FALL BACK INTO HFMA!

The kids are back to school, the pumpkins are carved and the days are getting shorter. So what better way to take your mind off of the Bills and Sabres mediocre starts than by falling back into HFMA! If you haven’t renewed your membership yet, now is the time to re-up before you begin to miss out on all the action that is happening in our Chapter.

The Region just completed a very successful Fall Institute Educational Event at the Turning Stone Resort in Verona. This is an event organized by each of the Presidents and President Elects of the seven chapters that comprise Region 2 within New York State, including Puerto Rico. Participation was up over 10% from the prior year and the Western New York Chapter was very well represented. The Region is looking to further enhance the value and participation of this event next year by shifting the location to the big city, NYC.

Our Chapter is looking forward to providing you with one of our planned educational sessions on November 20th on Managed Care Contracting: Advanced Analysis and Negotiation. This session which will be held at the Classics V will provide us with advanced reimbursement trends and National and Regional emerging trends in Payor risk and reimbursement models. I encourage you to sign up for the session today!

Our sponsorship program also kicks off this Fall. We have had tremendous support from our sponsors over the past several years. Our sponsors allow us to provide you, the members, with quality educational events and networking opportunities. See our sponsors mentioned within our newsletter. They cannot be thanked enough.

Make the most of your HFMA membership. Come to a meeting…join a committee…or visit our website. Participate. This is what makes our chapter personal!

Tom Rybarczyk
HFMAWNY President
**HFMA Spotlight**

Over the next several issues of Fine Print, we will be introducing you to some of our illustrious board members and committee chairs who help lead our Chapter to success. As opposed to giving you a biography on them, we felt we wanted to keep with the theme of HFMA this year, “It’s Personal.” Enjoy!

**John M. Cousins FHFMA: Kaleida Health, Director Managed Care and Treasury Management**

*HFMA Role:* Past President, Sponsorship Chair

*Family Members:* (Names and ages of children) Jessica 17, Patrick 14

*Hobbies:* Bicycling, Music, Golf, Baseball

*How I got involved in HFMA:* Too many years ago to remember, but I am glad I did

*Favorite TV show:* Sportscenter

*Favorite Movie:* Caddyshack

*Favorite Music group/artist:* U2

*Best Vacation spot:* Virginia Beach

*My passion in life is:* Be the best I can be

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**Patricia Gammalo: Security Credit Systems: Sales & Marketing**

*HFMA Role:* (i.e. Officer, Board Member, Committee Chair, etc.): Committee Chair Membership

*Family Members:* (Names and ages of children) Anthony 36, Joseph 32 & Kristi 30

(I know you are all surprised because I look so young but was a child bride!!!!!)

*Hobbies:* Being with my grandchildren…..Dakota 6 yrs & Isabella 21 mos.

*What does “HFMA It’s Personal mean to you?”* When I joined HFMA, I had no idea what it was all about. The longer I was a member the more I realized what a wonderful organization this
is. Then in 1996 I started to really get involved and became Chairperson for Membership. The recognition was more then I had expected. I wish everyone could experience this just once in their life!

How I got involved in HFMA: I have been a member since 1986 and the reason I join was the company I worked for.

Favorite TV show: I Love Lucy re-runs, she was just so funny!

Favorite Movie: Somewhere in Time….Christopher Reeves & Jane Seymore

Favorite Music group/artist: Alabama, Shain Twain

Best Vacation spot: Mackinaw Island, MI (I have not been there yet)

My passion in life is: Go sky-diving, climb the biggest mountain, ride the biggest roller coaster, visit Africa, sit on the front lawn in the middle of a rain storm and let the rain hit my face, visit Mackinaw Island just once. Share precious moments with my family & friends so I can look back and say I did everything I wanted to do. If I only do one of the things I have lived! Have no regrets. To make every day count. This is not a dress rehearsal we will not be coming back.
UPCOMING EDUCATIONAL EVENTS

November 20, 2003  Managed Care Contracting: Analysis and Negotiation  
Classics V 8:00-12:00 pm

December 11, 2003  Managing Your Collection  
Process More Effectively To Maximize Your Cash Flow/Christmas Party

January 15, 2004  Revenue Cycle/Denial Management

February 10, 2004  Medicare Outpatient APC's Update For 2004- Vendor Fair

March 18, 2004  HIPAA Regulatory Update: Updates for Hospitals, Nursing Homes and Practices

April 15, 2004  Cost Report Update

WELCOME OUR NEW MEMBERS!

• Stephanie R. Yost  
  Title: Client Services  
  Company: Credit Bureau Affiliates  
  Address: 19 Prince Street  
  Rochester, NY 14607

• Mike D. Staley, CPA  
  Title: Manager  
  Company: Buffamante Whipple Buttafaro, P. C  
  Address: 125 South Union St  
  Olean, NY 14760

• Suzanne M. Gannon  
  Title: CFO Medicare Operations  
  Company: HealthNow New York Inc  
  Address: 1901 Main St  
  Buffalo, NY 142040

• Chris L. Koneski  
  Title: Financial Analyst  
  Company: United Memorial Medical Center  
  Address: 127 North Street  
  Batavia, NY 14020

• Michelle A. Nardell  
  Address: 29 Bellwood Lane  
  Depew, NY 14043-1706
MILESTONE HFMA ANNIVERSARIES

September:

- Richard Brown: 8 years
- David Gaydosh: 9 years
- Barb Losi: 10 years
- Michael Quinn: 11 years
- Joseph Roccisano: 7 years
- Jim Stabel: 22 years
- Sharada Varanasi: 15 years
- Joseph Widmer: 11 years
- Deborah Wright: 16 years
- Anthony Zito: 27 years

October:

- Lloyd Arakelian: 17 years
- Rob Bragg: 8 years
- Mel Dyster: 14 years
- Randy Fuller: 14 years
- Joseph Hamm: 5 years
- Lou Inzana: 11 years
- Jeffrey Lowry: 8 years
- Mary Mahaney: 9 years
- Dennis Rusch: 23 years
- Anne Stone: 9 years
- Dan Tran: 22 years

November:

- Chris Brunea: 13 years
- Susan Dybas: 12 years
- Kevin Gallagher: 19 years
- Paul Hettich: 19 years
- Dick Hopkings: 5 years
- Bill Horton: 6 years
- Mark Kercher: 17 years
- Jennifer Klock: 7 years
- Ron Krawiec: 23 years
- Patrick Loftus: 6 years
- Leslie Lymburne: 9 years
- John O’Neill: 15 years
- Jacqueline Ruotsi: 5 years
We had a great day at the annual HFMA golf outing held at the International Country Club in Stevensville, Ontario this summer. We identified some potential PGA and LPGA players as well! (See winners below). Special thanks to the golf committee who organized a great event. The people mentioned below definitely got game!

**Women’s Long Drive:** Deb Coggins
**Women’s Low Gross:** Deb Coggins
**Womens Closest to the pin:** Deb Coggins

**Men’s Long Drive:** Ron Faso
**Mens’ Low Gross:** Kevin Lynch
**Closest to the pin:** Jim Luciani

**Low Team**
Paul Warda
Dave Winkler
Todd Fragale
Denny Nuccio

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**SPONSORSHIP 2004**

**HFMA SPONSORSHIP - 2004**

By: John M. Cousins, FHFMA
Sponsorship Chairman 2003-04

One of the keys to our future success is to enhance our sponsorship program. Why? Sponsorship enables our chapter to be able to invite Speakers outside of community to educate our members and non-members. Sponsorship supports the cost to bring the speakers to WNY. Travel, lodging and written materials used for handouts at the sessions cost the chapter funds out of the treasury.

Each year our member survey responses state “We would like more National and Regional issues and current healthcare trends”

In order to accomplish this we need the support of our corporate sponsors.

We have had tremendous success at our Education events last year, due in large part to the support of our Corporate Sponsors. We had an increase in education hours per member of over 31% and the total member hours increased 28%. Additionally, we received recognition from the National HFMA for our education sessions for providing both quality and education hours to our members.

This year, besides what our members are receiving in increasing our educational programming we are also enhancing our benefits to the Sponsors. Sponsorship, will provide the following benefits:

**All Sponsorship Levels**

Prominently display the sponsors logo next to the information on
a. All meeting notices sent to members for each education event

b. Designation on the WNY HFMA Website Sponsorship Section www.hfmawny.org

c. Special WNY HFMA E-mail notices to members of our sponsors

**Platinum Sponsor** (in addition to the all Sponsorship levels above)

a. Display Booth at all of our Vendor Fairs for the coming year.

b. 10 complimentary educational session certificates for the employees of your company

c. **15-minute corporate presentation** at a WNY HFMA educational session.

d. complimentary **golf foursome** at the 2004 WNY HFMA Annual Golf outing in July 2004

**Gold Sponsor** (in addition to the all Sponsorship levels above)

a. Display Booth at one of our Vendor Fairs for the coming year.

b. 5 complimentary educational session certificates for the employees of your company

We strongly encourage you to participate in our sponsorship program or to encourage your employer to participate in enhancing the education and awareness of the current and future healthcare trends and issues facing the Western New York community. We believe this new program will provide the greater visibility and will greatly increase your recognition with our members while enhancing sponsors services to healthcare providers.

The pricing for Sponsorship 2004 is:

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<th>Level</th>
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<tr>
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During the week of October 27, 2003, mailings have been sent out to current and prospective sponsors. Should you wish or know of a company who desires to become a sponsor, please contact us.

By helping the chapter you are helping yourself both professionally and personally.

If you have any questions, you can contact Mr. Larry Nowak at (716) 887-4783 or myself directly at 716-859-1537.
HFMA National’s On-line Membership Directory

Have you visited HFMA National’s On-line Membership Directory lately? Here’s the link: http://www.hfma.org/dual_login.cfm. When you select “HFMA Directory”, not only can you search for members of our chapter, you can also search for all of your HFMA colleagues by name, company, and location - regardless of chapter! Using an on-line directory instead of a printed directory ensures that you always have the most up-to-date contact information.

While accessing HFMA National’s On-line Membership Directory, you may view your current contact information and make edits to your profile. You can also view any products you have ordered, events you have registered for, your CPE credits, your Founders points, and more!

It is vital that HFMA has your correct information, so please take a moment to review your record now. By doing so, you will ensure that HFMA continues to provide you with valuable information and insights that further your success.

Experience the Value. Value the Experience.

Former HFMA Executive Director Robert Shelton Dies

Robert M. Shelton, FHFMA, CAE, past president and former executive director of HFMA, passed away on September 22, 2003, at age 85. He had suffered a stroke in May.

Shelton's unparalleled involvement with HFMA began in 1950, when he joined the American Association of Hospital Accountants (AAHA-later renamed HFMA). He was elected to the AAHA National Board of Directors in 1956 and president of the board in 1958. The following year, he became executive director of the AAHA National office, a position he held until 1978. Following a restructuring, Shelton became HFMA's vice president until his retirement in 1981. Shelton was among the first class to become certified Fellows of AAHA in 1957. Over the years, Shelton attended 44 consecutive HFMA Annual National Institutes. He researched and wrote a history of HFMA, "From Acorn to Oak," which was published in 1991.

In 1979, to pay tribute to Shelton's many years of service to the Association, HFMA created the Robert M. Shelton Award for Sustained Chapter Excellence, which is presented annually to HFMA chapters exhibiting five consecutive years of sustained achievement.
From the Regional Executive.....

**hfma: it’s personal** All of the chapter committees of Region 2 are hard at work planning educational sessions, networking opportunities and social events. Each committee member probably began to volunteer because someone asked them to get involved. What they didn’t expect were the friendships, career opportunities and professional development that came along with their volunteerism. Ask your chapter leaders how you can help the chapter, and you will soon find out that you will get back much more than you give!

**Award Night at ANI** At the Annual President’s Meeting, which is held on Monday night during ANI, National HFMA recognizes chapters for excellence through the Davies Chapter Management System. Each of the 7 chapters in Region 2 received awards individually as well as an award for the 2002 Region 2 Fall Conference. All in all, the chapters in Region 2 received 25 awards. Congratulations to the leadership of each chapter for their outstanding efforts!!

**THANKS to the Region 2 Fall Conference Planning Committee** The seven chapters of Region 2 have a long history of collaborating on a fall conference. The 2003 Region 2 Fall Conference (the 34th annual conference) was recently held at the Turning Stone Casino in Verona. The general sessions included Dan Sisto discussing issues at the state and federal levels that will impact healthcare in NYS, an entertaining, yet thought provoking presentation by the Business Theatre Works and a panel discussion touching upon some of challenges facing healthcare providers today (which could have gone on for hours). In addition, there were 3 tracks of breakout sessions focusing on current Reimbursement,
Patient Financial Services and Long Term Care issues. The evaluations indicated the attendees were very satisfied with the educational programming, which was also evidenced by the greater than 80% retention rate at almost all of the sessions. The planning committee has already begun planning next year’s conference. The date is set, September 30-October 1, 2004. Hope to see you there!!

**CONGRATULATIONS** to several members of Region 2 that recently became certified or achieved Fellow status:

- Deborah Johnson (Rochester NY) Certified PFS
- Terese Mason (Rochester NY) Certified PFS
- Leona Mininni (Hudson Valley NY) Certified in 1996; Fellow in May 2003
- Robert Nasso (Rochester NY) Certified AF
- James Petty (Metro NY) Certified AF

Regards,

*Marianne L. Muise, FHFMA*

Region 2 Regional Executive

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**Region 2 Fall Presidents Meeting**: The Region 2 Fall Presidents Meeting was held on Sunday September 21st in Verona, New York. Tom Rybarczyk, President and Chris Kalkhof, President-Elect attended on behalf of the Western New York Chapter. The following questions were posed to Anne Paul, HFMA National chapter relations specialist.

**Question**: The chapter leader area of the HFMA National web site is too complicated to navigate. Why do we have to log-in multiple times? Also- why do I have to click “next” after my log in is accepted, why doesn’t it just take me to the page I’m trying to access?

**HFMA National Response**: The chapter relations department is in the process of revamping the chapter leader area and is looking to make all areas more logical in their navigation. We will also address the need for multiple log-ins and having to click “next”.

**Question**: Why doesn’t National screen out Yergers that are submitted for routine chapter activities that are charter requirements (e.g. Approving Board Minutes?)

**HFMA National Response**: National staff receives approximately 180 Yerger entries each year, with the vast majority arriving on the due date. There is very limited time to catalog, sort and parcel out the entries for judges so that entries can be scored in time for the ANI award presentation. Some chapters have asked for a later deadline, since the chapter year is not yet over on April 1st. Ideally chapters could wait until the chapter year is complete before sending in their entries.

The purpose of the *Helen M. Yerger* Special Recognition Award is to
recognize chapters for outstanding performance achieved by excellent efforts in programs, services, and administration. To be eligible, chapters must meet all DCMS charter requirements. Participation is voluntary. Entries may not be submitted more than once, with one exception: non-winning entries may be submitted once more in the following year, provided that the chapter completes a new application which incorporates feedback from the judges. First-time submittals must be based on activities that occurred within 18 months of the award deadline. Beyond checking for the above requirements, it would be problematic for staff to review an entry in advance of judging and say that it is not worthy of submission.

Judges must carefully follow the Submission Criteria and Guidelines for Review. This grid is designed to produce fair, consistent and objective scoring by judges. While impartiality is essential, staff also recognizes that judging can be a subjective process. All Yerger Judges are former Chapter Presidents, so they are uniquely qualified to determine the amount of effort that goes into the projects. They also understand inherently that HFMA is a volunteer organization and that preparing an award submission is not the “day job” for chapter leaders.

The judging materials emphasize that the intent of the program is to recognize entries that reflect special accomplishments - something out of the ordinary - and to provide fair and accurate judging results. If there were a good idea or an excellent program that other chapters can learn from, one would hope that this would be communicated effectively in the application. If an activity is truly successful, but little thought was put into the application, then it is hoped that the chapter will resubmit the entry the next year, using the judges’ constructive comments. If a chapter demonstrates that a project was successful but does not explain it very well in the write-up, judges have some discretion. The results are worth 40 out of the 100 total points so successful projects are very likely to be recognized. Alternatively, an entry that is very well prepared and that follows all of the criteria may not represent a very significant accomplishment or may not demonstrate much value to members. If the tangible results are ordinary, the entry may not score as well in the results section.

**Question:** Can there be a task force on the Yerger process to review the message (intentional or otherwise) sent when a chapter does not get recognized for a major effort while another chapter wins for a routine project?

**HFMA National Response:** In terms of the current process, three judge scores are averaged to produce a final score. Each judge is a former Chapter President and follows identical, objective criteria to assign scores. The recommendation to form a Yerger Award task force shall be brought to the Regional Executive Council for consideration, along with all of the feedback that has been provided by chapter leaders during the Fall Presidents Meetings.
“Managed Care Contracting: Advanced Analysis & Negotiations”

Topics To Be Covered…

- Full Risk Models
- Capitation & Surplus Incentives
- Case Mix Adjusted Performance-Based Reimbursements
- Turning Data Into Rates
- National and Regional Emerging Trends In Payor Risk and Reimbursement

Presentations & Presenters…

- “ADVANCING REIMBURSEMENT: GROUP QUALITY INCENTIVES”
  - George Hughes, Manager of Contracting & Provider Risk, Monroe Plan For Medical Care, Inc.
  - Howard Brill, Manager of Medical Informatics, Monroe Plan For Medical Care, Inc.
  - MPMC is a not for profit, $150 million, full risk delegated IPA based in Rochester, NY with 70,000 + Managed Medicaid, Child Health Plus and Family Health Plus members.

- “NATIONAL AND REGIONAL EMERGING
TRENDS IN PAYOR RISK AND REIMBURSEMENT MODELS

✓ Gregory Scott, Partner, Health Plan Practice, Deloitte Touche Tohmatsu (Pittsburgh, PA)
✓ Deloitte’s Health Plan Practice works with over 50% of the nation’s Blue Cross/Blue Shield Plans as well as 2/3 of the top HMOs in the country.

“Managed Care Contracting: Advanced Analysis & Negotiations” Program Cost?

<table>
<thead>
<tr>
<th>Member of HFMA</th>
<th>Non-Member</th>
<th>Student</th>
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Pre-Registration must be received by November 17, 2003. Late registrations and walk-ins will be accommodated based upon availability. Cancellations after the deadline date will not be accommodated.

Checks are payable to... HFMA TREASURER, c/o Christopher J. Kalkhof, 14 Morningside Lane, Williamsville, NY 14221. Registrations can also be faxed to Chris at: (716) 626-1153.

3 CPE Educational Credits are available for this Program.

NOTE: Classics V is located at 2425 Niagara Falls Blvd., Amherst, NY

For more program information contact: Christopher J. Kalkhof @ (716) 626-1153 or e-mail him at ckalkhof@adelphia.net.
Golf outing
Pictures courtsey of Paul Sweet

Errant 7-iron shot

There is more to the golf outing than the golf!
Wild driver

We are thinking about jumping in that lake after our last shots!
SPECIAL THANKS TO OUR CORPORATE SPONSORS

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Chris T. Brunea, Attorney at Law  Grey Allen Executive Search