April 30, 2016

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President’s Message

Dear fellow WNY HFMA Member:

Time flies when you’re having fun…

It is hard to believe I am writing my last message to the membership as President of HFMA’s Western New York Chapter. It is true that time flies when you’re having fun!

We have had a very successful year. We not only met, but far exceeded the metrics set by HFMA for all of the Chapters in areas including member satisfaction, membership growth, and education hours provided to members. I am proud to report that our Chapter was the first to accomplish all of the metrics as part of the Chapter Balanced Score Card.

Success like this can only be accomplished with dedicated volunteers who give so freely of their time. It is the officers and committee chairs and co-chairs, too many to name individually, who are responsible for our success. I was only smart enough to ask them to participate, and lucky enough that they agreed. Thank you for everything you do, it has been an honor to serve with you.

Mike Sammarco was the first person to get me involved with HFMA by allowing me to run the annual golf tournament. Thank you for the opportunity. Jenn Dunn was the first to ask me to take on a leadership role and become an officer for our chapter. Thank you for asking a second time when I said no the first year. Thank you to Bruce Liebel and Bob Levesque for providing me guidance and support throughout my years as an officer and President. Your support is greatly appreciated. Last, but not least, a big thank you to Ryan Caster. Ryan has been an outstanding education committee chair and President-Elect this year. He took on the challenge of putting together high-quality educational programs and has always exceeded all our expectations. Thank you for your continual effort, Ryan, and best of luck as President next year.

My goal was simply to leave the chapter better than I found it. Thank you for helping me achieve that goal. I hope you can all join us in celebrating the chapter year Wednesday June 8th at Russell’s Steaks Chops and More. I look forward to seeing you there!

Regards

Christopher B. Eckert, CPA
2015-16 Western New York HFMA President
Upcoming Events

Local and Regional Events (visit hfmawny.org for more information)

May 4, 2016  Volume to Value: A Consultant’s Guide to Navigating Payment Reform webinar
May 10, 2016  Solving the Problem of Uncompensated Care webinar
May 11, 2016  WNYHA/HFMA Finance Officers Meeting
              Wyndham Garden, Williamsville, NY
June 8, 2016  Annual Banquet
              Russell’s Steaks, Chops & More, Williamsville, NY
July 29, 2016  Annual Golf Tournament
              Terry Hills Golf Course, Batavia, NY
Oct 19-21, 2016  Annual HFMA Region 2 Fall Institute
                 Turning Stone Resort & Casino, Verona, NY

HFMA National Events (visit hfma.org for more information and to register)

June 26-29, 2016  HFMA Annual National Institute
                 Las Vegas, Nevada

Webinars

May 11, 2016  Leveraging Data to Drive Results in Your Revenue Cycle
May 17, 2016  A Patient-Centered Approach to Reducing Clinical Supply Costs
May 24, 2016  Patient Financial Engagement and the Link to Payment & Satisfaction
May 26, 2016  Steps to Implement Patient-Centered Billing and Collection Best Practices
June 1, 2016  Commercial Audits: Managing Concurrent Reviews and Retrospective Denials
June 2, 2016  Focus on “Customers” and Increase Patient Satisfaction and Payments
June 8, 2016  Labor Strategies to Lower Cost and Improve Productivity
June 14, 2016  Pioneering a Rolling Forecast at Mission Health: Lessons Learned and Ways
                You Can Make the Case for Change
June 16, 2016  Understanding Medicare’s Final FY 2017 Inpatient Prospective
                Payment System Rule

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

If you have any questions or comments or would like to contribute to future editions of Fine Print, please contact: Jill Johnson (jjohnson@lumsdencpa.com) or Bob Levesque (blevesque2@verizon.net).
Welcome New Members!

Aaron Carlson  
Director of Finance  
The Dale Association, Inc.

Thomas Greico  
Healthcare Consulting manager  
Freed Maxick CPAs, P.C.

Miz Kabir  
No title listed  
No company listed

Michel Laskowski  
Senior Associate  
No company listed

Leslie Marino  
Business-Admin Manager  
Windsong Radiology Group

Stephen Nelson  
Manager, Network Services  
Blue Cross/ Blue Shield Western New York

Phillip Waterman  
No title listed  
Roswell Park Cancer Institute

Election of Officers and Board of Directors

By Robert Levesque, Immediate Past President

Congratulations to the following slate of officers and directors who were elected by the WNY HFMA membership. Their dedication and leadership in the coming year will be a key factor in the success of our organization. We would like to thank them for their continued involvement and dedication to WNY HFMA.

President: Ryan Caster, CPA  
Senior Manager, Freed Maxick CPAs, P.C.

President-Elect: Steven Chizuk  
Director of Budget, Erie County Medical Center Corporation

Secretary: David Bonk, FHFMA, CPA, CMA  
President/Owner, Campagnolo Bonk CPA’s PLLC

Treasurer: Seth Hennard, CHFP, CPA  
Principal, Lumsden & McCormick, LLP

Board of Directors (two year term)

Bruce Liebel, FHFMA  
Director of Reimbursement  
Erie County Medical Center Corporation

Chirico Rozsa  
Audit Manager  
Freed Maxick CPAs, P.C.

James Stabel, FHFMA, CPA  
Reimbursement Manager  
Catholic health System

Pamela Thanki  
Sr. Healthcare Financial Analyst  
Erie County Medical Center Corporation
Annual Chargemaster Review

Cathy Hamilton, Revenue Cycle Committee Co-Chair

A CDM session, “Managing your CDM in the Era of Increased Packaging and Price Transparency” was held on January 27th at Classics V in Amherst. Jean Russell, Richard Cooley and Matthew Lawney from Epoch Health Solutions, LLC were the presenters for this popular session. As usual, this session did not disappoint. All participants left with over 250 pages of information that could immediately be put into use to improve their revenue cycles. One of the hot topics covered was the use of the Occurrence Span Code 72. When a patient is admitted to Inpatient for medical necessity and some of the benchmark 2 Midnight time was spent as an Outpatient, the use of the Occurrence code 72 will eliminate the “short Stay” flag. Observation was also a hot topic as so much of our patient care is being provided as Observation status versus Inpatient. Observation billing and reimbursement methodology for Medicare and Medicaid was covered in this session. Pricing and Price Transparency was discussed including estimating charges for patients and the challenges we face in that area. Looking at price estimates in terms of payment and developing cost per procedure or episode of care was suggested as ways to move away from our A la carte pricing. Ancillary services CPT and HCPCS code changes for 2016 were also reviewed in detail. Having personally attended a number of these sessions, I am always amazed at how many new changes there are to address and the amount of knowledge that this group can impart on us in just one day.

2015 Annual Cost Report Briefing and Workshop

Russ Previte, Reimbursement Committee Co-Chair

On Monday, April 11, 2016, the Annual Cost Report Briefing and Workshop was held at the Terry Hills Country Club in Batavia, NY. More than 75 individuals from the Rochester Regional and Western New York Chapters of HFMA attended this session, which was jointly sponsored by the two chapters. This session dealt with the changes and filing requirements for the Hospital Institutional Cost Report (ICR) in the morning session, and the Nursing Home cost reports in the afternoon session.

The morning session started off with representatives of the New York State Department of Health by teleconference describing the filing procedures. Then Don Fry and Joe Sellars of KPMG reviewed the changes to the 2015 cost report as a result of Medicare Transmittals 7, 8 and 9, as well as some enhancements to the ICR software.

This was followed by a presentation by individuals from National Government Services (NGS), who discussed items specific to Medicare. Christine Chamberlain discussed filing requirements, the portal for submission of documents through NGSConnex, steps for PS&R access, offsetting guidelines, and the outlier reconciliation process. Kelly Foster discussed the audit workload for the upcoming year, including the wage index audits, common audit issues, and the interim rate review process.
Annual Cost Report Briefing and Workshop, continued

Both the Medicare CMS-2552 and Medicaid NYSICR cost reports for 2015 are due on Tues., May 31, 2016.

The Long Term Care session in the afternoon was presented by representatives of Freed Maxick Healthcare. The session began with a review of important schedules in the Medicare 2540 and Medicaid RHCF-2 and RHCF-4 cost reports by John Peterson and Steve Holt, with several pointers and focus areas.

The Medicare CMS-2540 is due on May 31, 2016 and the RHCF reports will be due on July 15, 2016.

This was followed by a presentation from John Kropski of the changing revenue strategies for Post Acute Care and the rapid move to quality and risk based reimbursement.

The afternoon session concluded with a presentation by Sanath Rajapakse and Dave Hanson of the risks and realities of Cybersecurity in Healthcare.

As in prior years, starting on April 29, 2016, the Reimbursement Committee will begin weekly Friday morning meetings at 8:00 am at the Western NY Healthcare Association offices to discuss issues and problems with the current year reports. All individuals are invited to attend or call in if more convenient.

For further information on the Reimbursement Committee of the Western NY Chapter of HFMA, contact Committee Co-Chairs

Russ Previte at 923-2953 or russell.previte@chsbuffalo.org

Joe Romano at 514-5881 or jromano@enhs.org or

Jim Stabel at 828-3751 or jstabel@chsbuffalo.org.

Charles Nazzaro Earns the Founders Silver Award

Congratulations go to Charles C. (Chuck) Nazzaro for earning the Robert H. Reeves Silver Award for 2015. The Silver Award is given after earning a total of 50 member points.

Each year, eligible members are awarded a Founders Merit Award. The awards program recognizes members who have earned a certain amount of points by volunteering their time, ideas and energy to serve the healthcare industry, their profession, and one another. This is due to active participation in HFMA at the national, regional and/or chapter levels. These awards are presented after reaching the required number of member points.

Chuck is the Chief Financial Officer at WCA Hospital in Jamestown, NY.

He has been employed by WCA since 1985 and has held the positions of Director of Finance, Controller, Director of Reimbursement and Senior Accountant. Chuck is also a Chautauqua County Legislator where he serves as Minority Leader and ranking member of several legislative committees. He is a graduate of Jamestown Community College and has a Bachelor of Science Degree in Accounting from SUNY at Binghamton, NY. In 2009 he received the JCC Distinguished Alumnus Award. Chuck has been a member of HFMA since 1987 and has been an active member of the Reimbursement Committee for many years.
Founders Silver Award, continued

Chuck and his wife Sharon have two children and a 2 ½ year old granddaughter. They enjoy camping at Hidden Valley in the summer and traveling. They have a trip planned to Egypt in the fall and are going on a cruise “up” the Nile River. Chuck even finds time for an occasional game of golf.

Congratulations to Chuck on this achievement.

The chapter is very fortunate to have members who have been and continue to be active participants in HFMA. Our gratitude to those who have received one or more Founders Award in the past and to the most recent recipients of these awards.

Euchre Tournament

The Annual Euchre Tournament was held on February 5, 2016 and was once again a fiercely competitive evening, full of euchre, mingling and adult beverages (and champagne – lots of champagne).

Our 40 participants endured 6, 20 minute max rounds of cards, with each round followed by a 10 minute break. At the end of the evening, the three players with the highest scores were declared the winners. Congratulations go to John Haberstro (first place), Dave Profic (second place) and our very own Chapter Secretary Steve Chizuk (third place). This year, we also saved the best for last. The lowest scoring winner also took home a prize – congratulations to Patrick Rossi and thanks for being such a good sport!

Our sincere thanks go out to our generous hosts at the South Line Fire Hall for their hospitality again this year! Thanks to all who participated this year – we hope to see you again next year!
Euchre Tournament

The winners! John Haberstro (first place), Dave Profic (second place) and Steve Chizuk (third place).

Patrick Rossi showing off his prize for lowest score of the evening.

A group of accountants from Lumsden McCormick enjoyed a night off during busy season!
Paul W. Sweet Memorial Scholarship Gala

A Memorial Scholarship Gala Fundraiser honoring Paul Sweet was held April 9, 2016 at the Orchard Park Country Club. Approximately sixty friends and colleagues attended this event.

The program included a social hour followed by tributes and dinner. Welcoming remarks were made by John Bartimole, president of the Western New York Healthcare Association (WNYHA) and Liz Urbanski Farrell, director of member services and government relations for WNYHA. Tributes were made by Walter E. Kempa Jr, a long-time friend of Paul and HFMA past presidents John Eichner and Robert Levesque.

Following dinner, Paul’s wife Louise thanked everyone for attending and their support. The dinner raised $23,600 in donations, which in combination with other donations will now formally establish and endow the Paul W. Sweet Memorial Student Assistance Fund. The fund was established with the University at Buffalo School of Management Foundation to memorialize Paul for his vast contributions to his friends, his community and to healthcare and when the amount raised reaches $50,000 this will become an undergraduate scholarship fund in Paul Sweet’s name.

The members of the Western New York Chapter of HFMA who volunteered to work with the WNYHA to establish a Memorial Scholarship in Paul Sweet’s honor are Robert Levesque, Larry Nowak and Russ Previte. They are past presidents of the Chapter.

Anyone who wishes to make a tax-deductible donation, the following link will take you directly to the UB Foundation’s donation page for the fund: https://tinyurl.com/PWSweetMemorialFund

John Bartimore

Liz Urbanski Farrell

Walter E. Kempa Jr

John Eichner
Paul W. Sweet Memorial Scholarship Gala

Robert Levesque

Louise Sweet

Russ Previte and Larry Nowak

Paul Sweet

Paul Sweet Memorial Scholarship Gala

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Russ Previte and Larry Nowak

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Louise Sweet

Russ Previte and Larry Nowak

Paul Sweet

Paul Sweet Memorial Scholarship Gala

Robert Levesque

Louise Sweet

Russ Previte and Larry Nowak

Paul Sweet
Paul W. Sweet Memorial Scholarship Gala
The following is the tribute made to Paul Sweet on behalf of the WNY Chapter of HFMA.

Paul was a friend, colleague and mentor to many of us in his role as Senior Vice President of the WNYHA, a position he held for over twenty years. He contributed greatly to HFMA and the WNY Chapter.

Paul was the chapter representative from the WNYHA. The chapter bi-laws specify the role of the association with the chapter. Paul’s involvement with HFMA began when he was the CFO of various WNY healthcare organizations and continued as the representative of the WNYHA. He was a member of HFMA since 1973, over 41 years.

His many accomplishments with HFMA include serving as the President of the chapter from 1980-1981 and being voted Member of the Year for 2003-2004. He was also the Chapter Liaison Representative (now Regional Executive) of Region 2 of HFMA from 1982-1983. He was awarded the Founders Medal of Honor for 1990. He was an initial recipient of this prestigious award for the WNY chapter.

At the 50th anniversary celebration of the chapter held in October 2011, a special achievement award was given to Paul for his many years of service to HFMA. The following was written: “Paul has been the backbone of our group for many years and a friend to all. We applaud his many contributions to our chapter and for his continued advocacy to healthcare in Western New York.”

Paul could always be counted on to help the chapter leadership when called upon. His many contributions included: Co-chairing the Reimbursement Committee; representing the WNYHA for the annual Nominations Committee; conducting the swearing in ceremonies for the annual installation of officers and board of directors; serving as a member of various committees as needed, most recently being a valued member of the Education Committee; Coordinating the annual HANYS Federal and State Financial Update; and often taking care of the program logistics, such as setting up the required equipment. There were many other areas of Paul’s involvement and those mentioned are just a sampling.

Since Paul’s passing, we have discussed possible ways to recognize an award or event in Paul’s memory. We did dedicate the Winter 2015 issue of Fine Print, the Chapter’s quarterly newsletter, to Paul’s memory. We concluded that perhaps we should name the 2015 Member of the Year Award in his honor. What we decided instead was to name a new award in Paul’s memory and call it: The Paul W. Sweet Merit Award for Outstanding Service to the Western New York Chapter.

This award was given in Paul’s name to the members who have demonstrated exemplary service to the Chapter and its advancement along with the advancement of those working within the healthcare community. We plan to consider giving this award yearly if the above criterion applies to a deserving individual. It should be given to a “seasoned” member of the chapter who continues to be active through committee involvement or other leadership role.

Paul was such an instrumental part of the WNY Chapter for so many years. The contributions he made not only helped the Chapter but also the WNY healthcare community. In closing, Paul Sweet is missed by his many friends and colleagues. He was a TRUE FRIEND to many of us and we could always count on him. We think of Paul often and we sincerely miss him.

Robert Levesque, Immediate Past President
Western New York Chapter Revises Policy Regarding CHFP Exam Fee Reimbursement

David Bonk, MBA, CPA, CITP, CMA, FHFA, FACHE
Certification Committee Chair

The following addresses the Chapter’s revised policy regarding the CHFP exam fee reimbursement. This is due to the significant re-design of the CHFP exam process by HFMA beginning in August, 2015. This new process is further discussed in the following article entitled *Value-Driving Certification* by Joseph Abel, HFMA’s Director of Career Services.

The Certification Committee and the Board of Directors hope these revisions to the Chapter’s existing Certification Reimbursement Policy will encourage more of the chapter’s members to pursue certification as a means of professional and career advancement.

**Prior Chapter Reimbursement:**

The Chapter has historically attempted to assist members interested in furthering their professional development and careers through the CHFP Certification process by:

1. Making available limited numbers of CHFP Certification study material subscriptions on first come, first serve basis. The Chapter has generally budgeted for approximately 5 licenses at a cost of $195/subscription.
2. Upon successful completion of the exam, the Chapter has reimbursed members for the cost of the CHFP examination fee in the amount of $395.
3. The Chapter has not historically had any time limitation placed on members with regard to passing the exam and exam fee reimbursement.
4. The Chapter has not required members to actively participate on committees, events or the Board of Directors as a prerequisite to receiving reimbursement for fees related to the successful completion of the exam.

**Issues:**

1. Despite interest in CHFP certification, few chapter members sign up for the exam, generally due to one or more of the following:
   a. Time commitment/lack of time
   b. Uncertainty regarding the ability to pass the exam/subject matter competency
   c. Cost of the exam and preparation materials.
CHFP Exam Fee Reimbursement Policy, continued

Issues, continued

2. Individuals that have signed up for the exam, purchased materials and complete study preparation do not take the exam due to:
   a. Lack of confidence
   b. Cost of re-examination

3. The CHFP exam process has been significantly re-designed by HFMA national beginning in August, 2015 which has resulted in the following:
   a. Increased upfront cost of the exam fee and related study materials
   b. Change the emphasis of the exam from predominantly financial subject matter to a contemporary issues and value based purchasing emphasis.
   c. Early statistics indicate the revised exam format has a higher pass rate.

4. Revising Chapter exam reimbursement policy to cover the entire amount of the revised exam fee structure and study materials could result in member reimbursement exceeding $600 IRS 1099 threshold.

CHFP Exam Fee Comparison:

<table>
<thead>
<tr>
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<th>Old Format</th>
<th>New Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application/Exam Fee</td>
<td>$395</td>
<td>$700 (Standard) / $620 (Discounted)</td>
</tr>
<tr>
<td>Study Materials</td>
<td>$195</td>
<td>Included</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td><strong>$590</strong></td>
<td>$700 - $620</td>
</tr>
<tr>
<td>Re-Exam Fee</td>
<td>$200/attempt</td>
<td>$0 (unlimited attempts within period)</td>
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New Chapter Reimbursement Policy:

In an attempt to promote member professional development and encourage members to successfully complete the CHFP Certification Exam, the Certification Committee proposes the following revision to the chapter’s existing member CHFP Exam Fee reimbursement policy as follows:

1. The Chapter will reimburse a member for the member’s expenses incurred in the successful completion of the CHFP exam as follows:
   - $599 upon successful completion of the exam within 1 year of the member’s application to sit for the exam.
   - $300 if the member successfully completes the exam after one year from the date of the member’s application to sit for the exam.
CHFP Exam Fee Reimbursement Policy, continued

2. To receive expense reimbursement for the exam, the member must submit copies of the following documents:
   - Confirmation of the member’s date of application.
   - Confirmation of the payment of the applicable fees for both Module I and Module II of the exam.
   - Member’s notice of successful completion of the exam from HFMA National.

The Policy titled “Reimbursement of Member CHFP Certification Exam Expenses” was approved by the Board of Directors February 16, 2016 with an effective date of January 1, 2016. The entire policy can be found at: www.hfmawny.org under Chapter Info, Bylaws and Policies.

Value-Driving Certification

By Joseph Abel, CPCC, ACC, PhD, HFMA’s Director of Career Services

Impressive job skills are no longer enough to land a job with smart employers or to ensure a promotion. Employers want value-drivers.

Value-drivers are people with the capacity to continuously learn, develop new skills, and adapt to the dynamic business needs of the continuously evolving health-care industry. This type of employee understands the business context and consequently sniffs out opportunity, provokes thought, and helps shape innovation. Technical depth, breadth of perspective, and the inquisitiveness to search out new business approaches are the foundations for this value-driving work style.

HFMA’s Certified Healthcare Financial Professional (CHFP) is intended to build this highly prized value-driving work style. The CHFP:

- Is a learning program;
- Presents the business context in which health operates;
- Builds comprehensive, multidisciplinary perspective on the pressing mandate to improve value in health care through clinical cooperation.

The CHFP is a value-driving certification in that certified healthcare finance professionals can take on a value-driving work-style characterized by:

- Business Awareness – The ability to recognize the business implications of information presented to them;
- Business Understanding – Thinking with the big picture, the business context at play;
- Creativity – The readiness to explore potential new business initiatives;
Value-Driving Certification, continued

- Engagement – Getting into action; bringing new ideas to life to create value and growth;

- Smart employees – People who not only see the need to be value-driving employees, but also commit to building that value-driving work style.

The Value-Driving Equation:

Value-Driving finance professional = (professional skills and experience) X CHFP

The program consists of two modules:

1. HFMA’s Business of Health Care course and


The program is entirely online, self-contained and self-paced. The CHFP designation is achieved by the successful completion of both modules. A downloadable learner’s Concept Guide is available with the course and many HFMA chapters provide CHFP preparation assistance. The CHFP program is easy to access on HFMA’s website, simple to use and brings the business knowledge needed today into one place.

More details can be found here: www hfma.org/CHFP.

Save the date!

Annual Banquet

Wednesday, June 8th at Russell’s Steaks, Chops & More
6675 Transit Road, Williamsville, New York 14221
Save the date!

GOLF
TOURNAMENT

SPONSORED BY:

FreedMaxick

FRIDAY, JULY 29TH @ TERRY HILLS GOLF COURSE
5122 CLINTON STREET, BATAVIA, NY

REGISTRATION / LUNCH 11AM
SHOTGUN 12 NOON
COCKTAIL HOUR 5PM
DINNER & AWARDS 6PM

SPONSORSHIP OPPORTUNITIES AVAILABLE!

FOR MORE INFORMATION, CONTACT MIKE SCHOELL AT 716/362-6207 OR MICHAEL.SCHOELL@FREEDMAXICK.COM.

hfma national institute

OUT
OF THE BOX

JUNE 26-29 LAS VEGAS
HFMA Annual National Institute, June 26-29, Las Vegas, Nevada

Join your peers at ANI 2016 and think out of the box to drive success where it matters most:

- Meet the challenges of consumerism—from first contact to final payment
- Manage costs while delivering quality
- Capture more revenue, whatever the payment or delivery model
- Leverage analytics to make smarter decisions in an uncertain environment

Plus, reach out to physicians, payers, and providers—the partners/collaborators you’ll need to succeed.

At ANI, you’ll have the opportunity to lay out your action plan—find out “how to” with Innovation Lab specifics. Try out new tools and takeaways. Check out 400+ products & services. Earn up to 25.5 CPEs. And, with ANI to Go, access ANI sessions until October 7, 2016.

Register now and get what you need to STAND OUT.

To register and for full session details, go to hfma.org/ani.
THANK YOU!

The Western New York Chapter of HFMA is pleased to recognize our valued sponsors, and offers its sincere appreciation for their support of our educational programs throughout the year.