

# Fine Print

Winter 2006/2007

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## President’s Message

Time to get Creative

The Berger Commission...Spitzer’s “Patient-First” speech to healthcare executives. It seems fair now to talk about the white elephant in the room – and our response. Your HFMA chapter is prepared to assist you. Our Education Committee, lead by Bruce Liebel, has put together a strong package of programs. We believe these programs will create tools necessary for you to capture opportunities and manage change.

It starts...

- February 6<sup>th</sup> Paul Sweet, through HANYYS, has a two-hour session on Spitzer’s first budget.
- February 9<sup>th</sup> the Chapter’s Patient Access and Patient Financial Services Committees will meet at the WNYHA to discuss eligibility and 270/271.
- February 12<sup>th</sup> a half-day morning meeting on managed care revenue cycle management and internal controls and the healthcare arena at the Hilton Garden Inn (across from the airport).
- February 15<sup>th</sup> Paul Sweet, through HANYYS, a Federal and NYS corporate compliance session.
- March 15<sup>th</sup> our inaugural Spring Institute at the Adam’s Mark Hotel. This full-day session will present national speakers at a local price.

Learning is just part of the process. Implementation is often a challenge. We offer help here too. A colleague to confer with can save time and lessen frustration. Several networking events are scheduled. On March 15<sup>th</sup>, as part of the Spring Institute, we will have a “Chapter Reception” to end the day. In May, we will hold our Annual Banquet and officer installation ceremony. Mark your calendar for golf. The annual outing will be held on July 27<sup>th</sup>.

There’s a lot to do. Let’s get together, get creative and have some fun too.

\* \* \*

On January 29<sup>th</sup> the Chapter membership approved a resolution to dissolve our current Chapter and allow for incorporation in the State of Illinois. Thank you for your support for this change.

Best regards,

John P. Eichner

Chapter President



## **Chapter Officers**

### **President**

John P. Eichner, CPA, CHFP

### **President-elect**

Bruce K. Liebel

### **Secretary**

Lawrence E. Nowak, FHFMA

### **Treasurer**

Jennifer L. Dunn

### Chapter Directors

#### **Class of 2007**

Christine Blidy

Mary Ann Miccichi

Suzanne Roccisano

#### **Class of 2008**

Rachel Davis

Susan Dybas

Mary Mahaney

Michael Osborne

### Committee Chairs

#### **Activities**

Mary Ann Miccichi

Michael J. Sammarco, FHFMA

#### **Davis Chapter Management**

Susan Dybas

#### **Education**

Bruce Liebel

#### **Membership**

Jill Schaefer, CPA

#### **Newsletter**

Lawrence E. Nowak, FHFMA

#### **Patient Financial Services**

Sue Brown

Judi Conti

#### **Patient Access**

Debi Stull

Rosemary Taddio

#### **Reimbursement**

Russell A. Previte, CPA, FHFMA

Paul W. Sweet, CPA

#### **Sponsorship**

Debbie Cudzilo

Judi Conti

#### **Website**

Robert W. Bragg

## **Get Involved!**

By Larry Nowak, HFMA – Chapter Secretary

The WNY Chapter HFMA will be accepting nominations for officer and board member positions until February 12<sup>th</sup>. Nomination forms and instructions will be distributed again via e-mail by Past-President Debbie Cudzilo. Self-nominations are also accepted for chapter members who are interested in these positions. In addition, there are committee member positions that are available for the coming year.

HFMA is a volunteer organization. The education sessions, social events and administrative functions of the Western New York Chapter are brought to you through the efforts of the volunteer officers, board members and committee members. In addition to their full-time jobs, these individuals donate their time and effort to ensure these benefits are available to our chapter members. They believe in HFMA and the value it brings to their members.

Any one who wants to get involved in the chapter is welcome. Getting involved will provide leadership experience, pride and satisfaction in the results of your efforts, professional networking and personal friendships.

If you or someone you know is interested in volunteering for any function within the Western New York Chapter HFMA, please use the nomination form or contact one of our chapter officers:

President: John Eichner, CHFP, CPA

[jeichner@ogh.org](mailto:jeichner@ogh.org)

President Elect: Bruce Liebel

[bliebel@tlchealth.org](mailto:bliebel@tlchealth.org)

Secretary: Larry Nowak, FHFMA

[lnowak@kaleidahealth.org](mailto:lnowak@kaleidahealth.org)

Treasurer: Jennifer Dunn

[jennifer.dunn@nfmhc.org](mailto:jennifer.dunn@nfmhc.org)

We look forward to hearing from you soon!

## BUFFALO / NIAGARA SPRING INSTITUTE

- **MARCH 15, 2007** •  
**Adam's Mark Hotel**



*The WNY Chapter of HFMA is pleased to announce our first ever Spring Institute!*

*Information on registering for this full day of education and fun, featuring national speakers, will be forthcoming soon. Please plan on starting the day with what really matters, and end it with a chance to network with your fellow healthcare professionals. Refer to the following for some general information and the Program for the day.*

**WE LOOK FORWARD TO SEEING YOU!**

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### **GENERAL INFORMATION**

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The Buffalo / Niagara Spring Institute is intended to provide current practical information to finance professionals for use in their organizations.

#### **HOTEL INFORMATION:**

Adam's Mark Hotel  
120 Church Street  
Buffalo, N.Y. 14202  
(716) 845-5100  
[www.adamsmark.com](http://www.adamsmark.com)

#### **DIRECTIONS:**

- Take Rt. 33 West (Kensington Expwy) to OAK Street.  
Make a right on S.Division St., follow S. Division to the hotel.*
- From Niagara Falls:  
*Take Rt. 190 South; exit Niagara St., make right on Niagara, then make a right on S. Elmwood; proceed to hotel on the right.*
  - From the South:  
*Take Rt. 90 (NYS Thruway) East to the 190. Exit at Church St. The hotel is on your right.*
  - From the East (Rochester):  
*Take Rt. 90 (NYS Thruway) West to the 190 (Downtown/ Canada). Exit at Church St. The hotel is on your right.*

#### **VISITORS GUIDE:**

[www.visit.buffalo.com](http://www.visit.buffalo.com)

The Western New York Chapter of HFMA has rooms on reserve at the hotel, based on availability. Conference rates will be honored from MARCH 14-17, 2007. Call the hotel directly and mention Western New York HFMA Institute to ensure you receive the conference rate of \$149.00 per night plus taxes. You are responsible for making your own hotel reservations, including changes and cancellations.

#### **PARKING:**

\$3.50 in the Hotel Ramp. Submit ticket at Institute for reimbursement by WNY HFMA.

#### **DRESS:**

Business Dress is suggested for all sessions.

#### **CPE CREDITS:**

Participants attending sessions will receive the appropriate CPE certificate at the conclusion of the event.

#### **QUESTIONS:**

If you have any questions concerning registration, email [bliebel@tlchealth.org](mailto:bliebel@tlchealth.org) or call Bruce Liebel at (716) 951-7134.

## BUFFALO / NIAGARA SPRING INSTITUTE

• **MARCH 15, 2007** •  
**Adam's Mark Hotel**



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### PROGRAM:

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- 7:30 – 8:30 a.m. Registration / Deluxe Continental Breakfast
- 8:30 – 9:50 a.m. **Keynote Speaker – “Laughter Matters”**  
**KENT RADER** – *Professional Speaker, Author & Comedian helping people and organizations learn and experience how laughter matters in reducing stress and building success. A former hospital CFO and controller, Kent is intimately aware of the stress associated with healthcare financial management.*
  
- 10:00 – 11:00 a.m. Breakout Sessions
  - A1. “Ten Questions Leadership Should Be Asking About Their Revenue Cycle”**  
*Presentation should provide hospital CFO’s & CEO’s with an effective game plan for monitoring and measuring the performance of the department that has the most direct impact on the organization’s fiscal health: the business office.*  
**Speaker: Robin Bradbury, re|solution**
  
  - B1. “Patient Financial Services and HIM: Working Better Together”**  
*This session focuses on the various “touch points” between patient accounting and HIM. How to make “friends” out of “foes” and keep the revenue flowing.*  
**Presented by The Friedman Marketing Group**  
**Speaker: Charlie Robinson, MedQuist**
  
- 11:15 – 12:15 p.m. Breakout Sessions
  - A2. “How To Maximize Medicare Reimbursement Through APC Strategies”**  
*Presentation will provide CFO’s, CEO’s and Business Office Managers with practical strategies about how to address the difficulties inherent in capturing all the APC dollars that a facility should receive.*  
**Speaker: Robin Bradbury, re|solution**
  
  - B2. “Revenue Cycle Repair – A Look at the Middle”**  
*Within the middle of the revenue cycle small improvements result in big rewards. This session highlights what’s new in 3 specific areas: physician documentation, transcription process and coding. Learn how other organizations have improved back-end cash flow by starting in the middle.*  
**Presented by The Friedman Marketing Group**  
**Speaker: Ron Leazer, MedQuist**
  
- 12:15 – 1:15 p.m. Lunch
- 1:15 – 4:30 p.m. **“Maximizing Human Capital-Building Revenue Cycle Teams of Excellence”**  
*Today’s healthcare providers must ensure financial viability; achieve compliance and Customer loyalty despite significant labor and other challenges. Your entire revenue cycle leadership team will learn to identify the strategic path to revenue cycle success. Using provider case studies, this course provides tools & strategies to build your revenue cycle team.*  
**Speakers: Tamie Osburn, CHFP & Bobette Gustafson, Gustafson & Associates, Inc.**
  
- 4:30 – 5:30 p.m. **“The WNY Chapter Reception”**  
*Networking reception hosted by our current Chapter Leaders.*  
SPONSORED BY: Kaleida Health, TLC Health Network, Olean General Hospital  
& Niagara Falls Memorial Medical Center

## **Do you know what DCMS Is?**

By Mel Dyster, Region 2 Regional Executive

DCMS is the acronym for Davis Chapter Management System, the system used by National HFMA to ensure that each HFMA chapter is delivering services to its members. DCMS activities, a requirement of the chapter charter, must be adopted and documented by HFMA chapters.

Does DCMS directly affect chapter members? No, but it does indirectly. By setting DCMS charter requirements, National HFMA has put into place a system that defines a minimum standard of service that each chapter must meet in order to fulfill the DCMS requirement under their charter obligations. So, DCMS does indirectly affect members in that it ensures that your chapter is required, under the chapter's charter to provide a standard level of services to you, the HFMA member.

The charter requirements under DCMS include the following:

- Chapters are required to hold four educational sessions each year.
- Chapters are required to publish four member communications each year.
- Chapters are required to publish and distribute a chapter membership directory.
- Chapters are required to have a strategic plan in place, which is submitted to National by June 1 of each year.

- Chapters are required to send at least one officer to the annual Fall Presidents Meeting and two officers to the annual Leadership Training Conference.
- Chapters are required to conduct a minimum of four Board meetings each year.
- Chapters are required to conduct a financial review to test and validate its fiscal integrity and operating guidelines.
- Chapters are required to submit to HFMA National an annual operating budget and financial information for IRS Form 990.

The Davis Chapter Management System also provides for an awards and recognition program designed to provide incentives and recognition of chapter activities. These chapter awards recognize achievements in Education, Certification, Membership Growth and Retention, New Member Retention and Educational Performance Improvement. There is also the Helen M. Yerger Special Recognition Award and the Robert M. Shelton Award for Chapter sustained excellence.

I believe it to be important for chapter members to understand DCMS from the perspective of their chapter's leadership. Your volunteer leaders work each day to achieve these requirements with many going well beyond the minimum required. Each of us has a very long 'to do' list, with almost seemingly daily deadlines within our own workplace. Yet your volunteer chapter leaders take on the additional burden of meeting DCMS requirements. They do so with passion and a commitment to providing value to your HFMA membership. So next time you meet one of your chapter volunteers, you will now know that this individual is someone that goes beyond the expected to achieve the unexpected.

## **THE HFMA FOUNDERS MERIT AWARD PROGRAM**

*By Bruce K. Liebel, President-Elect and Susan Dybas, Board Member, Davis Chapter Management System & Founders Chair*

This article is a continuation of information about the HFMA Founders Merit Award Program.

### **THE AWARDS**

Once the member accumulates various points by volunteering, the member becomes eligible for different awards according to the point allocations earned. (These were reviewed in the Fall 2006 edition of Fine Print.)

The **William G. Follmer Bronze Award** is named after William G. Follmer, who is credited with creation of the American Association of Hospital Accountants (AAHA), which is now HFMA. An individual who earns 25 member points is awarded the Bronze.

The **Robert H. Reeves Silver Award** is named after Reeves, a past president, organizing and instrumental member of the AAHA. The Silver award is given to an individual who earns 50 total member points.

The **Frederick T. Muncie Gold Award** is named after Frederick T. Muncie, who was an organizing member of the AAHA and first president of the association. The Gold award is given to an individual who earns 75 member points.

The **Medal of Honor** was awarded in 1986 and is conferred by nomination of the Chapter Board of Directors. A chapter may nominate members for this award at any time during the year. It is an award that recognizes an individual who has been actively

involved in HFMA for at least three years after earning the Muncie Gold Award, has provided significant service at the chapter, regional and/or national level in at least 2 of those 3 years, and remains a member in good standing.

### **REMINDERS**

- Making timely membership dues payments ensures that members will be listed when the roster of members is received from National for review of Founders Points.
- Although HFMA National and the chapter tracks most member points, it is ultimately the responsibility of the individual member to report points earned to the Chapter's Founders Award Chairperson.
- Prior to August 10<sup>th</sup>, members are notified to review their points on the HFMA National website under Manage My Account in their personal profiles through the membership directory area at: [http://www.hfma.org/access\\_eseries.cfm](http://www.hfma.org/access_eseries.cfm)
- Points are reported by the Chapter's Founders Award Chairperson to HFMA National by August 10<sup>th</sup> for points earned in the prior fiscal year. (June 1<sup>st</sup> – May 31<sup>st</sup>)
- After August 10<sup>th</sup>, HFMA National totals the points and generates an award list. The Chapter's Founders Award Chairperson verifies the list and orders the awards. The awards are presented at a future meeting or banquet.
- Still have questions regarding Founders Points? Please contact Susan Dybas at [sdybas@chsbuffalo.org](mailto:sdybas@chsbuffalo.org).

## HOW ARE WE DOING?

By: Bruce K. Liebel, President Elect

Last year's HFMA National's Survey of our Western New York Chapter members disclosed that we ranked low in comparison to other chapters, in member satisfaction, and there showed a need for more education that would benefit our members. As a result, the chapter officers vowed to increase our education hours this year and offer a variety of topics, from which we would get regular feedback on our efforts.

So how are we doing? The evaluations from the three recent November sessions held were summarized, and we are doing pretty good! The following should be noted:

Attendees were to rate the presenters and topics according to the following scale:  
1 = poor / 2 = fair / 3 = average / 4 = good / 5 = excellent

The evaluations are broken down into 6 sections; here are the categories and results:

### I - Speakers:

In regards to their Presentation Ability, Subject Knowledge and Relevance of Topic, the average scores from the 3 sessions (for the 4 speakers involved), ranged from 4.4 to 4.9 (with the average of 2 of the speakers being 4.8!)

### II – Program Educational Content:

This category questions are: a). Educational value of subject matter, b). Appropriate for your background and expertise, c). Value and usefulness for your organization, and d). Organization and sequence. Average scores for the 3 sessions ranged from 4.0 to 4.7.

### III – Program Material and Resources:

This category questions include: a). Contributes to or enhances learning and b). Appropriate for program content. Average scores ranged from 4.1 to 4.6.

### IV – Audience and Faculty Interaction:

Questions include: a). Opportunity for Questions and b). Response to Questions. Average scores ranged from 4.4 to a perfect 5.0!

### V – General:

Category questions are: a). Facilities conducive for learning and b). Program Flyer describes content accurately. Average scores ranged from 4.4 to 4.6, pretty consistent across the board.

### VI – Comments and suggestions:

Only negative comments made were in regards to the temperature of the rooms, with it being either too cold or too hot. Other comments include: “Excellent Session”, “Nicely Done”, “Enjoyed Aimee’s Presentation”, “Very Informative”, and “Great Interaction with Audience”.

We will continue to summarize evaluation results, use the feedback to make improvements where needed, and will report the findings to our members. We THANK YOU for your participation in the education and evaluation process and hope for continued and improved member satisfaction.

## HFMA DAY OF CARING

By Jennifer L. Dunn, Treasurer

10 Members of the WNY Chapter assisted with toy distribution to needy families on December 21<sup>st</sup> at the Heart and Soul Soup Kitchen in Niagara Falls. The Heart and Soul Soup Kitchen, United Way of Niagara, Toys for Tots and NIACAP coordinated the event. Over 268 families received toys, books and stuffed animals for the holiday season. Thanks to the following participants: Larry Nowak, Deb Cudzilo, Judy Conti, Mary Ann Miccichi, Chris Mackenna, John Eichner, Chris Frauenhofer, Loralee Voelker, Jennifer Dunn, Bruce Liebel. Special thanks to Bruce Liebel's son, Tom who took time off from his Army leave to help out.



Tom Liebel with United Way Director Carol Houward-Diez



Debbie Cudzilo and Judy Conti are gathering gifts for distribution.



President John Eichner keeps the line moving.



Larry Nowak, Secretary and Jen Dunn, Treasurer distribute books and games.



President-Elect Bruce Liebel enjoys the company & help of his son Tom during the Day of Caring

**Sponsorship - The Western New York Chapter of HFMA would like to thank our Educational Sponsors for 2006.**

**Platinum:**



**Gold:**

Independent Health Association

Meridian Leasing

**Silver:**

Blue Cross & Blue Shield of WNY, Inc.

KPMG, LLP

Lumsden & McCormick, LLP

Med-Rev Recoveries, Inc.

Outsource Receivables Management, Inc.

Reimbursement Services Group, Inc.

Upstate New York Transplant Services, Inc.

**Bronze:**

Bank of America

CBCS

Hodgson Russ LLP

J.P. Morgan Chase

Mercantile Adjustment Bureau

**Sponsorship program objectives:**

- Enhancing the quality of the provided educational programs
  - Underwriting a portion of our educational programs
  - Bringing national programs to the local market
- 

**Editorial Policy:** Opinions expressed in signed articles are those of the authors and not necessarily those of the Western New York HFMA Chapter or the Newsletter Committee. The Committee believes that the contents of *Fine Print* are interesting and thought provoking, but the staff has no authority to speak for the Officers or Board of Directors of the Western New York Chapter of HFMA. Readers are invited to submit material for publication. Articles should be submitted in MS Word format and relevant to current healthcare finance topics. The committee reserves the right to edit material for content and length and also the right to reject any contribution, whether solicited or not. Direct all inquires to Larry Nowak at [lnowak@kaleidahealth.org](mailto:lnowak@kaleidahealth.org).

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