preparing for the CHFP exam included participation in a coaching course sponsored by the chapter. He is the second participant to have passed the exam during the past year, the other being Rachel Davis. Overall, seven

members of the WNY Chapter have become certified in the past three years. As a result, there are now twenty-five members in the chapter who are certified, or 15% of the current membership. Only the Rochester chapter has more certified members in Region 2. The National average is 8%.

During the past year, the chapter sponsored two Certification Coaching courses, which consisted of six two-hour sessions. The course covers the six major focus areas of the exam, which are Revenue Cycle, Disbursement, Budgeting/Forecasting, Internal Controls, Financial Reporting and Contracting. The course is currently planned to be offered during the

winter months, depending on the level of interest by the membership.

If you or someone you know has achieved certification or earned an advanced certificate, please let us know by email. Also, anyone interested in participating in the chapter sponsored Certification Coaching Course should let us know as well.

### Contact information:

Robert P. Levesque,  
FHFMA, CPA  
blevesque2@verizon.net

John P. Eichner, FHFMA,  
CPA  
jeichner@ecmc.edu

*Just a reminder*

.....

**Please take a moment to ensure that HFMA National has your most up to date information, including address, phone number, and email address. This information is used to update our local mailings including our directory which will be published in the next quarter.**

# SAVE THE DATE - ANNUAL CHARGEMASTER SEMINAR - FEBRUARY 7, 2013

The Annual Chargemaster Seminar will be held on Thursday, February 7, 2013 at the Holiday Inn on Niagara Falls Boulevard in Amherst.

Jean C. Russell, MS, RHIT, Partner, Epoch Health Solutions, LLC, will be presenting this seminar. Jean Russell has over thirty years of healthcare and information system experience. Her areas of expertise include the Medicare outpatient pro-

spective payment systems (APCs and APGs), as well as ICD-10-CM/PCS training, Charge Description Master (CDM), admission status review, and outpatient coding and compliance. She is a frequent speaker at the national, state and local levels for HFMA and AHIMA professional groups.

Jean has her Masters from the University of Houston in Biomedical Engineering;

her Bachelors from Colgate University in Biology; and her RHIT from the independent study program through AHIMA. Jean is an AHIMA - approved ICD-10-CM/PCS Trainer.

## HFMA'S VIRTUAL CONFERENCE

February 6 • April 11 • July 17 • October 16



# HFMA'S VIRTUAL CONFERENCE IS BACK BY POPULAR DEMAND WITH ALL NEW CONTENT IN AN ALL NEW FORMAT!

### Four Live Dates in 2013:

February 6

April 11

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October 16

*A two month on-demand period follows each live date giving attendees access to archived educational presentations and sponsor information.*

### **HFMA Members Free**

Non-member registration is only \$155, which also includes membership for those new to HFMA.

To learn more, visit [hfma.org/virtualconference](http://hfma.org/virtualconference) or call (800) 252-4362, extension 2.

**Mark your calendar for this live event - free to HFMA members.**

HFMA's Virtual Conference provides you with unique and cutting edge programming - all from the convenience from your home or office! Each date offers new education content including a keynote presentation, a session that presents the latest findings from HFMA's Value project and a real-world case study that provides solutions to improve the quality of care and reduce costs.

Attend all four live event dates to receive 12 CPE credits!

**The HFMA Virtual Conference simulates the "look and feel" of an in-person event.**

- Earn 12 CPE credits by attending 12 live presentations.
- Learn new content on HFMA's Value Project, key trends, quality, reform and more.
- Gain insight from speakers during Q & A sessions.
- Interact and network with attendees and industry experts.
- Download presentations, white papers, and tools.

# PARTNERING WITH HFMA - 2013 CORPORATE SPONSORSHIP PROGRAM

*DEBBIE CUDZILO AND LARRY NOWAK, CO-CHAIRS*

Our 2013 Corporate Sponsorship drive is underway and many have seen our Corporate Sponsorship Program Brochure arrive in your e-mail inbox. We encourage organizations that appreciate the value provided by the WNY Chapter of HFMA to join our Corporate Sponsorship Program.

As a volunteer organization, the WNY Chapter of HFMA provides quality education to our members and others. During the past year, our chapter has provided an outstanding 17.7 education hours

per member. This could not be accomplished without our corporate sponsors.

Our corporate sponsors enable us to bring national and regional presenters to Western New York to provide timely education sessions to our members at a cost that is affordable to both our members and their employers.

Please consider joining our outstanding Corporate Sponsors listed at [www.hfmawny.org/](http://www.hfmawny.org/) sponsors in supporting our 2013 Corporate Sponsorship Program. There are sponsor levels



for every budget and each level provides a

unique set of benefits for our corporate sponsors.

To receive a copy of our Corporate Sponsorship Program brochure or to partner with the WNY Chapter of HFMA, contact one of our sponsorship co-chairs: Debbie Cudzilo at [DCudzilo@ecmc.edu](mailto:DCudzilo@ecmc.edu) or Larry Nowak at [LNowak@kaleidahealth.org](mailto:LNowak@kaleidahealth.org).

## GAO INVESTIGATES TYPES OF PROVIDERS INVOLVED IN FRAUD *HFMA NATIONAL*

In 2010, nearly 11,000 healthcare providers and suppliers, including physicians, hospitals, durable medical equipment suppliers, home health agencies, and pharmacies, were investigated for healthcare fraud in Medicare, Medicaid, and the Children's Health Insurance Program (CHIP) according to a recent report from the U.S.

Government Accountability Office (GAO).

For criminal cases, medical facilities and durable medical equipment suppliers were the most frequent subjects investigated. For civil cases, hospitals and medical facilities were the most frequent subjects. According to the GAO

report, more than 2,000 individuals and entities were excluded from the Medicare, Medicaid, or CHIP programs due to fraud convictions, license revocation, or other program-related convictions. About 60 percent of these individuals and entities were in the nursing profession.

HFMA is where healthcare finance professionals need to be...

# Pass it on.

## Member-Get-A-Member Program 2012-2013

Visit [hfma.org/mgam](http://hfma.org/mgam) for details on the program, and a listing of prizes.

"I turn to HFMA to keep up with the rapid change in the profession, enhance my career and strengthen our chapter. HFMA delivers the essential information that healthcare financial management professionals require to stay on top of their game and ahead of the curve."

*Mark A. Hartman, HFMA, CPA, SVP Finance & Treasurer, Arkansas Heart Hospital*



be informed.  
be engaged.  
belong.

Reform. Margin pressure. Revenue cycle. Value. HFMA members are reshaping healthcare finance at a critical time. Help build the momentum. Invite your peers, your staff, and others in your organization to join the nation's leading membership organization for healthcare financial management executives and leaders - HFMA.

### Earn valuable rewards when you share your commitment to HFMA.

**Recruit 1-2 members and choose between:**

- HFMA apparel item (approximate retail value \$25).
- \$25 Visa debit card accepted worldwide.

**Recruit 3-4 members and receive:**

- \$100 Visa debit card accepted worldwide.
- Entry into a drawing (of those recruiting 3-4 members) for \$1,000.

**Recruit 5 or more members and receive:**

- \$150 Visa debit card accepted worldwide.
- Entry into a drawing (of those recruiting 5 or more members) for \$2,500.

**For every member you recruit, your name is entered in:**

- Drawing for a brand new iPad (three drawings in all)
- Drawing for the Grand Prize worth \$5,000 - \$3,000 for you and a \$2,000 donation in your name to the charity of your choice.

The more members you sponsor, the greater your chances to win!

