MY TIME IS UP

When I first was nominated President of HFMA of the Western New York Chapter, I truly did not know what our most productive asset was. I knew HFMA put on some healthcare educational sessions as there were many issues that healthcare professionals needed to know about. I knew some of our members and committee chairs, but I really didn’t know them well. I was familiar with what HFMA did, but didn’t really know the power of our Chapter. What I learned over the past three years as an officer of HFMA is that our biggest asset is our people, and their commitment to you, the members of HFMA.

My parents always taught me that whatever I take on, I should leave the project I started in better condition than it was when I began. I could not have done this without the contributions of the following individuals. I would like to thank you making my time as your President unforgettable and truly rewarding:

* Chris Kalkhof - for being the point person on all of our educational sessions. You have taught our members well

* Debbie Cudzilo - for your coordination of our successful Vendor Fair. You will shine in your President-Elect role

* Larry Nowak – for making sure we didn’t spend too much, but also making sure we spent our money in the right places

* Paul Sweet and Bruce Liebel – for adding maximum “reimbursement” to our Chapter

* Pat Gammalo and Bonnie Sugrue- for your drive in adding members to our Chapter in very difficult times and your willingness to “tell it the way it is”

* John Eichner – for your efforts with our Yerger Award submissions and detailed reviews of all our memos. The Board Minutes next year will be perfect!

* John Cousins – for your continuous pursuit of sponsors. You have “added” to our bottom line and our ability to add value to our sponsors and members.

* Chris Gueli- For coordinating our the facilities for all of our events

* Mike Sammarco- For volunteering to lead our Activities committee

* Mary Mahaney & Mary Ann Miccichi – for your thoughtful insight into the direction our Patient Financial Management Committee

Tom Rybarczyk-President 2003-2004
HFMA Spotlight: President 2004-2005

Christopher J. Kalkhof, MHA, FACHE

Employer: CJK Associates- President, and Saint Vincent Catholic Medical Centers-Senior Vice President Delivery Systems & Payor Relations

HFMA Role: Incoming President (June 1, 2004)

Family Members: Wife: Anne Marie (Amy), Daughter: Regina (Gina) 10 years-old.

Hobbies: Golf, jogging, cross training exercise, hiking, skiing, canoeing, swimming, my fish pond and in-house aquarium, using power tools, and my daughter’s Tae Kwon Do classes (3 to 4 days per week).

How I got involved in HFMA: I went to work for Ernst & Whinney and I was informed that I was expected to join.

Favorite TV show: The Factor on Fox News with Bill O’Reilly.

Favorite Movie: Armageddon with Bruce Willis and Ben Affleck.

Favorite Music group/artist: Andreas Vollenweider

Best Vacation spot: Kiawah Island, South Carolina

My passion in life is: To excel at everything I do

What does “HFMA It’s Personal mean to you Chris?”

Colleagues working with each other for a common cause

O’Reilly

Vollenweider (aka Gene Simmons from KISS)
UPCOMING EVENTS

June 4, 2004  Annual Banquet & Election of Officers- Seneca Niagara Casino

July 23, 2004  Golf Outing and Dinner: International Country Club

WELCOME OUR NEW MEMBERS!

• Judy Conti  
  Manager Pt Accounts  
  Mount St Mary’s Hospital

• Randal Spivack  
  Chief Financial Officer  
  Physicians Medical Management Co.

MILESTONE HFMA ANNIVERSARIES

Congratulations to those celebrating HFMA anniversaries!

April
• Delores Bellanti- 1 year
• Paul Brozyna- 19 years
• Mark Campagnola – 2 years
• William Cressman – 2 years
• Michael Grimaldi – 13 years
• Linda Hall – 4 years
• Bruce Liebel – 12 years
• Larry Nowak – 6 years
• Paul Schaefer – 1 year
• Daniel Scully – 5 years
• Bonnie Sugrue – 4 years
• Edward Thomas – 1 year
• Michael Trznadel– 2 years
• Ralph Webdale – 34 years
• Ronald White – 23 years
• David Young – 11 years
May

- David Crone – 28 years
- Patricia Gammalo – 21 years
- Jeanne LaChance – 7 years
- Terry Lang – 8 years
- Christian Lyons – 18 years
- Jennifer Swank – 2 years
- Henry Ward – 12 years

YOUR HFMA “IDOLS”!

America has voted, and we have six new leaders to lead our Chapter over the next couple years. Our newly elected Secretary for the 2004-2005 year is John Eichner. John is a senior audit manager with Lumsden & McCormick and has been an active participant within our chapter for the past 10 years. John has coordinated our Davis Chapter Management activities and has always shown a high degree of commitment and generated creative ideas for our Chapter. John will be elevated to President-Elect in 2005-2006 and subsequently to President in 2006-2007.

Additionally, our Chapter has elected the following individuals to be Board Members: Chris Gueli, Rob Bragg, Mike Sammarco, Bruce Liebel and Bonnie Sugrue. Congratulations to our future leaders of the Western New York Chapter!

WNY CHAPTER TO SUBMIT YERGER AWARDS

Our Chapter has had a very successful year which can be attributed to our teamwork and dedication to HFMA. Our Chapter has submitted the following Yerger Award submissions for the year 2003-2004. They are as follows:

* Communications - We have received tremendous feedback on our “fresh look” version of Fine Print. The Chapter incorporated the “It’s Personal” theme of our Chairman, Dave Canfield and really focused on our members.

* Collaboration – Our Chapter teamed with the other six chapters within Region 2 to coordinate the Region 2 Institute at the Turning Stone Resort in the Fall. From coordinating and obtaining various speakers to drafting and sending out the brochures, our Chapter delivered!

* Education – Our Chapter was involved in developing the agenda and presenting at the mini-Leadership Training Conference in May in Saratoga Springs.
Proposed Long-Term Care Single Point Of Entry

A proposed long-term care delivery system model for New York that would significantly affect health care consumers and providers across the entire continuum of care.

The Department of Health (DOH) and the State Office for the Aging (SOFA) have asked for input into the design of a long-term care single point of entry (SPOE) system called NY ANSWERS (Access New York Services With Effective, Responsive Supports). The NY ANSWERS model was recommended in the January 13 interim report of Governor George Pataki’s Health Care Reform Working Group.

NY ANSWERS would affect every consumer seeking long-term care services in New York, regardless of age, need, or payer source. In addition to being the principal information resource for consumers about long-term care services, NY ANSWERS screening would be a condition of nursing home placement for all individuals regardless of payment source and a comprehensive needs assessment would be required for those seeking publicly financed long-term care.

DOH and SOFA issued a combined request for information (RFI) on April 1 seeking input from stakeholders on how to design, implement, and manage the proposed NY ANSWERS program. The RFI identifies the following functions for the program: public relations/community education; information and assistance; initial screening; pre-admission assessments for nursing home placement regardless of payment source; comprehensive needs assessment; and service/care coordination. The RFI outlines outcomes and performance standards for each of the six functions and poses questions about tools and processes that might be used to achieve those standards.

Submitted by Paul Sweet-WNY Healthcare Association

Resume Spring Cleaning

Spring has sprung and for many, it is time for growth, change and new opportunities. It is always wise to be prepared for new opportunities that suddenly arise. Timing is everything and you could miss out on new, attractive situations if you are caught off guard without an updated resume.

If the time has come to blow the dust off of your old resume or if your current resume is yielding less-than-desirable results, here are a few suggestions for creating a winning resume:

- Make the information scanable to the eye as opposed to paragraph format.
- Include a list of bulleted responsibilities for each position, listing the most important items first.
- Include a bulleted “accomplishments” list after each position you have held in the last 7 years.
- Specify all promotions you have received as opposed to listing only one title per employer.
- Give a chronological work history as opposed to a purely functional resume – don’t make employers guess when and where you performed critical functions.
- Include professional information only, excluding personal details such as marital status, family information, religious affiliations, etc.
Check and re-check spelling and grammar and avoid whimsical stationery and photographs.

Save your resume in Microsoft Word format and be prepared to send it as an email attachment – most employers expect and prefer this method of resume submittal.

Remember that the goal of a resume is not to get a job. It is to get an interview. Do not try to list every detail of your entire professional life history in a resume. Keep the information limited to what your next employer will base their decision on when they consider whether or not to invite you for an interview.

An updated resume can keep you ahead of the game and ready to respond when asked to provide your professional biography, when an unexpected career opportunity suddenly becomes available, or when an unexpected downsizing or reorganization occurs.

Submitted by Bonnie A. Sugrue, M.B.A.
Specializing in Healthcare Professional Search Manager, Career Placement Services SnellingSearch

Marianne L. Muise, FHFMA Region 2 Regional Executive

From the Regional Executive…..

hfma: it’s personal At the Leadership Training Conference (LTC), the chapter leaders come together with national officers and staff to begin planning the upcoming year. The planning will continue at the Regional Mini-LTC that will be held in Cooperstown in early June. Your chapters have already begun thinking about next year. In fact, you will likely receive a letter from your chapter leadership about volunteering on a committee or project in the next few weeks. Make this the year you get involved, or take that next step and become a committee chairperson. Your chapter needs you!! Remember, you will get back much more than you give!!

Region 2 Fall Conference is coming to NYC The seven chapters of Region 2 have a long history of collaborating on a
region-wide conference. 2004 will mark its 35th anniversary! Mark your calendars, the 2004 Fall Conference will be held at the **Crowne Plaza Times Square Manhattan on September 30-October 1, 2004.** It promises to be a great educational event along with networking opportunities. I hope to see you there!!

**Congratulations** to the following members of Region 2

- **Joyce Zimowski,** FHFMA, (Rochester NY) will be 2004-2005 National Chairman
- **Al Farina,** CPA (Metro NY) will be the 2004-2005 Regional Executive
- **Nancy Reiss,** FHFMA (Rochester NY) will be the 2005-2006 Regional Executive
- **Donna McGregor,** FHFMA, CPA, (Metro NY) was appointed to the National Advisory Council
- **Martin Arrick** (Metro NY) was appointed to the Principles and Practices Board
- **Bridgette Reed,** CHFP (Rochester NY) in February added FM to her current AF and PFS certifications

**THANK YOU** to the Presidents and President-Elects of the 7 chapters in Region 2. It has been my pleasure working with each you this past year. I applaud your tireless efforts on behalf of your chapter and its members. **Congratulations** to the outgoing Presidents for a successful year: Kiran Batheja (Metro), Phil Kelly (Hudson Valley), Rod Boula (Central), Larry Melita (Northeast), Renee Soechtig (Rochester), **Tom Rybarczyk (Western)** and Fico Mendez-Gonzalez (Puerto Rico). **Best of Luck** to Al Farina and Nancy Reiss as Regional Executives and to the incoming Presidents John Scanlan (Metro), Barbara Voight (Hudson Valley), Matt Huber (Central), Sheila Boyce (Northeast), Rob Nasso (Rochester), **Chris Kalkhof (Western)** and Alba Cosme (Puerto Rico).

I have enjoyed serving as Regional Executive, thank you for the opportunity!

Regards,
Marianne L. Muise, FHFMA
Regional Executive, Region 2

**IT’S MEMBER RENEWAL TIME**

As a reminder, your membership is set to expire on May 31st. If you haven’t done so, please renew as soon as possible to continue gaining the benefits of HFMA. You can renew either via mail or on-line at www.hfma.org!
CERTIFICATION CONGRATS!

Philip Okala, Assistant Vice President of Roswell Park Cancer Institute has recently completed all the requirements to become a Certified Healthcare Financial Professional. Philip joined HFMA in 1999 and is looking to continue to contribute to our Chapter in the upcoming years. Great job Philip!!

Are you interested in becoming certified? Our Chapter has purchased the necessary study guides to assist you in this process. E-mail our Treasurer, Larry Nowak for further details (lnowak@kaleidahealth.org)

Can you name the other 16 certified or fellow members of our Chapter? Look later in this months newsletter for the answers!

LEADERSHIP TRAINING PARTICIPANTS

Our officers comprised of Chris Kalkhof-Incoming President, Debbie Cudzilo-Incoming President Elect, John Eichner-Incoming Secretary and Larry Nowak-Treasurer all traveled to the City by the Bay, San Francisco, California for the 2004 Leadership Training Conference from April 25-27th..

This is HFMA’s annual event that gets our officers ready to lead the members throughout the year. Our officers will be reporting back to us next month on hot educational topics, new HFMA initiatives, and the new HFMA theme for the upcoming year. Stay tuned for a full report in next quarter’s newsletter!

HFMA WNY 2004 SURVEY RESULTS

Thank you to all who participated in HFMA’s 2004 Member Survey. Our Chapter’s response rate was an impressive 41%. While we will be posting our Chapter results to our website, a summary of our strengths and opportunities for improvement are:

STRENGTHS:

- Chapter Web-Site
- Member Communication
- Networking Opportunities
- Program Speakers

OPPORTUNITIES FOR IMPROVEMENT:

- Program Educational Topics
- Coverage of State/Regional Issues
The following were the top suggested topics for our Educational Sessions within the upcoming year:

SUGGESTED EDUCATIONAL TOPICS:

- Compliance and legal issues
- Regulatory/Legislative Update
- Billings and Collections
- Managed Care
- Chargemaster

Our Officers and Committee Chairs will be analyzing the results of our member survey in detail during our Strategic Planning sessions and our Educational Planning sessions for the 2004-2005 year.

FORE!!

It won’t be long before you can be just like Phil Mickelson and win your first major golf tournament of the year by teeing it up at the Annual HFMA Golf Tournament on Friday July 23, 2004. The tournament once again will be held at the links of the International Country Club in Stevensville, Ontario.

Phil, Tiger, Annika and Michelle Wie have made golf “cool” again. Many golf courses are taking advantage of this by increasing their prices significantly to play. However, you won’t get a better deal than this! For $70 US per person, you get the following:

- Lunch
- Beer and soda tickets
- Steak dinner
- 18 holes of golf with cart
- Prizes, prizes, prizes!!

We all have a couple months to practice before the event and hopefully the weather will break sometime in May. It always is a great time to get away from the office for a few hours and spend some quality time with your fellow members. SAVE THE DATE…FRIDAY JULY 23, 2004. Be the ball!!
WNY CHAPTER CERTIFIED MEMBERS

- Lloyd Arakelian-FHFMA
- John Cousins – FHFMA
- Mel Dyster – FHFMA
- Lou Frascella- FHFMA
- Kevin Gallagher – FHFMA
- Ron Krawiec – FHFMA
- Anthony Maiorana – FHFMA
- Greg McDonald – CHFP
- Dan McDonnell – FHFMA
- JoAnn Ormond – CHFP
- Jack Ormond – FHFMA
- Russ Previte- FHFMA
- Mike Sammarco – FHFMA
- John Schreier – FHFMA
- Jim Stabel – FHFMA
- George Vasiliaskas - FHFMA
Plan to Attend HFMA’s ANI
—find real solutions to your organization’s financial challenges and get inspired!

HFMA’s Annual National Institute (ANI) offers practical pragmatic solutions to help you and your organization succeed. The ANI is a proven, comprehensive educational event that will help you improve your organization’s financial health and, consequently, the health of its patients. By bringing you and your colleagues together, ANI allows you to develop solutions by sharing ideas, building knowledge, and inspiring each other.

This year’s ANI is being held at the Gaylord Opryland and Convention Center in Nashville, June 27 to July 1. Come for the education, networking, and inspiration. Leave with tools, ideas that work, and contacts that which will help you and your organization excel.

Whether you are a seasoned leader or working your way up to a management position, ANI will provide you with tangible, current, in-depth resources to succeed. Come and learn about improving employee and customer satisfaction, measuring and enhancing your organization’s performance, collaborating with a variety of stakeholders, and other competencies that will help your organization and your career thrive.

You can become a major factor in your organization’s success with tools from ANI programs such as “Ten Performance Indicators for High Performing Hospitals,” taught by Rudolph Braccili, Director, Global Services, for Siemens Medical Solutions Health Services Corporation. This program will teach you how to calculate each performance indicator and identify potential variations, and will provide you with practical suggestions for measuring and tracking key indicators at your own facility.

This year’s conference also boasts another impressive lineup of keynote speakers. On Monday, Benjamin Zander, conductor of the Boston Philharmonic, will speak on “The Art of Possibility.” Tuesday offers a panel discussion titled “Aligning Financial Incentives with Quality Health Care” with Karen Ignagni, President and CEO of AAHP-HIAA; Jack O. Bovender, Jr., Chairman and CEO of HCA; and Stuart Guterman, Director of the Office of Research, Development, and Information for CMS. Wednesday includes a high-energy address called “Life Would Be Easier If It Weren’t for Other People” by Connie Podesta, President of Communicare.

The seminars aren’t the only place you’ll find solutions for improving your organization’s financial picture. Your fellow attendees can also be valuable information resources. At ANI, you not only come in contact with presenters who are among the top experts in healthcare financial management; you also meet colleagues from across the country and across the continuum of healthcare. Whether you work in a hospital, an insurance company, or a consulting firm, whether you’re in a rural area or a big city, whether you’re just getting started or at the top of the management ladder—you will find other executives with experience from which you can benefit.
While every ANI event offers the potential for networking, ANI Idea Exchange Exhibit provides a more structured forum for discussing challenges and innovative solutions with your colleagues. The ANI Idea Exchange Exhibit also allows you one-stop-shopping for learning about new products, win prizes, and connect with some of the top vendors serving our profession. Lunches and receptions in the hall on Monday and Tuesday also provide wonderful opportunities to network with healthcare financial managers from across the country.

If you are an HFMA member and you register before May 19, you can save up to $76 on your registration fee! The member registration fee for Monday through Wednesday is $749 before May 19 and $825 after that date; the member registration fee for Sunday through Wednesday is $849 before May 19 and $925 afterwards. Single-day registration is also available. Register now and get the most value for your education dollar! For a schedule of events, a registration form, travel information, and other ANI details, visit the HFMA web site at www.hfma.org/education/ani or call 1-800-252-HFMA (4362), ext. 2.

No matter what challenge you are currently facing, ANI will provide you with just what you need to succeed in healthcare financial management. You may find solutions to a specific problem you’re dealing with in your organization, you may obtain tools to develop your own skills and advance your career, you may make new friends, and you may just rediscover your passion for your profession. At HFMA’s ANI, you will gain not only education, but also inspiration.

SAVE THE DATE!!

WNY HFMA Chapter Annual Banquet
(Friday June 4, 2004 Seneca Niagara Casino)
Niagara Falls 3:00- ??)
PARTICIPATE AND GET INVOLVED!

As this fiscal year starts to come to an end and with our annual meeting being scheduled for early June, if you have every had an interest in getting more involved with your local HFMA chapter, now would be the time to explore that interest.

Our chapter is what each of you make of it! For our chapter, however, to accurately reflect the scope and depth of our membership, we always need to be thinking of how we can improve your experience with the chapter... after all, you are the customer.

We have found that some of the best ideas as to how to improve our services to our members and to keep things innovative and fresh, is to get people involved who have perhaps not been as involved as they would have liked to be. A good place to start for anyone is on one or more of our committees.

So if you are interested in becoming more active and in starting the process for advancing into the HFMA leadership roles, please take a look at our different Committees on our website at www.hfmawny.org.

Contact any one of the current committee chairs for more information or feel free to contact any of the officers. If you believe that there is a need for a committee dealing with a specific topic area and there is not a current committee dealing with that topic, this can be an opportunity for you to start up and chair a committee.

Like this year's current National HFMA theme notes... "It's personal!" For your HFMA experience to be personal to you, it needs to be relevant to you and your career. By becoming more involved and active in various leadership roles within our chapter, your experience will become personal and relevant to you.

Christopher J. Kalkhof, MHA, FACHE
President-Elect
WNY HFMA Chapter
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