PRESIDENT’S MESSAGE:
Never say never.

This is one of the expressions my kids have heard me say around the house for years. For example, years back when they were growing up and my son’s boxers were prominently displayed above his sagging pants, and my daughter had her belly button ring that was popular amongst teenage girls, they would have to endure the snide comments my younger brother made. His kids were probably toddlers at the time, yet he insisted, “my kids would never be allowed to do that”. I’d say “Keith, never say never.” Well here he is now with his typical 15 and 11 year old sons and a 5 year old daughter that rules the roost and I remind him of what he “never” would allow, as I see his teenage son’s boxers clearly in sight.

Never say never.

Back-up three years, when I was, I thought, pretty involved in HFMA, attending education and networking functions on a regular basis and co-chairing the reimbursement committee. I admired those who were our officers, their ability to easily get up in front of a board meeting or session to speak, and thought, I could never do that. I’m not the type to ad-lib or talk to people I’m not comfortable with. Yet with the encouragement of then President, Debbie Cudzilo and President-Elect, John Eichner, I decided to take the plunge and become secretary, yet reassured that I could go to the 3-year treasurer slot the following year versus rising up to President. Heck, I thought, I could never do that!

Never say never.

Fulfilling the duties of secretary, attending the Leadership Training Conference (LTC) in New Orleans and the Mini LTC offered in our state, I soon realized that these were not only networking functions, but opportunities for personal and professional growth, and then decided I too could continue on the journey to President. You see, HFMA offers so many resources, and with the encouragement at the National level along with my WNY peers, they fully prepare you by the time you reach the top level. I am glad I took this journey and at our June banquet, felt proud that I was able to give my speech, with my ‘cheat sheet’ index card remaining in my pocket. So you too, should strongly consider to take the journey, and like I say “Never say never”.

Bruce K. Liebel
WNY President
EDUCATION UPDATE

By Larry Nowak, FHFMA, President - Elect

On August 30th, the Western New York Chapter HFMA presented “Reimbursement Update – What You Need To Know Now” at Shanghai Reds restaurant on the Buffalo waterfront. The presentation was co-sponsored by Hodgson Russ Attorneys, LLP.

Approximately 40 attendees were on hand to hear Steve Harwell from HANYS describe the changes resulting from the FY 2008 Medicare Inpatient Final Rule and Medicare DRG changes.

Ju-Ming Chang from HANYS then presented on New York State Updates including a Medicaid Rates Update and upcoming Medicaid Reform Initiatives. After the HANYS presentation concluded, Paul Sweet informed the audience with regret that Ju-Ming Chang would be leaving HANYS this fall.

The next presenter was Bethany Gilbert, Attorney with Hodgson Russ who described in detail the history of Medicare Graduate Medical Education, culminating with the Residents in Non-Hospital Setting Medicare Final Rule. Bonnie Redder, Attorney with Hodgson Russ, assisted Bethany in fielding questions from the audience on the complex new rule.

Morning exercise was provided when the fire alarm was activated and participants had to leave the building for a short time until the alarm was reset.

Upcoming Education:
The Region II Fall Institute will be held on October 15 – 17th at the Saratoga Springs Hotel & Conference Center in Saratoga Springs, N.Y. This three-day event is full of outstanding education sessions and networking events with your HFMA Region II peers. Please make every effort to attend this outstanding program! The program brochure and registration are available at www.hfmawny.org under education.

Charity Care and Bad Debts will be the topics discussed at an education program being planned for the morning of Tuesday, November 6th. Mark your calendars now! Notices have been sent out for this meeting, but it’s not too late to sign up.

WNY HFMA SOCIAL EVENT - SAVE THE DATE!
- BUFFALO SABRES vs Ottawa Senators
- Friday, Jan. 4, 2008………………..Details to Follow.
HEALTHCARE NEWS:

CMS Issues Final Rule Prohibiting Physician Self-Referral

CMS issued final regulations prohibiting physicians from referring Medicare patients for certain items, services, and tests provided by businesses in which they or their immediate family members have a financial interest. This regulation—the third phase of the final regulations implementing the Stark law—responds to public comments on the Phase II interim final rule published March 26, 2004, in the Federal Register. The rule does not establish any new exceptions to the self-referral prohibition, but makes certain refinements that could permit or, in some cases, require restructuring of some existing arrangements, CMS officials explained.

Among other actions, the final regulation provides enhanced flexibility in structuring non-abusive compensation arrangements, provides relief for inadvertent violations of the self-referral prohibition under certain circumstances, reduces the regulatory burden for compliance with certain exceptions, and clarifies the agency’s interpretation of existing regulations. The final rule will be published in the Sept. 5, 2007, Federal Register.

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MORE HEALTHCARE NEWS:

Hospitals Required to Submit Present-on-Admission Indicator for Medicare as of January 2008

Effective Oct. 1, 2007, Medicare will begin to accept a present-on-admission (POA) indicator for every diagnosis on inpatient acute care hospital claims; however, providers must submit the POA on hospital claims beginning with discharges on or after Jan. 1, 2008. Critical access, Maryland waiver, long-term care, cancer, and psychiatric hospitals, as well as inpatient rehabilitation and children’s inpatient facilities, are exempt from this requirement.

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State Efforts to Change the Insurance Market Have Had Unintended Negative Consequences: Report

Over the past decade, numerous states have launched “insurance reforms” with some significant and unexpectedly negative—albeit unintended—consequences, according to a new report. A number of these initiatives were repealed or significantly changed within a few years of implementation. The study by Milliman, Inc. on behalf of America’s Health Insurance Plans (AHIP) examined eight states that enacted various forms of “guarantee issue” and “community rating” in the 1990s, including Kentucky, Maine, Massachusetts, New Hampshire, New Jersey, New York, Vermont, and Washington.

Overall, the report found that states that implemented guarantee issue and community rating saw a rise in insurance premiums, a reduction of individual insurance enrollment, and an exodus of health insurers from the individual insurance market. In addition, the report found no significant decrease in the uninsured population in states that implemented these initiatives.

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MEMBER-GET-A-MEMBER PROGRAM:

By Jill Schaefer

What is the easiest way to get a $25 Visa Fuel card? Simply get 1 - 2 new members to join HFMA! Now through April 30, 2008, when you get 1 - 2 new members to join (or former members to reactivate their membership), you will qualify to receive a $25 Visa Fuel card. Recruit 3 - 4 new/former members, and you will receive a $100 Visa prepaid card to use anywhere Visa is accepted. You will also be entered to win a $1,000 cash prize. Recruit 5 or more new/former members and you will receive a $150 prepaid Visa card and will be entered into a drawing to win a $2,500 cash prize.

All you need to do is request an application from your membership co-chair (jschaefer@lumsdencpa.com) and provide your member ID. National tracks these new members and at the end of the year you will receive your award.

CERTIFICATION STUDY GROUP

By Bruce K. Liebel

A study group is well under way for the Western New York Chapter, for the purpose of taking the core exam, the first step in the process to become certified in HFMA. The group, consisting of members with experience in various fields, such as Patient Accounts, Reimbursement, Auditing, Health Insurer and Nursing Homes, started meeting Friday, September 21st at the WNY Healthcare Association offices, with some members teleconferencing in.

Working together, we review 2-3 study guide chapters at a time in numerous fields of healthcare finance, along with chapter-ending questions and additional questions that we have come up with in order to learn the material. For some, it is the first time to take this test, while others have previously taken it and were only a few points from succeeding last time, but they are able to provide valuable insight into the test process. Each person brings some strength or knowledge in their field to the classes, and will culminate in what we hope will be a successful test completion on a proposed December test date.

The next step in the certification process will entail studying for and taking one of the four specialty exams, which include:
- Accounting & Finance
- Patient Financial Services
- Financial Management of Physician Practices
- Managed Care

After this, it is applying for certification, which includes submitting required information to National, such as Education, Professional Experience, and References.

Survey results have shown a strong relationship between certification and career advancement and many of us are well underway on this journey. If you are interested in helping us or in becoming certified yourself, please feel free to contact me at bliebel@ecmc.edu.

QUOTABLE QUOTE:

“Your legacy should be that you made it better than it was when you got it.” - Lee Iacocca
HEALTHCARE HUMOR

🎉 THE PRESCRIPTION:
A woman walks into the pharmacy and asks the pharmacist for some arsenic. “Why do you need arsenic?” he asks. “I want to kill my husband”, the woman replies. “Well, I’m sorry, but I can’t do that”, says the Pharmacist.

The woman reaches into her purse and pulls out a photograph of her husband in bed with the pharmacist’s wife. She hands it to the Pharmacist. “Oh, I didn’t know you had a prescription.”

_definitions:
- Oreoporosis: Disorder cause by too many cookies, not enough milk.
- Herpes Cineplex: Rash caused by movie tickets priced at $9.50.
- Visacarditis: The heart-stopping sensation brought on by exceeding your credit limit.

🎉 MAKING VIAGRA!
You can now make your own Viagra from ingredients that you probably already have in your home. It was just recently disclosed what those ingredients are:
A). 3% Vitamin E
B). 2% Aspirin
C). 2% Ibuprofen
D). 1% Vitamin C
E). 92% Fix-A-Flat

HFMA's 'NOTES FROM NATIONAL'
This month’s focus is on Richard C. White, FHFMA, 2007-08 Regional Executive for Region 2.

A member of HFMA since 1986, White served as president of the Northeastern New York Chapter in 2001-02 and has served the chapter in many capacities, often serving in the same chair or director position more than once. White received the Medal of Honor in 2005. He also received the Follmer Bronze, Reeves Silver, and Muncie Gold Merit Awards. White received his BBA degree from Siena College in Loudonville, NY.

_job/department:_ Director of reimbursement at Glens Falls Hospital in Glens Falls, N.Y.

_responsibilities:_ Oversee the Medicare and Medicaid rate systems and HMO and private-insurance contract arrangements, revenue side budgeting, accounting, and analysis.

_I've worked at this company since:_ 1984.

_my first job:_ Working for the town's Department of Public Works.

_the best part of my job:_ Educating people on regulatory and technical issues.

_my family includes:_ My wife, Ann; my children, Laura and Jeffrey; my parents, Anne and Charles; and my sister and four brothers and their spouses and children.

_if I'm not at work, you'll find me:_ Running, playing golf, or attending one of my son’s games.

_the best advice I've ever received:_ Don’t let someone else define success for you.

_favorite quote:_ "Would you eat a cold potato if I warmed it for you?"

_how I first became involved as a volunteer with HFMA:_ A new colleague at work, who was on the chapter board, asked me to get involved.

_personal and/or professional benefits realized from my HFMA involvement:_ The networking opportunities and the people I have met are clearly the greatest benefits realized from my HFMA involvement. Not only have I made many friends through HFMA, but I have also developed a professional network that I use over and over again, which helps me so much in doing my job.
GOLF TOURNAMENT

By Bruce K. Liebel

Over 40 golfers convened on Friday, July 27th, at Rothland Golf Course in Akron, N.Y., for the annual WNY HFMA golf tournament. The day started with lunch and though the tournament was delayed a bit due to rain, and we had intermittent showers at the beginning of the afternoon, things soon picked up and it seemed most everyone had an enjoyable day. It seems true, as the pillow a friend had given me says, “A bad day of golf is better than a good day of work”. The Golf Tournament was played using the ‘shamble’ format, where you played your own ball, except for the drive where the best of your foursome, was used. It was followed by a steak dinner, prizes for best score, closest to the pin and best drive, and then a drawing of names for the numerous prizes, given by Sponsors.

Our thanks to the following sponsors
- **TOURNAMENT:**
  - Ernst & Young
  - Kaleida Health
- **LUNCH:**
  - CBCS Companies
- **PRIZES:**
  - Med Rev Recoveries
  - Meridian Leasing
  - Outsourcing Receivables Mgt.
  - Lumsden & McCormick, LLP
  - TLC Health Network

Special thanks also to Mike Sammarco, Tournament Chairman, along with the following volunteers:
- **REGISTRATION:** Mary Mahaney, Susan Brown & Christine Blidy
- **BEER CART:** Debbie Cudzilo and Peggy McDonough
- **PROGRAM:** Larry Nowak

GOLF TOURNAMENT PHOTOS:

Susan Brown, Mary Mahaney & Christine Blidy handle registration.

Larry Nowak, President-Elect, and his golf group take a break to pose for a picture.

Debbie Cudzilo & Peggy McDonough were happy to supply the golfers with drinks.

Dave Darcy & Russ Previte didn’t seem to mind the rain delay.
NEW MEMBERS

We welcome the following new members to the WNY Chapter of HFMA:

■ CANDACE JORDAN
Contracting Manager
Univera Healthcare
Candace.jordan@univerahealthcare.com

■ MARYANN O’BRIEN
Dir. of Corporate Compliance
Erie County Medical Center
mobrien@ecmc.edu

■ PEGGY McDONOUGH
Dir. of Patient Financial Svcs.
Erie County Medical Center
pmcdonou@ecmc.edu

MEN’S HEALTH #2:
Here’s another quiz on Men’s Health:

1). How many men in this country have diabetes and don’t know it?
2). What age should men generally have their first colonoscopy?
3). How much more likely are women to visit their healthcare provider for an annual visit than men?

[Answers on Page 8]
**Fine Print**

**Fall 2007**

**QUICK TIPS - PFS:**

By Loralee Voelker

Tips from Susan Brown, Director of PFS, United Memorial Medical Ctr.:

The revenue cycle begins with the front-end staff. To assist with timely submission and reimbursement, you should ensure that insurance eligibility is being utilized with each scheduled patient and with each registration or admission.

Want to save staff time and enhance the collection of correct insurance information? Incorporate integrated eligibility in the registration pathways.

Up front co-pay collections can help to reduce bad debt and increase cash flow. Train staff to ask for the patient’s share during the scheduling and or registration process.

From Mary Ann Miccichi, Director of Patient Accounts, Bry-Lin Hospitals:

“If you are done with change, you are done with Healthcare.”

**Men’s Health Quiz Answers:**

1). 3.6 million
2). 50 (unless a family history or certain other risk factors)
3). 100%

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**HFMA FORUMS & COMMUNITIES:**

HFMA has created seven members-only professional, interactive Communities with topics designed exclusively for HFMA members and lead by members. Each group is dedicated to specific areas of expertise including:

**Forums:**
- CFO
- Managed Care
- Healthcare Compliance

**Communities:**
- Revenue Cycle
- Medicare Payment
- Small & Rural Providers
- Future Leaders

Enhance your HFMA membership for less than the cost of most audio web-casts. Join today and begin participating in FREE Forums and Communities audio web-casts tackling current healthcare challenges. Learn more about your preferred community and resources today!

**Forums:**
Forums offer both face-to-face and virtual peer-driven educational events, tools, concept samples and shared projects; discussion lists, chat sessions, a quarterly e-communication that includes real-world ideas and solutions from your peers; and more.

The CFO Forum includes top financial executives from all aspects of healthcare delivery. Issues covered include accounting standards, financial reporting, taxation issues, and legislative and regulatory developments.

The Managed Care Forum is for professionals who are engaged in aligning the financing and delivery of health care and addresses issues such as managing and operationalizing contracts, evaluating contracts, evaluating contract effectiveness, denial management, and building effective relationships with payers.

The Healthcare Compliance Forum helps members address new Investigative and legislative developments, create and maintain effective compliance programs, and educate and train staff.

**Communities of Practice**
Aside from the unique specialty areas, Communities of Practice benefits similar to the Forums such as peer-to-peer interactions, etc. These also offer additional web-based tools that provide community members a means to post documents and resources in their respective communities. And the free Audio Web-casts from last year provided education (through seven web-casts) that was valued at $1,150 of free education.

The Revenue Cycle Community addresses issues of primary importance to the business office, including revenue cycle improvements, compliance, billing and coding issues, and data standardization and privacy.

The Medicare Payment Community is designed to provide a greater understanding of Medicare guidelines to help healthcare providers maintain financial Viability in order to greater serve their communities.

The Small and Rural Provider Community addresses the unique knowledge and expertise needed by small rural healthcare providers.

The Future Leader Community provides a place for the next generation of healthcare finance leaders to hone their skills, and to enhance the profession of healthcare finance through the exchange of experiences, best practices, and learning with a passionate, collaborating community.

Interested? For more information on Forums and/or Communities, please refer to the National web-site (hfma.org), or Jill Schaefer can send you an application; E-mail her at jschaefer@lumsdencpa.com.

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REGION 2 FALL PRESIDENT’S MEETING:
By Bruce K. Liebel

Each of the 11 Regions of HFMA is required to hold a Fall President’s Meeting between mid-August and September’s end for the purpose of:
- Soliciting and gathering input from Chapter leaders on important policy and program issues under consideration by the National volunteer and staff leadership.
- Provide an opportunity for idea exchange through the sharing of successful practices.
- Conduct regional business.

This year’s Region 2 meeting, attended by the Presidents & President-Elects of the 7 Chapters, was hosted by the Puerto Rico Chapter in San Juan, on September 27th & 28th. The meeting was held at the El San Juan Hotel & Casino, a charming resort in the El Verde area.

A pre-meeting dinner was held for all participants to get acquainted; it included the introduction of the Officers present, the Puerto Rico hosts, National Staff Member, Eileen Crowe (Chapter Relations) and W. Christopher Johnson, CAT member from the North Carolina Chapter.

Friday morning we got right down to business, with Rick White, Regional Executive moderating the meeting, with the assistance of Vivian Acevado (Chapter Relations) and W. Christopher Johnson, CAT member from the North Carolina Chapter.

Those attending, took advantage of not only the learning aspects of this highly successful Institute, but also enjoyed the numerous networking opportunities with their HFMA peers across the Region.

Hope to see you there next year!

REGION 2 FALL CONFERENCE:
By Bruce K. Liebel

The HFMA Region 2 Institute, presented by the 7 chapters representing Central New York, Hudson Valley, Metropolitan New York, Northeastern NY, Puerto Rico, Rochester Regional and our own Western New York, was held October 15th – 17th, at The Saratoga Hotel & Conference Center in Saratoga Springs.

The purpose of this Institute is to provide Education sessions for our members to help solve specific problems and to improve their organization’s bottom line.

The Institute started out Monday with Pre-Conference Golf at the Saratoga Spa State Course for some, followed by an Opening Reception that evening. Tuesday morning began with a welcome and opening remarks by Mary Beth Briscoe, FHFMA, CPA, the 2007-2008 HFMA National Chairman. Mary Beth presented an enlightening talk on how we best can “Make A Difference” in our organization. It included key issues facing leaders as well as HFMA specific initiatives. A CFO panel discussion followed on “How Can We Make A Difference”, and was moderated by Richard L. Clarke, DHA, FHFMA. After this, the conference went into full swing, with breakout education sessions on Tuesday and Wednesday, following three tracks: Reimbursement, the Revenue Cycle, and Financial Mgt. Between these was the Vendor Fair, a talk presented by Janet Rush on “Converting Change Into Opportunity”, Networking Opportunities, (including ‘An Evening At The Races’), and a Keynote Address by Jeanne Scott, Health Care Lobbyist, on “Reform U.S. Healthcare or Else”.

Those attending, took advantage of not only the learning aspects of this highly successful Institute, but also enjoyed the numerous networking opportunities with their HFMA peers across the Region.

Hope to see you there next year!
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