It’s hard to believe but the 2011-2012 HFMA chapter year is already coming to an end and that this is the last President’s message I will write. I’ve had the great pleasure to work with an amazing group of volunteers that continue to make the Rochester chapter successful. I want to thank each and everyone one of you that have volunteered on a committee, your commitment to the Chapter is evident in all the activities that have taken place this past year. To the Board, Officers and Committee Chairs, your support and dedication to the Chapter as well as myself is much appreciated and I look forward to continuing to work with each of you in some capacity for years to come.

I want to extend a huge thank you to all the generous Sponsors of our Chapter. Without their continued support, we would not be able to consistently provide timely education events facilitated by experts in the field.

While hospitals move forward with care improvement and redesign initiatives, we are seeing a greater acknowledgment of the important contributions made by all team members. We have chosen this field because we believe to achieve. We have many opportunities in our organizations to make healthcare more accessible and easier to understand for our community members and patients. As healthcare professionals, we must think compassionately, strategically, and creatively.

I hope you were able to take advantage of the education sessions provided within the past couple months and found them to be of value to you and your team. Please be sure to view the upcoming programs on our website at www.rochesterhfma.org. In addition, we have our Day of Caring coming up in May. We would love to have you join us at Camp Stella Maris for a day of adventure!

As my year as President comes to an end, I pass the baton to Christopher Harris, the incoming President and encourage all members to get more involved. Your knowledge and expertise in Healthcare is so valuable to the Chapter. Thank you for all your support which has made this experience something I will never forget. I will remain fully engaged in the Chapter and look forward to seeing you in the future!

Alicia Dockrell, CHFP
President
2011-2012
HFMA Announces new President and CEO

Dear Colleagues,

I am pleased to announce that Joseph J. Fifer, FHFMA, CPA will be joining HFMA as the new President & CEO in June 2012.

As many of you know, Joe is a strong supporter of HFMA and has been actively involved for many years at both the chapter and national level. In 2006-07, Joe served as the Chair of the HFMA Board of Directors and since then has spoken at educational events, authored articles for *hfm*, and contributed to the ongoing work related to Patient Friendly Billing and the Value Project.

Joe comes to us from Spectrum Health, an integrated healthcare system in Grand Rapids, Michigan. He has been the Vice President of Hospital Finance with responsibility for financial management, reporting, budgeting, planning, supply chain, revenue management, decision support, managed care contracting and revenue cycle for the nine-hospital Spectrum Health Hospital Group. Joe was selected after an extensive search conducted by a national recruiting firm and overseen by a group of HFMA volunteer leaders.

The Board of Directors believes that Joe’s experience in healthcare finance and his passion for HFMA will be key factors in leading HFMA during a time of industry challenges, and continuing our strong tradition of being the indispensable resource for healthcare finance.

Please join me in congratulating Joe as he takes on this important new role for our Association.

Gregory M. Adams, FHFMA
2011-12 HFMA Chair
New Rochester Chapter Leaders

The Rochester Chapter membership has elected the following Chapter Officers and Board of Directors to serve the 2012/2013 year.

**President:** Chris Harris  
Rizzo DiGiacco & Hern, CPA’s, PLLC

**President-Elect:** John McGrath  
MVP Healthcare

**Program Chair:** Paula Tinch  
Rochester General Health System

**Secretary:** Geoff Bernhardt  
Unity Health System

**Treasurer:** Stephan Kotsch  
Rochester General Health System

**Immediate Past President:** Alicia Dockrell  
Unity Health System

**Board of Directors:**
- Mary Whalen  
  Whalen Consulting
- Roberta Spezzano  
  Westfall Surgical Center
- Cheryl Bennett  
  Unity Health System
- Courtney Spitz  
  The Bonadio Group

*Congratulations, and Best Wishes for a Great Year!*

**Outgoing Chapter Officers**
Please join us in thanking the following Officers and Board of Directors who have completed their terms:

**Immediate Past President:** Chris Etsler  
Unity Health System

**Board of Directors:**
- Kristen Clark  
  The Bonadio Group
- Chris Etsler  
  Unity Health System
- Deborah Robinson  
  Unity Health System
- Courtney Spitz  
  The Bonadio Group
Save The Date—Upcoming Events

**Upcoming Education Sessions:**

**May 8th - 2012 Update on Latest Healthcare Reimbursement Hot Topics**

The presentation will focus on the latest healthcare reimbursement hot topics and information in the federal and state healthcare industry, including:

- Revenue Cycle
- Recovery Audit Contractor (RAC)
- Health Home
- Global Cap/Salient SPARCS
- State Budget Outcome
- Medicaid DSH and Indigent care pool
- Financial Aid Law
- Medicaid Reimbursement for Nursing Homes (statewide pricing)

**Upcoming Social events:**

**July 26th, 2012**

HFMA Golf Tournament at Ravenwood Golf Club

**Upcoming Community Service events:**

**United Way Day of Caring:** Thursday, May 10th 2012. This year, our project will be at Camp Stella Maris
DON’T MISS your opportunity to attend the largest HFMA conference of the year – in one of the biggest entertainment cities!

**June 24th – 27th, 2012**

**Las Vegas, NV**

This year’s Featured Speaker’s include:

**George Halvorson**, chairman and CEO at Kaiser Permanente, will discuss his vision and execution of successful strategies for increasing quality of care and reducing costs through care delivery supported by information technology.

**Brent James, MD, MStat**, is chief quality officer at Intermountain Healthcare and has pioneered the standardization of clinical care through data collection and analysis on a variety of treatment protocols and care processes. Dr. James will discuss how he has used quality improvement tools to better understand the cause-and-effect relationship between practice and environment factors.

**Simon Stevens**, executive vice president, UnitedHealth Group, will provide insight on delivery system reform and payment policy. He will discuss how UnitedHealth and other purchasers will be leading payment and delivery reform changes and the implications of those changes for providers.

**James LeBuhn**, senior director, health care and higher education at Fitch Ratings, will review recent healthcare trends, Fitch’s outlook for the industry, and the impact on hospitals’ financial performance.

**Gregory Meier, CPA, and Dottie Bringle, RN**, both work at St. John’s Regional Medical Center in Joplin, Mo., which suffered a direct hit from a powerful tornado. Meier, executive director of finance, and Bringle, chief operating officer and chief nursing officer, share their story and discuss lessons learned about disaster recovery.

Plus the opportunity to **attend** over 82 educational sessions, **Network** with 5,000 of your healthcare finance peers, **Earn up to 27.5 CPE Credit Hours**, And visit with over **400 Solution Providers**!
Join an HFMA committee

And Make a Difference

Participating in our local HFMA committees gives you the opportunity shape and plan activities and educational sessions that are of interest to our local chapter membership.

Becoming an HFMA committee member offers you the ability to:

- Develop events that are important to our members.
- Have a voice in your future
- Expand your influence
- Initiate change
- Provide input on HFMA programs

All of HFMA’s committee positions are volunteer. Anyone who has an interest can participate. We have a wide range of committees to choose from, so it’s easy to find the one that best suits your interests. Each of the committees listed below are looking for new members.

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<thead>
<tr>
<th>Certification:</th>
<th>Rachelle Fletcher</th>
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<tbody>
<tr>
<td></td>
<td>(315) 462-0403</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:rachelle.fletcher@cshosp.org">rachelle.fletcher@cshosp.org</a></td>
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<tr>
<th>Communications:</th>
<th>Diane Lage</th>
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<tr>
<td></td>
<td>(585) 368-6264</td>
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<td><a href="mailto:dlage@unityhealth.org">dlage@unityhealth.org</a></td>
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<tr>
<th>Education:</th>
<th>John McGrath</th>
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<tr>
<td></td>
<td>(585) 327-2355</td>
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<td></td>
<td><a href="mailto:jmcgrath@mvphealthcare.com">jmcgrath@mvphealthcare.com</a></td>
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<tr>
<th>Membership:</th>
<th>Carla D’Angelo</th>
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<tr>
<td></td>
<td>(585) 339-7816</td>
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<td></td>
<td><a href="mailto:carla.dangelo@excellus.com">carla.dangelo@excellus.com</a></td>
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<tr>
<th>Social:</th>
<th>Beth Young</th>
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<tr>
<td></td>
<td>(585) 368-6202</td>
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<td><a href="mailto:byoung01@unityhealth.org">byoung01@unityhealth.org</a></td>
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<tr>
<th>Technology:</th>
<th>Randy McKnight</th>
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<tr>
<td></td>
<td>(585) 368-6220</td>
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<td><a href="mailto:rmcknight@unityhealth.org">rmcknight@unityhealth.org</a></td>
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Medicaid Redesign Team Update

On March 30th approximately 30 HFMA members heard the latest on the New York State Medicaid Redesign Team (MRT).

Robert Thompson, Vice President, Safety Net Programs at Excellus BCBS provided an in-depth overview of what the initiatives mean for providers, payers, consumers and the Rochester community.

Topics included: Medicaid Health Home, new benefit carve-ins, new populations and provider payment reductions. The event was hosted at First American Equipment Finance in Fairport, NY.
Sue O’Connell was the winner of the raffle held last Spring for the Healthcare Finance Core Curriculum online study materials ($195 to purchase), sponsored by the Rochester Regional Chapter. Sue is the Reimbursement Analyst for Schuyler Hospital, and was previously Director of Client Finance for MedCom Solutions Inc. She holds a BS in Mathematics and Finance from the University of Pittsburgh and lives in Elmira with her husband and three daughters.

Sue became a Certified Healthcare Financial Professional (CHFP) in March, 2012, and offered some helpful feedback and advice for members interested in pursuing certification:

Q. What do you see as the greatest value in having HFMA Certification?

A. For the healthcare industry, HFMA Certification sets finance and business people apart as having specific knowledge of healthcare financial functions. It proves that CHFPs and FHFMA possess foundational knowledge of healthcare finance and are motivated to achieve high standards in their career.

Q. What did you think of the whole Certification process?

A. This was a good exercise to assess my knowledge base. It confirmed what I already know, and provided feedback for additional areas that I can focus on to increase my knowledge.

Q. Did the process significantly increase your knowledge of healthcare finance?

A. I found that I had more background knowledge than I thought I had from my experience in the industry. At the end of the exam, I was provided with a breakdown on my scores in the various modules. This gave me an idea of possible areas where I can continue to grow.

Q. What advice would you give to people considering taking the exam?

A. I would suggest that someone interested in certification visit HFMA’s website and read through all of the materials. There is also a sample exam that you can take. Then, purchase the study materials from HFMA and set a deadline by scheduling the exam well in advance.

Q. What were the pros and cons of having all the study materials online?

A. I liked the interactive options within the on-line materials. I could click on different things and additional information, diagrams, or explanations would display. It was in a presentation format and some of the learning modules even had handouts. There was a **Key Concepts Guide** (36 pages) that listed main points for each module of the exam and important information to know. Each section had space for notes.

The downside to the on-line format is that it limited how and when I could study the main study materials. I needed to have a computer with internet access, as the materials could not be printed out or saved electronically. So, I took a lot of notes to review information I needed to go back to.

Note: The modules in the Core Curriculum and **Key Concepts Guide** include the following healthcare finance functions: **Revenue Cycle, Disbursement, Budgeting and Forecasting, Internal Controls, Financial Reporting**, and **Contract Management**.
Q. What tips would you provide on studying for the exam? Did you use flashcards or other study materials?

A. I evaluated the study materials and identified concepts that I needed to spend more time on. Many of the concepts that I work with in my career didn’t require much focus, as I found I already knew the information. That approach allowed me to narrow my focus to what I really needed to spend time on. I read, reread, and took notes on anything I wasn’t certain I knew. There are practice questions in the study material presentation that provide immediate feedback on how well I knew the concepts. There is also a Healthcare Finance Core Curriculum Final Test within the study materials, but unfortunately it doesn’t provide feedback on which questions I missed or give the correct answers. [Note: Completing the Core Curriculum Final Test provides participants with 10 hours of CPE, therefore, the answers are kept confidential to ensure the integrity of this self-study program.]

Q. How much time did you need to spend on studying prior to the exam?

A. I probably spent around 15 hours studying the materials. I started with a brief overview a few months in advance of the test, and then studied heavily (a couple of hours each night) for about two weeks prior to the exam. This helped me to get an idea of what I would have to learn, and then really work on memorizing the ratios and definitions.

Q. Where is the Castle Worldwide Testing Center Site where your exam was administered, and what is it like?

A. The site I went to was in Rochester at the Greece Central School District Office of Community Education. It was in the mall at Greece Ridge. The center was large and very nice; there were several other people there at the same time taking other certification exams. There were no technical difficulties; everything ran very smoothly. I was only allowed to use the calculator on the computer screen. It was challenging in that we were not given scratch paper to use, I was given a small dry erase board but ran out of space for some of the calculations!

Q. What advice do you have for someone starting out studying for the exam?

A. Focus on the ratios! Many of the questions using the ratios are complex word problems, so you need to know how to calculate and apply the ratios, as well as which ratios to use in different scenarios.

Q. What sections of the study materials and exam were the most relevant to your role in Healthcare finance?

A. The revenue cycle and contract management sections were the most applicable to my career. The study materials even gave me ideas for some projects I’m currently working on! I now have a better understanding of the functional areas I don’t directly work in, such as disbursement and materials management. It helped me see the bigger, overall picture of our industry.

A big “Thank you” to Sue, for this helpful information and advice!

If you are considering becoming a CHFP or FHFMA as the next step in your career, please let the Certification Committee know so we can assist you in reaching your goal.
HFMA MEMBER MILESTONES

ANNIVERSARIES

30 YEARS
Joyce Zimowski

25 YEARS
Gregory Horr
Fran Macafee

15 YEARS
Steffie Patterson

5 YEARS
Christian Williams
Elizabeth Alisankus
Diane Lage
Carl Luger
Russell McKnight

NEW MEMBERS

Sonja Gellert-Powell
Rochester General Hospital

Steven Gerace
Unity Health System

Tom Grywalski
Lancaster Pollard

Peter Varlan
University of Rochester Medical Center

Tom Wideman
University of Rochester Medical Center
HFMA MEMBER HAPPENINGS

Ronald J Kintz, DHA, FHFMA, VP & CFO of Arnot Ogden Medical Center has been appointed to the National Board of Examiners.

Congratulations to Roberta Spezzano, FHFMA, CPA, of Westfall Surgery Center LLP, who recently earned Fellowship status with HFMA!

Hugh Chisholm, CHFP, CPA, of Fust Charles Chambers LLP, has become a Certified Healthcare Finance Professional.

Susan O’Connell, CHFP, of Schuyler Hospital, has earned the designation of Certified Healthcare Finance Professional.

Jon Miller has been promoted to Principal in the Healthcare/Tax Exempt audit division at Bonadio & Co., LLP

Joe Peplin has been promoted to Principal in the Healthcare/Tax Exempt audit division at Bonadio & Co., LLP

Congratulations to John McGrath and his wife on the birth of their baby girl, Gabrielle.
8 Qualities of Remarkable Employees

Forget good to great. Here's what makes a great employee remarkable.

Great employees are reliable, dependable, proactive, diligent, great leaders and great followers... they possess a wide range of easily-defined—but hard to find—qualities.

A few hit the next level. Some employees are remarkable, possessing qualities that may not appear on performance appraisals but nonetheless make a major impact on performance.

Here are eight qualities of remarkable employees:

1. They ignore job descriptions. The smaller the company, the more important it is that employees can think on their feet, adapt quickly to shifting priorities, and do whatever it takes, regardless of role or position, to get things done.

When a key customer's project is in jeopardy, remarkable employees know without being told there's a problem and jump in without being asked—even if it's not their job.

2. They’re eccentric... The best employees are often a little different: quirky, sometimes irreverent, even delighted to be unusual. They seem slightly odd, but in a really good way. Unusual personalities shake things up, make work more fun, and transform a plain-vanilla group into a team with flair and flavor.

People who aren't afraid to be different naturally stretch boundaries and challenge the status quo, and they often come up with the best ideas.

3. But they know when to dial it back. An unusual personality is a lot of fun... until it isn't. When a major challenge pops up or a situation gets stressful, the best employees stop expressing their individuality and fit seamlessly into the team.

Remarkable employees know when to play and when to be serious; when to be irreverent and when to conform; and when to challenge and when to back off. It’s a tough balance to strike, but a rare few can walk that fine line with ease.

4. They publicly praise... Praise from a boss feels good. Praise from a peer feels awesome, especially when you look up to that person.

Remarkable employees recognize the contributions of others, especially in group settings where the impact of their words is even greater.

5. And they privately complain. We all want employees to bring issues forward, but some problems are better handled in private. Great employees often get more latitude to bring up controversial subjects in a group setting because their performance allows greater freedom.

Remarkable employees come to you before or after a meeting to discuss a sensitive issue, knowing that bringing it up in a group setting could set off a firestorm.
8 Qualities of Remarkable Employees (cont.)

6. They speak when others won’t. Some employees are hesitant to speak up in meetings. Some are even hesitant to speak up privately.

An employee once asked me a question about potential layoffs. After the meeting I said to him, “Why did you ask about that? You already know what’s going on.” He said, “I do, but a lot of other people don’t, and they’re afraid to ask. I thought it would help if they heard the answer from you.”

Remarkable employees have an innate feel for the issues and concerns of those around them, and step up to ask questions or raise important issues when others hesitate.

7. They like to prove others wrong. Self-motivation often springs from a desire to show that doubters are wrong. The kid without a college degree or the woman who was told she didn't have leadership potential often possess a burning desire to prove other people wrong.

Education, intelligence, talent, and skill are important, but drive is critical. Remarkable employees are driven by something deeper and more personal than just the desire to do a good job.

8. They’re always fiddling. Some people are rarely satisfied (I mean that in a good way) and are constantly tinkering with something: Reworking a timeline, adjusting a process, tweaking a workflow.

Great employees follow processes. Remarkable employees find ways to make those processes even better, not only because they are expected to… but because they just can't help it.

Jeff Haden learned much of what he knows about business and technology as he worked his way up in the manufacturing industry. Everything else he picks up from ghostwriting books for some of the smartest leaders he knows in business. @jeff_haden
Upcoming HFMA Webinars

May

Using RAC Data Mining to Drive Process Improvement (May 9, 2012)


Post-Deal Integration Specifics: Standardizing Delivery Processes and Contracting (May 17, 2012)
Note: This is the fourth in a series of four webinars offered in conjunction with the American Health Lawyers Association (AHLA). Special bundled webinar series pricing is available.

Case Study: Achieving Labor Cost Savings (May 23, 2012)

Physician/Hospital Revenue Cycle Integration: A Panel Discussion (May 24, 2012)

Improving Margin with Agile Planning for Capital Allocations (May 29, 2012)

Why the Item Master Doesn't Support Value Analysis Efforts (May 31, 2012)
Note: This is the first in a series of six webinars sponsored by McKesson in conjunction with the Association for Healthcare Resource & Materials Management (AHRMM).

June

Engaging the Patient for Better Financial and Operational Results (June 5, 2012)

Executing Your HR Strategy: It's More Than Just Benefits (June 7, 2012)

Artificial Intelligence — The Future of the Supply Chain (June 14, 2012)
Note: This is the second in a series of six webinars sponsored by McKesson in conjunction with the Association for Healthcare Resource & Materials Management (AHRMM).

Using Business Intelligence to Understand Financial Impact of Clinical Quality (June 20, 2012)

August

How to Control Costly Physician Preference Items (August 23, 2012)
Note: This is the third in a series of six webinars sponsored by McKesson in conjunction with the Association for Healthcare Resource & Materials Management (AHRMM).

October

Harnessing Data Normalization to Drive Product Savings (October 25, 2012)
Note: This is the fourth in a series of six webinars sponsored by McKesson in conjunction with the Association for Healthcare Resource & Materials Management (AHRMM).
Congratulations to Roberta Spezzano, FHFMA, CPA, of Westfall Surgery Center LLP, who recently earned Fellowship status with HFMA!

Congratulations also to our newest Certified Healthcare Finance Professionals:

Hugh Chisholm, CHFP, CPA, of Fust Charles Chambers LLP

Susan O’Connell, CHFP, of Schuyler Hospital.

Sue was the winner of the raffle held last Spring for the Healthcare Finance Core Curriculum online study materials. Our interview with her about the exam, is included in this newsletter.
Communications Committee News

From the Chair’s desk:

Wow! After the mild winter and that hot week in early spring, I got all set to jump into spring yard work and gardening. In fact, my dining room table is covered with seedlings waiting to go outside. But, in true upstate NY form, “if you don’t like the weather, just wait an hour” has rung true once again and it doesn’t seem the weather’s going to let us get too far ahead after all.

The good news is, though, warmer weather really is just around the corner and it won’t be much longer before we’ll all be outside enjoying our favorite activities.

With the warm weather, comes two of our HFMA chapter’s annual events.

This year, the United Way Day of Caring will be working at Camp Stella Maris. This event is always great because it combines networking with the satisfaction of knowing you’re giving back to our community.

And purely for fun, the HFMA Golf Tournament is an annual event that many members love. This is always a great day. And even if you don’t play golf, it’s worth it to come out for the day. This year, the tournament will be held on July 26th at Ravenwood Golf Club.

Upcoming Events

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>May 8th, 2012</td>
<td>Update on Latest Healthcare Reimbursement Hot Topics</td>
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<tr>
<td>May 10th, 2012</td>
<td>United Way Day of Caring</td>
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<tr>
<td>July 26th, 2012</td>
<td>HFMA Golf Tournament at Ravenwood Golf Club</td>
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HFMA Websites:

Chapter: www.rochesterhfma.org

National: www hfma.org
The Community Services Committee continued its tradition of HFMA members volunteering at a soup kitchen. This year we were at Asbury Church on 3 different Sundays this winter. Thanks to Shannon Glassman for leading this event.

There are a number of upcoming Community Service events coming in the 2nd half of 2012:

**United Way Day of Caring:**
Save the date: Thursday, May 10th 2012. Project is at Camp Stella Maris. Please contact Scot Dennis (Scot.Dennis@rochestergeneral.org) if you are interested in volunteering with the HFMA Team.

**HFMA Golf Outing 50/50 raffle and backpack drive**

**Back to School Supply Drive**

**Fall Institute 50/50 raffle**

**Hoodie/MP3 Player Drive**

**Salvation Army Bell Ringing**

**Hillside Secret Santas**
The Rochester Regional Chapter of HFMA participated in the following education events since the last newsletter:

**Region 2 Webinars** – This quarter, the Region 2 free webinar series included topics on “Health Care Provider Accounting” and “Ethics – The Slippery Slope”. Don’t miss out on future webinars.

**2012 Current Events** – This morning session at Locust Hill Country Club included speakers from MVP Health Care, Excellus, Xerox, and Wegmans. Attendees gained an interesting perspective on how both payors and employers are preparing for Health Care Reform. Following the presentations, Gerald Archibald facilitated an excellent panel discussion.

**NYS Unclaimed Property Webinar** - This webinar was presented by Angelo Pirozzi, Partner, CAB and members of BDO USA’s Unclaimed Property Practice, including Joe Carr, Partner, Jamie DeVincenzo, Senior Manager, and Angie Gebert, Senior Manager. Topics included: Patient Refunds, Unclaimed Payroll, Patient belongings, NYS Exam Initiatives and Practical Tips.

**Medicaid Redesign Team Update** – This discussion was lead by Bob Thompson, Vice President, Safety Net Programs, Excellus BlueCross BlueShield. Bob shared with us updates on the latest Medicaid Redesign Team initiatives and the impacts they will have on the Rochester community.

**LTC Annual Conference** – This session at Steamboat Landing in Canandaigua, NY included speakers who will provided updates on Medicaid and Medicare cost reports, provided information on the regulatory environment from a reimbursement, policy, and budget perspective. This session also included discussions on legal developments in healthcare, cost reporting and audit issues, and important information on managed care and its impact on LTC facilities.

**Cost Report Road Show** – This annual and well attended event lead by NYS DOH, KPMG and National Government Services covered updates to the 2011 Cost Report, as well as, software and reporting changes.

**MGMA Spring Conference** – This full day event at RIT Inn and Conference Center included presentations from Gregory M. Adams, FHFMA, National Chair, Healthcare Financial Management Association, Linda Becker, President, Healthcare Benefit Network, Carole L. Clark, PCP, Coding Project Manager and Jim Wright, Chief Executive Officer, Canandaigua Medical Group. Topics ranged from National/Local Perspective on Health Care to Reimbursement and ICD-10 preparedness.

Thanks to all the volunteers and presenters that helped make the above events successful!
New Member Mentor Program

The Membership Committee is developing a new local mentor program for HFMA members. We’re in the final phase, so exciting news about this new program will be coming soon. Stay tuned for more information!

March Madness Member-Get-A-Member Happy Hour

On March 16th we held the March Madness Member-Get-A-Member Happy Hour at Sully's Brickyard Pub. HFMA members and friends enjoyed pizza and wings while watching the NCAA basketball tournament.

Do you have suggestions on where to host the next networking happy hour event? Please share your ideas with Jon Miller (JMiller@Bonadio.com) or Carla D'Angelo (Carla.DAngelo@Excellus.com).
Save the Date!!!

HFMA Annual Golf Tournament

July 26, 2011

at Ravenwood Golf Club

More details to follow….
The Technology committee is pleased to announce that Matt Drake will become committee Chair for the 2012-2013 year. Matt is joining us from Rochester General Health System. We all look forward to working with Matt in developing our committee goals and objectives.

Our LINKED-IN presence is growing! Currently we have 58 members. Check in to take advantage of Health Care links and current notices important to all HFMA members. If you have not received an invitation and currently an HFMA member, please email a request to rmcknight@unityhealth.org.

If you use Facebook and would like to see notices and updates from our chapter, please search and find ‘HFMA Rochester Regional Chapter’ fan site and ‘like’ us to get updates through your face book page.

The committee continues to maintain our chapter’s web site (http://www.rochesterhfma.org). Here you will find the latest event postings and HFMA information.

We can be found at:

LinkedIn: “HFMA Rochester Regional Chapter”.
Face Book: “HFMA Rochester Regional Chapter”
Twitter: #HFMARRC.

If you haven’t connected with us yet, please do!
Chapter Sponsors

The Rochester Regional Chapter of HFMA wishes to recognize and express its appreciation to the following sponsors who generously support the Chapter and its educational programs:

**Gold**
- The Bonadio Group
- EFP Rotenberg, LLP
- Kronos
- MVP Health Care
- Roberts Wesleyan College
- Rochester General Health System

**Silver**
- Abrams, Fensterman, et al, LLP
- F.F. Thompson Health System
- NextGen
- Practice Management Center
- Unity Health System

**Bronze**
- Beth Platt & Associates
- Cardon Outreach Inc.
- EBS-RMSCO
- KeyBank
- Physicians Reciprocal Insurers
- Strong Memorial Hospital
- Xtend Health Care

Sponsorship opportunities are available for your organization. Contact Chris Harris @ (585) 662-5046 or charris@rrizzodigiacco.com