THE PASSION OF HEALTHCARE: Reignite Your Purpose!

ANNUAL HFMA REGION 2 FALL INSTITUTE

October 18-20, 2017

Turning Stone Resort & Casino, Verona, NY 13478

Central New York Chapter • Hudson Valley New York Chapter
Metropolitan New York Chapter • Northeastern New York Chapter
Puerto Rico Chapter • Rochester Regional Chapter • Western New York Chapter

Who Should Attend:
CFOs, VPs of Finance, Controllers, Department Heads, Administrators, Revenue Cycle Leaders, Chargemaster Coordinators, Directors of Finance, Budget Analysts, Managed Care Contractors, Reimbursement Managers, Denial Management Specialists, Patient Financial Service Managers and Supervisors, Accountants and Compliance Staff

Session Levels:
Strategic general sessions and breakout sessions that address many of the issues and trends occurring in the healthcare industry today.

12.5 CPE Credits
Certified Healthcare Financial Professional

Have you thought about becoming certified? This is your chance! This year we are offering the study course as well as time to take both module exams. Bring your laptop, take the exam, and become certified before you leave the conference. Pre-Conference Session is included in Region 2 Conference Fee.

11:00 AM - 3:00 PM

**HFMA Certified Healthcare Financial Professional (CHFP) Certification Review Class for Module I:**

This session will connect the CHFP study guide concepts to practical applications in order to help you prepare for the CHFP exam. Taught by subject matter experts, this course will utilize high level real-world examples, giving you the opportunity to ask questions and hone your knowledge. Each of the experts are also FHFMAs, so they have experience with the exam questions.

**Prerequisite:** It is strongly suggested that you review the CHFP study guide prior to this session. If you do not currently have a study guide, and would like one, they are available through Michele Mecomonaco at michele.mecomonaco@sjhsyr.org at a discounted rate ($320).

**Course Instructors:**

RACHELLE FLETCHER, MSHSA, FHFMA, Account Executive/Director of Revenue Cycle; Navigant Healthcare Cymetrix/Cayuga Medical Center  
MICHELE MECOMONACO, CPA, FHFMA, Reimbursement Manager, St. Joseph’s Hospital Health Center

3:30 PM - 5:00 PM

**HFMA CHFP Certification Exam Module I:**

Bring your laptop and take the Module I exam! We will provide a quiet room for you to set aside some time and take the first Module exam. The exam is a 75 multiple choice test and you have 90 minutes to complete it. The exam is part of the study guide. If you do not currently have a study guide, and would like one, they are available through Michele Mecomonaco at michele.mecomonaco@sjhsyr.org at a discounted rate ($320).

5:30 PM – 8:30 PM

**Pre-Conference Cocktail Reception for ALL Registered Conference Attendees**  
The Clubhouse at Shenendoah Golf Course

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**Thursday, October 19, 2017**

7:00 AM – 7:45 AM

**Registration and Breakfast in the Exhibitor Hall**

7:45 AM – 8:00 AM

**Welcome & Opening Remarks**  
KRISTEN ZEBROWSKI, CPA, FHFMA, Regional Executive 2017-18, HFMA Region 2

8:00 AM – 9:00 AM

**Endeavor to Succeed**  
**Speaker:**  
CAPTAIN MARK KELLY, Commander of Space Shuttle Endeavour’s Final Mission & Analyst for NBC News/MSNBC

On January 8, 2011, Captain Mark Kelly would face the toughest challenge of his life when an assassination attempt was made on his wife, former Congresswoman Gabrielle Giffords. His dedication to family and Giffords's road to recovery would captivate the nation. For Mark Kelly, focus equals success—even in the face of adversity. Personifying the best of the American spirit, Kelly is a homegrown hero who was a combat pilot in Iraq, an astronaut on four space shuttle missions, and commander of the final flight of Space Shuttle Endeavour. He has combined teamwork, leadership, communication, and family in an unwavering commitment to succeed. Kelly shows audiences how to accomplish their mission while maintaining the love and devotion to family that is the foundation of true success.

9:00 AM – 9:45 AM

**Break / Snacks in Exhibitor Hall - Meet & Greet/Photo OP with Captain Mark Kelly**
9:45 AM – 11:00 AM  
**Driving Organizational Value Through Profitability Growth and Outcomes Improvement**  
**Speaker:**  
RICHARD HENLEY, FACHE, FHFMA, Managing Director, Vici Partners

This presentation addresses an innovative and sustainable approach to drive transformational levels of operational and financial improvement within healthcare organizations. Using health system and payor case studies, the presentation describes a methodology, that over the course of a 100-days, converts the embedded knowledge of management and associates into actionable initiatives for improvement. The premise behind this methodology is that the best, biggest and most appropriate ideas for enhancing the effectiveness and efficiency of an organization are already known internally at some level. The challenge is how to overcome the internal barriers and constraints that may have thus far prevented these ideas from being implemented.

11:00 AM – 12:15 PM  
**BREAKOUT SESSIONS**

**A1**  
**Accounting & Auditing Update**  
**Speakers:**  
CHIRICO ROZSA, Manager, FreedMaxick  
MICHAEL O’CONNOR, Manager, FreedMaxick

This session will provide a discussion of current issues in accounting and auditing, focusing specifically on new pronouncements that will impact healthcare organizations. In addition, the speakers will focus on other important healthcare topics that will affect providers in this rapidly changing healthcare environment.

**A2**  
**Utilizing Data Analytics to Improve Compliance Reporting**  
**Speaker:**  
JENNIFER SHIMEK, Principal, KPMG LLP

The increased regulatory enforcement environment has made it essential that healthcare organizations maintain effective Compliance Departments and utilize technologies with data analytic capabilities to proactively monitor high compliance risk areas. Data analytics technologies and processes should be embedded in the compliance function of your organization to most effectively monitor compliance with regulations such as the False Claims Act, Physician Payment Sunshine Act, Stark Law, and Anti-Kickback Statute. In the absence of internal capabilities, organizations should consider outsourcing such compliance functions to a third party vendor with the requisite technologies and capabilities. This session will help attendees evaluate options in this matter.

**A3**  
**Top 5 Methods to Improve the Financials of your Physician Enterprise**  
**Speaker:**  
RUDD KIERSTEAD, Principal, Veralon

Healthcare organizations often look at reports of "losses" per owned physician practice and forget that their original rationale for acquiring the practices was strategic, not financial. Yet at the same time they are concerned about losses, many hospitals and health systems give little consideration to how the performance of the physician enterprise could be strengthened. With some attention, there is often significant opportunity to improve that performance.

This presentation will address the questions that management and board members should be asking about their owned practices, in relation to compensation models, quality of care, referrals, operations, and fee schedules, among others, and how they can respond to the answers they find. Participants will learn how to properly evaluate key aspects of practice performance; approaches to strengthening each key aspect of performance; ways to increase the strategic value of the physician enterprise and including how to make MIPS work for your physician enterprise.
"I saw it online"... The Impact of the Internet and Social Media on Revenue
Speaker:
CORINNE A. CERMINARO, MSHA, CCS, CRC, Senior Healthcare Revenue Cycle Manager,
Fust Charles Chambers LLP
This presentation illustrates how both the Clinical and Administrative sides of healthcare must work in
unison to provide quality patient care while maintaining their internet and social media image.
Participants will gain insights into both overt and hidden social media/internet information that may
negatively affect their bottom line. In addition participants will explore strategies to ensure proactive
measures are in force that avert and address unfavorable internet information.

12:15 PM - 1:30 PM Lunch in the Exhibitor Hall

1:30PM – 2:45 PM Washington Update
Speakers:
ANDY BRESSLER, CFA, Managing Director, Bank of America Merrill Lynch Global Research
JOHN COUSINS, Senior Vice President, Healthcare Intelligence, CIT Healthcare
This session will offer key insights on current healthcare issues including the impact of Federal legislative
and regulatory changes on hospitals and other healthcare-related organizations. In addition, it will provide
up to the minute information on the implementation of healthcare reform and its key components and
identify potential changes in healthcare reform given the shifting political environment.

2:45 PM – 3:45 PM BREAKOUT SESSIONS

B1 Legal Update on Federal and State Compliance Issues
Speaker:
LOURDES M. MARTINEZ, Partner/Director, Garfunkel Wild, PC
This presentation will focus on the latest developments related to compliance with the federal and state
fraud and abuse laws and regulations. Recent fraud alerts, advisory opinions, compliance guidance,
audit and investigative initiatives and emerging compliance issues will be discussed.

B2 Storm Chasing: Using Technology to Navigate Revenue Cycle
Speaker:
CASEY WILLIAMS, Vice President of Patient Engagement, RevSpring
The Affordable Care Act is headed for a major disruption. We know that change is imminent, but the
need to collect patient balances remains the same high priority for RCM leaders. Without preemptive
engagement strategies in place, providers stand in the path of a perfect storm of financial pressure when
it comes to improving cash flow.

This session covers specific action steps healthcare organizations can take to implement Active Patient
Engagement strategies within their revenue cycle processes. From pre-service and point-of-service,
through post-discharge and follow-up, we will show you how to forecast, prepare for, and respond to the
storm ahead.

In this session, we will discuss why Active Patient Engagement makes sense in today’s changing
healthcare landscape; Strategies to “warm” patients to their financial obligation during pre-service; How
to increase patient response and likelihood of payment post-discharge; Trends to look for when
analyzing patient payment and response data; Tips for choosing patient engagement KPI’s; and How
leading health systems are implementing Active Patient Engagement strategies.
Better Information, Even Better Health
Speaker:
GEORGE DEALY, Vice President, Healthcare Solutions, Dimensional Insight, Inc.

Making better decisions with data is often held up as one of the great hopes for improving our healthcare system. Though aren’t we already using data to make most decisions? Perhaps. But emerging analytics technologies and techniques hold the potential to significantly transform users’ experiences around data driven decision making by exposing better information to more people who could benefit from it – and incorporating it directly into their work processes. This presentation will discuss the current state of analytics in healthcare; describe best practices for ensuring implementation success and adoption; and explore the likely impact of leading edge technologies such as machine learning and artificial intelligence.

Managed Care Trends, Risks, & Opportunities
Speaker:
RUTH LEVIN, Partner, Managed Care Revenue Consulting (MCRC) Group

This session will address best practices in contracting with managed care plans and the newest trends to be aware of with 1) transition to risk contracting and related readiness issues; 2) contracting strategies; and 3) battling denials and recovering underpayments.

Networking Break in the Exhibitor Hall

3:45 PM - 4:30 PM
3:45 PM – 5:30 PM
BREAKOUT SESSIONS

Long Term Care Update
Speaker:
DARIUS KIRSTEIN, Director of Financial Policy & Analysis, LeadingAge New York

This session will provide attendees with an update on key New York State Medicaid and Federal Medicare issues for Long Term Care Providers. The speaker will review the latest developments in influencing Long Term Care reimbursement to New York providers. The speaker will also provide an overview of various alternative payment initiatives of which providers need to be aware.

Medicare DSH/Uncompensated Care/Worksheet S-10
Speakers:
KYRA HIPPENSTEEL, Manager, Deloitte & Touche, LLP
TAMMY TROVATTEN, CHFP, Senior Consultant, Deloitte & Touche, LLP
JOHN SCANLAN, FHFMA, SVP of Finance, Maimonides Medical Center

Have you heard the Medicare S-10 train coming down the tracks? Or do you think it has passed you by because you were sidetracked? This session is just the ticket to explore the past payment methodology of Medicare Disproportionate Share (DSH) payments coupled to the present payment methodology of DSH and Uncompensated Care. This session will make sure you don’t get derailed by the Medicare FFY18 Proposed and Final rules and get the express train to ideas to optimize DSH funds. This session will also provide data analytics of New York Hospitals compared to other States’ information along with a provider perspective of the ever-changing landscape of DSH. Attendees will understand Medicare DSH payments (past, present and future), will be able to compare and contrast their organization to other hospitals in New York and Nationally and will be able to recommend actions to their organizations to prepare for upcoming changes.
The Pitfalls of Electronic Medical Records
Speaker: DONNALINE RICHMAN, ESQ., Fager Amsler Keller & Schoppmann
A defense attorney from the law firm of Fager Amsler Keller & Schoppmann discusses the legal pitfalls of electronic medical records (EMRs) including the importance of levels of access to EMR systems, documentation problems, the importance of authentication and the proper use of “cut and paste” features. Security issues related to patient portals is also discussed in addition to metadata and how it can be used against a physician in a medical malpractice case.

Moving from Denial Management to Denial Prevention
Speaker: WILL ISRAEL, Product Manager, SSI
One of SSI’s clients reached out to product ownership for help solving issues they uncovered with a particular payer. After researching it became obvious that the payer was grossly underpaying the provider - to the tune of around $6M. The client presented SSI’s data to the payer who responded by saying they couldn’t find the data to back up their claim. That’s when Will’s team started pulling data from a two-year period. After they found the root cause, the client had the information they needed to take the payer to court for overdue payments and they recovered millions. Most stories like this do not end this way. Statistically, providers are not monitoring reimbursements as they come in to make sure payments are per contractual agreements each time payments are received. This session will focus on the importance of denial prevention on the front-end in order to proactively protect facilities from denial management litigation on the back-end.

5:30 PM - 6:30 PM  Reception in Exhibitor Hall

Friday, October 20, 2017

7:00 AM – 8:00 AM  Breakfast in the Exhibitor Hall

8:00 AM – 9:15 AM  HFMA National Presentation
Speaker: CAROL FRIESEN, FHFMA, National Chair 2017-2018, HFMA
Keynote: Stand Out Influence.... How To Get People On Board
The Power of Consensus and Negotiation to Increase Buy-In
Speaker: CONNIE PODESTA, Motivational Speaker and Author
Successful people are GREAT influencers. They know how to get consensus, ownership and buy-in from the people who count--without manipulation, intimidation, sacrificing relationships, or stepping on toes. Bottom Line: Getting the job done the right way hinges on your ability to "sell" yourself and your ideas in such a trusting and positive way that people will CHOOSE to: Follow your lead; Cooperation with you; Learn from you; Buy from you; Partner with you. And...support you so you can make things happen! With a rare blend of laugh-out-loud humor, uncanny insight into human nature and killer persuasive strategies, Connie will take you right inside the minds of people you need to influence and impress. You will learn how to negotiate differences, influence behaviors, change attitudes, overcome objections, and close the deal so you can create an amazing network of PEOPLE who have one common goal: to willingly help you GET THE JOB DONE NOW!
Where Mission Meets Margin:
How Can We Help Our Patients and Meet Our Bottom Line

Moderator:
JOSEPH J. FIFER, CPA, FHFMA, President & CEO, HFMA

Panelists:
SAHAR ELEZABI, MD, MPH, CPE, Executive Medical Director, Finger Lakes Performing Provider System
DREW FRANKLIN, MBA, FACMPE, Senior Director of Business Development, ENT & Allergy Associates
CAROL FRIESEN, FHFMA, HFMA National Chair & VP, Health System Services, Bryan Health
CARL LUND, Vice President Value Based Arrangements, Emblem Health
RAMESH SACHDEVA, MD, PHD, MBA, FCCM, FAAP, Senior VP of Strategic Affairs, SUNY Upstate Medical University

With the potential repeal of Obamacare, health care providers must continue to develop strategies to provide quality care at a lower cost. This diverse panel, representing different geographic regions and professional responsibilities, will discuss the new Administrations effect on the healthcare landscape and the potential opportunities and challenges ahead.

11:00 AM – 11:30 AM  Networking Break - Hotel Check out

11:30 AM – 11:45 AM  Raffle Drawings (must be present to win raffle prizes)

11:45 AM – 1:00 PM  NY Legislative Update
Speaker:
REPRESENTATIVES FROM HANYS

Representatives from HANYS will present a New York State reimbursement and managed care update that will set the stage for the upcoming budget negotiations. HANYS presenters from Economic, Finance and Information and Managed Care divisions will provide attendees with the latest insight into the important issues that will impact providers throughout New York State.

1:00 PM – 1:15 PM  Closing Remarks

1:30 PM - 5:00 PM (approx)  HFMA CHFP Certification Exam Module II:

At the conclusion of the Region II conference, we will provide a quiet room for you to set aside some time and take the Module II exam: Operational Excellence. This exam is a 3 hour timed examination which is 8 case studies with 7 questions each that uses the skills you obtained from Module I. You must pass the Module I exam first in order to take Module II exam. The second Module is $300 and there is no discount available.

Please visit hfma.org>education>CHFP for more details on the exams. You can also contact your chapter’s certification chair or Michele Mecomonaco at michele.mecomonaco@sjhsyr.org for more information.
### HFMA Region 2 Annual Fall Institute, October 18-20, 2017 • Schedule at a Glance

#### WEDNESDAY, OCTOBER 18th

**11:00 am - 3:00 pm**  
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Cymetrix/Cayuga Medical Center  
MICHELE MECOMONACO, CPA, FHFMA; Reimbursement Manager, St. Joseph’s Hospital Health Center

**3:30 pm - 5:00 pm**  
**HFMA CHFP Certification Exam for Module I**

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**Pre-Conference Cocktail Reception for ALL Registered Conference Attendees - The Clubhouse at Shenendoah Golf Course**

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KRISTEN ZEBROWSKI, CPA, FHFMA, Regional Executive 2017-18, HFMA Region 2

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CAPTAIN MARK KELLY, Commander of Space Shuttle Endeavour’s Final Mission & Analyst for NBC News/MSNBC

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**Break / Snacks in Exhibitor Hall - Meet & Greet/Photo OP with Captain Mark Kelly**

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**Utilizing Data Analytics to Improve Compliance Reporting**  
JENNIFER SHIMEK, Principal, KPMG LLP

**A3**  
**Top 5 Methods To Improve The Financials Of Your Physician Enterprise**  
RUDD KIERSTEAD, Principal, Veralon

**A4**  
"I saw it online"...The Impact of the Internet and Social Media on Revenue  
CORINNE A. CERMINARO, MSHA, CCS, CRC, Senior Healthcare Revenue Cycle Manager, Fust Charles Chambers LLP

**11:00 am -12:15 pm**  
**Lunch in the Exhibitor Hall**

**12:15 pm - 1:30 pm**  
**Washington Update**  
ANDY BRESSLER, CFA, Managing Director, Bank of America Merrill Lynch Global Research  
JOHN COUSINS, Senior Vice President, Healthcare Intelligence, CIT Healthcare
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SPONSORS
Reflects sponsors as of July 21, 2017

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Apex Revenue Technologies
KeyBank of New York

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Healthcare Management Solutions, LLC

LUNCHEON
Dimensional Insight
ProMedical LLC

BREAKFAST & BREAKS
POM Recoveries, Inc.
Russell Friedman & Associates

EXHIBITORS
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Asset Maximization Group, Inc.
Aurora Healthcare Resources
Bolder Healthcare Solutions
CBCS
CBHV
CBIZ-KA Consulting Services, LLC
CLEARBalance
Cleverley + Associates
Commerce Bank
Dimensional Insight
Experian Health
HBCS
HealthPay24 (Imagevision.net)
IngeniousMed
InstaMed
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RevSpring
Russell Friedman & Associates
The Business Side, Inc.
The CCS Companies
The SSI Group, Inc.
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EDUCATION
Avadyne Health
Barclay Damon LLP

INSTITUTE BAGS
Fust Charles Chambers LLP

BADGE HOLDERS
The Bonadio Group LLP

Tritech Healthcare Management
ANNUAL HFMA REGION 2 FALL INSTITUTE REGISTRATION

REGISTRATION FEES:

<table>
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<th>Early Bird (Through September 15, 2017)</th>
<th>After September 15, 2017</th>
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<tr>
<td>Certified Members</td>
<td>$335.00</td>
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<td>HFMA Members</td>
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<tr>
<td>Non-members</td>
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HOTEL INFORMATION

Turning Stone Resort & Casino, 5218 Patrick Road, Verona, NY 13478
www.turningstone.com   Hotel Booking Reservations: 1-800-771-7711
Single/Double: $145.00 ($185.00 Fri/Sat), The Lodge: $265.00 ($339.00 Fri/Sat)
Rates available October 18-20. Rates will be held until 5:00pm, September 18, 2017

HFMA has reserved blocks of rooms in this hotel. Preferred rates will be held until September 18, 2017 while rooms are available. Please call the hotel directly and mention HFMA Region 2 to ensure your preferred rate. You are responsible for making your own hotel reservations, including changes and cancellations.

IF YOU HAVE TO CANCEL

A refund of the seminar registration fee (less a $50.00 processing fee) will be granted if cancellation is received at least 10 days prior to the event date. Substitutions are permitted. Cancellations must be submitted in writing by fax to 708-531-0665 or via email to memberservices@hfma.org.

REGISTER EARLY!

Please submit your registration early in order to allow ample processing time. You will receive written confirmation at least two weeks prior to the event.

SCHEDULE CHANGES

Although we do our best to avoid schedule changes, occasionally it may be necessary to re-schedule or cancel programs. Registrants will receive advance notice of such changes. HFMA Region 2 cannot be responsible for any penalties incurred as a result of any changes.

CPE ACCREDITATION

HFMA Metro New York Chapter is approved as a New York State CPE Provider in the area of specialized knowledge and applications, Provider Number: 000813.

12.50 CPE CREDITS

Participants will receive a certificate of attendance at the completion of the overall institute reflecting the number of instructional hours presented. CPE requirements may differ by jurisdiction; therefore, participants should consult their reporting jurisdiction. All HFMA Region 2 education programs earn points toward HFMA Certification, Certification maintenance requirements, and Founders Awards.

QUESTIONS???

If you have additional questions please contact Kristen Zebrowski CPA, FHFMA at kzebrowski@hmsconsultants.com

Early Bird (Through September 15, 2017)
Certified Members $335.00
HFMA Members $360.00
Non-members $425.00

After September 15, 2017
Certified Members $390.00
HFMA Members $415.00
Non-members $480.00
### ANNUAL HFMA REGION 2 FALL INSTITUTE REGISTRATION

#### 3 WAYS TO REGISTER

1. **FAX** this form to 708-531-0665
2. **MAIL** the form with payment: HFMA, 5195 Eagle Way, Chicago, IL 60678-1051

#### 1. Badge Information (Please print)

Are you a current HFMA Member? □ Yes (Member #__________________) □ No

- □ Mr. □ Mrs. □ Miss □ Ms. □ Other________

**First Name/Middle Initial/Last Name**

**Nickname for Badge**

**Job Title**

**Employer**

**Organization Type**

**Employer’s City/State**

#### 2. Mailing Information: Send mail to:

- □ Business
- □ Home
- □ Update my records

**Business Address (No P.O. Boxes please)**

**E-Mail Address**

**City/State/Zip Code**

**Home Address (No P.O. Boxes please)**

**Business Telephone/Extension**

**City/State/Zip Code**

**Business Fax**

**Home Telephone**

#### 3. Course Selection

Enter course numbers you will be attending for the break out sessions. *(located on the program schedule)*

- □ I will be attending the Wednesday HFMA CHFP Certification Class from 11:00am-1:00pm
- □ I will be attending the Wednesday CHFP Module I exam from 3:30pm - 5:00pm
- □ I will be attending the Friday CHFP Module II exam from 1:30pm - 5:00pm

**Thursday 11:00-12:15pm (A1, A2, A3, or A4)**

**Thursday 2:45-3:45pm (B1, B2, B3, or B4)**

**Thursday 4:30-5:30pm (C1, C2, C3, or C4)**

#### 4. Payment Information

**Early Bird** Registration fee **Certified Members Registration:**

- Early Bird: Members $360/Non-Members $425
- Certified Members $335
- Registration After September 15, 2017 add $55

Total Conference Fees $_____

□ Charge my: □ Visa □ MasterCard □ American Express □ Discover

Card No. ____________________________ Exp. Date _________ Security Code _________

Cardholder’s Name ____________________________ Cardholder’s Signature ____________________________

□ Check enclosed (Payable to HFMA Education Foundation) □ Check being sent under separate cover (Payable to HFMA Education Foundation)