Dear Fellow WNY HFMA members,

Happy Summer! After the spring rain subsided, we have been fortunate to enjoy the weather of one of the best summers in recent memory in Western New York. As the summer weather arrived, I was proud to be installed as Chapter President. One of my first official duties as Chapter President was to represent the Chapter at the HFMA Annual National Institute (ANI) in Orlando, Florida. ANI provided five full days of Healthcare Finance education on current, relevant topics and networking opportunities with vendors and peers from around the country. The HFMA Chapter Presidents award dinner was an integral part of ANI. Past Chapter President Christine Blidy accepted on behalf of the Chapter the 3 Yerger awards, a Gold award for Membership Growth and Retention and a Gold award for Education. These accomplishments are in no small part due to the engaged and committed Officers, Board of Directors and Committee Chairs serving the Western NY chapter. I look forward to working with this fine group of individuals and serving you all over the coming year.

As you might imagine, many of the educational sessions at ANI centered on Health Care Reform. ACO’s, Value Based Purchasing and Health Benefit exchanges were just a few of the many topics addressed. No matter what side of the political debate you are on, I am sure that we can all agree that change is rapidly approaching and that many of the specifics of that change are unknown. Over the coming year, HFMA locally and nationally is committed to providing the necessary resources to help you and your organization navigate through this change. Our local chapter has sessions on Value Based Purchasing and ICD 10 planned for September. In addition, we are offering Microsoft Excel Basic and Advanced Training in August. Watch your email for further details.

For those interested in advancing professionally, our chapter will be starting another HFMA Certification study group in the fall. This group will work to help you achieve the goal of becoming an HFMA certified member by offering group study session, coaching and study materials. Look inside the newsletter for details!

If you are not currently an active committee member, I urge you to consider becoming involved and take advantage of the educational and networking benefits these committees have to offer. This chapter was built and continues to thrive because of you - the member. If at time during the year, you have suggestions on how we can improve the chapter and the services we provide to you and your organization, please feel free to contact me directly at jdunn@kaleidahealth.org.

This fall our chapter will celebrate its 50th anniversary. We hope to see you all at our 50th Anniversary on October 14th. Over the past 50 years, the landscape of healthcare finance has changed many times. The leaders which have come before us have experienced similar challenges which lie ahead for us. Together, we can all work to navigate the course ahead.

Jennifer Dunn, FHFMA
President, HFMA Western New York
NEW MEMBERS

We Welcome the following new members to the WNY HFMA Chapter:

- Donald R. Donaldson
  CFO, Legacy Healthcare, LLC
  ddonaldson@golegacy.net

- Jason D. Conant
  Practice Administrator, Lakeshore Orthopedic Group
  jconant@lakeshoreortho.com

Congratulations!

The WNY HFMA Chapter wishes to congratulate Justin Reid, CHFP on earning the Certified Healthcare Financial Professional designation.

Kudos are also in order for Jill M. Schaefer, CPA, FHFMA for attaining the Advanced Technical Study Certificate in Healthcare Accounting and Finance.

Way to Go Justin and Jill!!!

If you or someone you know has achieved certification or earned an advanced certificate, please let us know by email – jjacobs@ecmc.edu.
HFMA, A Personal Investment
By Mary T. Mahaney
Membership Chair

With June 1st being the beginning of another chapter year, we would like to remind you to renew your membership, if you have not done so. This can be easily done online, or via mail.

I know for many of you, your employer continues to support HFMA by paying for membership dues, which ensures that you continue to receive the many benefits that HFMA offers.

This article, however, is also for those members whose organization’s have supported your HFMA membership in the past, but now, presented with the challenges of the current economy cannot provide for members’ dues.

I cannot stress enough what this membership brings you as far as education opportunities and networking benefits, a value that cannot be measured in dollars. HFMA, both locally and nationally, provides wonderful social events that offers opportunities to network with peers in a relaxed atmosphere, which is necessary in times of constant change and challenge.

It is the education sessions; however, with current relevant topics that are so important to our daily work environment, that offer members the ability to tap into an endless number of professionals, who provide information and a perspective on the healthcare challenges we face. It is important to note that both large and small providers/companies receive benefit from the HFMA education sessions.

In addition, our Chapter Sponsors realize the importance of our organization and have been steadfast in their financial support. Please consider, not only reviewing our sponsor list on the web next time you have the opportunity and thank them for their support, but also consider utilizing their services.

So, if you are a person whose organization cannot provide reimbursement for your membership dues at this time, I would pose this question to you. “Am I am worth this investment?” I know when the day comes that my organization is not able to pay my HFMA dues, I will write that check and invest in myself. **I am worth the personal investment!**
2011 Mini-LTC
By Loralee Voelker, Newsletter Co-Chair

Saratoga Springs was the setting this year for the annual Mini-LTC held on June 5-6 at Longfellows Hotel. A group of eight WNY members attended the event which included a Reception and Dinner on Sunday night with Jim Snack, a professional speaker and magician. He entertained us with group activities and magic that was both motivational and fun.

Monday was a busy day with Eileen Crow, Director, Chapter Relations, HFMA, starting the day by providing us with the National Update and National Volunteer Opportunities. Breakout Sessions followed with sessions for “New to HFMA Leadership” and “Chapter Balance Scorecard”. John Cousins presented the Treasury report for Region 2 before lunch with Peers within their specific Chapter Leadership responsibility. I sat with several other chairs for the newsletter and was able to hear some great ideas.

The last session was the Yerger Planning with past Yerger winners giving ideas and advice. It seemed that everyone enjoyed the retreat very much!
REMINDER: CURRENT SOCIAL EVENTS

Golf Tournament / Thursday, August 11, 2011
Glen Oak Golf Course, 711 Smith Rd. East Amherst, N.Y.

Registration/Lunch: 11:00 – 11:45 AM
Shotgun Start: 12:00 PM
Cocktail Hour: 5:00 – 6:00 PM
Dinner & Awards: 6:00 PM

Miss Buffalo Cruise / Friday, August 19, 2011
Arrive by 5:15 / Boarding at 5:30 / Cruise: 6:00 – 7:30 PM

Contact Tamara Dickey at tamara.dickey@na.firstsource.com or 716-484-1080
Certification Coaching Course Scheduled

The Chapter has scheduled a Certification Coaching Course for the current Chapter year. The Course sessions are free to the participants. In addition to those who intend to take the Certification Exam this year, other Chapter members can also attend the sessions. The Certification Process was revised effective January 1, 2011. This is an opportunity for anyone interested in becoming Certified to obtain knowledge of the new requirements.

The following are the specifics:

Where: WNYHA Board Room
       1876 Niagara Falls Blvd
       Tonawanda, NY

When: Thursdays, generally Bi-Weekly, as follows:

August 25       September 15
September 29    October 13
November 3       November 17

Time: 9 a.m. until 12 p.m.

Comments:

1. Six sessions have been scheduled at three hours each. Additional sessions can be scheduled based on the needs of the participants. The intent is to complete the Course by the end of 2011.
2. The Course will consist primarily of Micro Case Studies and Discussion Points encompassing six modules comprising the Professional Practicum as developed by HFMA National. The modules are: Revenue Cycle, Disbursement, Budgeting/Forecasting, Internal Controls, Financial Reporting and Contracting.
3. There are a total of 35 cases in the Course. The 18 hours scheduled for class time should enable the participants to complete at least one half of the cases. We will make available to each participant the cases that were not covered. Again, the Course can be expanded or modified as needed. We plan to cover all required areas for the Certification exam.
4. We plan on providing coffee and pastries for each session.

If interested in attending the sessions, please inform one of the Certification Committee Co-Chairs listed below via email along with the dates you plan on attending in order ensure that space is available and that the Course materials are also available for you.

Jeffrey Jacobs: jjacobs@ecmc.edu   Robert Levesque: blevesque2@verizon.net
We’re Celebrating Our 50th ANNIVERSARY!

WHEN: FRIDAY, OCTOBER 14, 2011
WHERE: THE - MANSION
       ON DELAWARE AVENUE  BUFFALO, N.Y.

Join us on this M*E*M*O*R*A*B*L*E night, for:

• Butler Passed Hor d’oeuvers in Salon Hugo
• Dinner & Parisian Dessert Table in the Grand Salon
• Recognition of Past Chapter Presidents
• Dancing with a Jazz Band, featuring Vincent Fossitt
• Networking with HFMA friends, current & former

STAY TUNED FOR MORE DETAILS!
HFMA’S 2011 ANI: The Healthcare Finance Conference

By Bruce K. Liebel, FHIFMA

As an active member of HFMA, I have been fortunate to attend ANI, the Annual National Institute, over the last four years. Two were attended courtesy of WNY HFMA, as they pay for the incoming and outgoing Presidents, and two courtesy of my employer, due to the practical knowledge and ideas I am able to obtain and bring back and utilize in my current job.

For those who have not attended an ANI, I’d like to give you a glimpse of what you can expect from this worthwhile conference:

KEYNOTE SPEAKERS:
Several keynote speakers present at ANI each year, providing knowledge and motivation to conference attendees. I’ve been fortunate to hear such notables as Colin Powell in the past, and this year’s keynotes did not disappoint, with ‘Coach K’ being one of them. Mike Krzyzewski, Head Coach at Duke University and coach of U.S. Olympic Championship basketball teams, presented “Victory Through Teamwork and Leadership”. He offered insights and proven principles that he has applied to his legendary players, along with revealing guidelines on achieving success and motivating teams, such as ones we are part of in our healthcare positions.

EDUCATION:
There are a myriad of sessions, covering such areas as Finance & Accounting, Reimbursement, Revenue Cycle, Patient Access, Compliance, Legal, Managed Care and CFO Strategies, that you’d be hard-pressed not to find courses to your liking. One of the reimbursement sessions I attended was “Medicare 2012 and Beyond: How to Prepare for Changes in Payment Rates and Other Rates”, given by Larry Goldberg, Senior Advisor – Health Care Legislative & Regulatory Matters, at Grant Thornton LLP. It not only supplied information on the Affordable Care Act (ACA), Accountable Care Organizations (ACO’s) and Value-Based Purchasing (VBP), but provided me PPS updates on IPPS, Rehabilitation and Psych as well.

EXHIBIT HALL:
With over 400 vendors in attendance, a walk into the Exhibit Hall is a great opportunity to grab lunch, view demonstrations and talk to vendors about their products & services. It also provides us the chance to connect with companies and vendors that we do business with and those that have provided services to WNY HFMA.

AWARDS:
I, along with Kathy Tomasulo from Kaleida Health, were honored to be invited to the Chapter Presidents’ Dinner and Awards with Past President, Christine Blidy, and current WNY President, Jennifer Dunn. Sitting amongst other Region 2 Leaders, it was a proud moment, witnessing Christine walking onstage to receive recognition for the numerous awards that the Chapter earned this past year. They included:
• Charles F. Mehler GOLD Award for Excellence in Education
• GOLD Award of Excellence for Membership Growth & Retention
• Individual Yerger Award (written by Christine), for Outstanding Performance in Improvement (on Membership)
• Two Multi-Chapter Yerger Awards: one I collaborated with Robert Masi, Regional Executive, on the Region 2 Fall Conference held in Buffalo in 2010; the other for the Region 2 Webinar Series, that involved the work of Jill Schaefer & Jennifer Dunn on behalf of the WNY Chapter. CONGRATULATIONS TO THE WNY CHAPTER!

NETWORKING:
From the opening reception in the Gaylord Hotel Atrium, to the Blues Bash at the House of Blues in Downtown Disney, ANI offers numerous opportunities to network with colleagues, not only those from WNY, but across Region 2 and the country. The pictures that follow, can attest to that!

In closing, I would highly recommend attendance at a future ANI – the education and networking opportunities are definitely worth it. For 2012, ANI will be at the Mandalay Bay Resort and Convention Center in Las Vegas, Nevada, June 24-27th. Will you be there?
Pictures from 2011 ANI – Gaylord Resort & Conference Center, Orlando

Karen, Alicia, Jennifer, Christine & Kathy, all dressed up for Awards Night

Christine’s Recognition from National Chairmen Greg Adams (2011-12) & Debora Kuchka-Craig (2010-11)

Keynote, Coach ‘K’ Adams,

Jennifer & Christine at Awards Dinner
More Pics from 2011 ANI – Gaylord Resort & Conference Center, Orlando

Buffalo group at House of Blues

‘Rock Star’ Alicia, at the House of Blues

Debbie joins the ‘Blues Brothers’

Bruce, Debbie, Wendy & Mike

Mike joins our Rochester friends, Alicia, Nancy & Chris
Professional Development CPE Series – Microsoft Excel

The chapter will be holding its first Microsoft Excel CPE on Thursday August 18th. There will be a 3 hour morning session covering basic Microsoft Excel and a 3 hour afternoon session covering more advanced programming. The class will be held downtown at the Buffalo Public School’s Adult Education Center at the corner of Elmwood and Virginia Streets and each session will be delivered by licensed Microsoft instructors. Cost for the session will be $35 for a half day or $45 for both sessions, but capacity is limited to only 15 individuals. More details, including basic and advanced topics to be covered, will be emailed out to membership later in the week.

Kristen L. Chapman

kchapman@lumsdencpa.co

Renew Your Membership

Don't forget it's time to renew your HFMA membership! We have many exciting educational and social events planned for the coming year.

Please go online to www.hfma.org to renew today. If you need paper applications, please contact me at 716-859-8380.

Mary Mahaney
Membership Chair
The Western New York Chapter of HFMA is pleased to recognize, and wishes to express its sincere appreciation to those who support our educational programs throughout the year—our valued Sponsors!

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