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October, 2011

President’s Message

It’s October, which means the transition back to school is well under way! The leaves have begun to turn and summer has, sadly, moved on. While other parts of NY faced challenges relating to earthquakes and flooding from Hurricane Irene, Rochester was spared. We can only hope as that as fall and winter progress, we can look back and say the same thing! Our thoughts go out to all of those who have suffered loss through these natural disasters throughout the Region.

Some challenges that face organizations in the healthcare industry ahead are evaluating the benefits and pitfalls of participating in an ACO, developing strategies for ICD-10, and preparing for reduced Medicare reimbursement. HFMA can help you meet those challenges by providing you with up-to-the-minute educational sessions related to those topics and more.

The education committee has been hard at work for you preparing fall and winter education sessions. Please watch your email every week for upcoming education events.

This year’s Region 2 Fall President’s meeting was held in Puerto Rico. Although we could see the effects of Hurricane Irene while there, the meeting was a success and very productive. Some highlights of the meeting included best practice presentations on sponsorship and scholarship opportunities. We also discussed general bylaw updates for the Region 2 operating agreement, heard an update on Dick Clarke’s retirement and potential replacement, and other topics that ensure chapter protocols are being followed properly. As always, the Puerto Rico chapter made us feel welcome and were very gracious hosts!

I want to thank all of our current volunteers for the time and energy they spend in order to meet our chapter needs. We could not do it without you! We are always looking to expand our committees with new members. Please contact me if you are interested in joining a committee or if you have suggestions for ways we can better serve you. Enjoy all the pleasures this season brings!

Alicia Moseley, CHFP
President
2011-2012
This year’s Fall Institute, held at Locust Hill Country Club, picked up where the 2010 session left off with a HANYS update from Jeffrey Gold, Vice President, Managed Care and Special Counsel. A discussion on recent Reform headlines and an editorial on the potential future landscape for commercial payors kicked off the day, and the necessity of influencing patient and plan behavior to achieve collaboration of care was a message reinforced throughout. Mr. Gold also commented on the susceptibility of projected 2014 health insurance market reforms to changes in the political environment - for example, changing Senate swings and motives of the next president. Other questions were analyzed, including:

- What will happen with Health Benefit Exchanges, and who will participate?
- How much longer can governing forces keep playing defense without any offense?

In his closing, Mr. Gold covered the significant progress made with recommendations submitted by HANYS to CMS for modifications in the ACO Shared Savings Program to encourage and enable interested providers to participate. The conclusion to this being the successful reduction of 65 standards down to 33.

Coach Jim Johnson, author of ‘A Coach And A Miracle’ and Greece Athena Physical Education teacher, brought a powerful message of realizing your dreams to close out the morning. Elaborating on the story behind J. Mac’s big moment and motivating the audience with his 6 keys to success, Coach Johnson was a hit!
Leadership Operations Committee

2011/2012 Meeting Schedule

**August 2nd**
9:30 a.m.-10:30 a.m.

**September 6th**
9:30 a.m.-10:30 a.m.

**October 5th**
9:30 a.m.-10:30 a.m.

**November 1st**
9:30 a.m.-10:30 a.m.

**December 6th**
9:30 a.m.-10:30 a.m.

**January 3rd**
9:30 a.m.-10:30 a.m.

**February 7th**
9:30 a.m.-10:30 a.m.

**March 6th**
9:30 a.m.-10:30 a.m.

**April 3rd**
9:30 a.m.-10:30 a.m.

**May 1st**
9:30 a.m.-10:30 a.m.

All meetings are held at Unity Health System
125 Indigo Creek Dr.

A representative from each committee (Chair or Co-Chair) is expected to attend in person or via teleconference.

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**Coming Soon! HFMA's Virtual Healthcare Finance Conference – December 13-14, 2011**

Experience live virtual conferencing like never before! All you need is a computer and a high speed internet connection to participate in HFMA’s Virtual Healthcare Finance Conference, with complete access to:

**The Education Hall.** Choose from 18 thought-provoking sessions led by healthcare provider senior executives & industry leaders. Earn CPEs in any of the eight live sessions and have the opportunity to ask questions of speakers during Q&A. After the conference, conveniently view recordings of some of the most notable sessions.

**The Exhibit Hall.** Visit the virtual booths of the industry’s leading vendors and chat with their representatives. Participate in booth group forums, download vendor resources, and be entered to win valuable raffle prizes.

**The Resource Library.** Complete online evaluations for the live sessions you attend to receive CPE credit. Browse select companies’ white papers, tools, and research.

**The Networking Lounge.** Meet other attendees in the Lounge for 1-on-1 & topical group chats.

**Why Attend?**

**High Quality Education.** HFMA is known throughout the industry for the quality of its educational programming. We’ve brought together some of the most respected healthcare finance thought leaders and experts for this event. You can earn up to 9 total CPE credits during the live programs.

**No Travel Required.** Enjoy your online experience in the comfort and convenience of your home or office!

**Real-Time Interaction.** Ask questions of the speakers at live events, chat with Exhibit Hall vendors, and interact with other attendees from anywhere in the event.

**Electronic Files.** Download presentations, white papers, tools, and resources from educational sessions, Exhibit Hall vendors, and the Resource Library.

**No Cost for HFMA Members.** HFMA’s virtual conference is absolutely free to all HFMA members. HFMA non-members' registration includes a special membership offer. Our goal is to provide you with access to people and information to support your daily work and career goals.

**Who Should Attend?**

HFMA welcomes C-suite executives and healthcare finance industry professionals in provider, payer, and vendor organizations. Conference functional segments include patient financial services, managed care, reimbursement, compliance, financial accounting, and more!

Educational sessions include 6 live events lasting 60 minutes each, including Q&A. These sessions will take place during the live conference December 13 and 14, 2011. Other educational sessions are available on-demand. You will be able to view them at your convenience 24 hours a day, 7 days a week, starting at 9:00 a.m. CST on December 19, 2011. These sessions are pre-recorded and last 75-90 minutes. No evaluations will be necessary.
HFMA Abroad—Brazil

On September 18th, the 9 member HFMA delegation departed for a seven day visit to Brazil. As a member of the three previous campaigns (China, Russia, and South Africa), I can attest to the fact that this trip was one of the most informational and enjoyable; one major reason being that all of our hosts understood and spoke English very well. As a result, very little was lost in translation.

To begin, Brazil is the largest country in South America. It is the world's fifth largest country, both by geographical area and by population with over 192 million people. The Brazilian economy is the world's seventh largest economy by GDP and it is one of the world's fastest growing major economies. Due to this significant growth, the federal and state governments are challenged to keep up with the rising need for infrastructure (roads, water, electricity, etc) within the country. Consequently, tax rates are very high, averaging around 48%. Despite the robust economy, there is a wide disparity of income across the nation: 75% of the wealth in Brazil is held by 5% of the population and 65% of Brazilians are considered poor. On a positive note, there is a growing middle class who are demanding an elevated standard of living.

Health spending currently represents about 7% of GDP despite the fact that Brazilians are provided universal healthcare at no cost. The delivery system consists of a combination of public, private and philanthropic funded hospitals. Private healthcare insurance is becoming increasing popular, with policies provided by companies as benefits to its upper level management. Brazilians access services from both public and private institutions. Private services are faster and easier to access whereas the public sector has developed expertise in the more complex, higher acuity services (as example, 85% of oncology procedures are performed in public hospitals). Wait times are long and in general, Brazilians are not particularly satisfied with their healthcare experience. Not unlike the US, funding is insufficient to adequately cover the growing population as well as the fact that medical inflation continues to rise at an alarming rate.

During our visits to Sao Paulo, we met with representatives from the School of Medicine of Sao Paulo University, as well as OMINT, a private and well run insurance company. We were also invited to see the M’Boi Mirim Municipal Hospital which is a public/private partnership between the city and Albert Einstein Hospital, a world class philanthropic medical center. This institution is located in one of the poorest sections of Sao Paulo and has joined with the local community to provide employment, preventative and acute care for its residents.
HFMA Abroad (cont.)

In Rio, our tours included Hospital Samaritano, a state-of-the-art private hospital, as well as Hospital Universitario Gaffré e Guinie (HUGG) of Uni-Rio, a reference facility for AIDS treatment. In all of our visits, our hosts were extremely warm and welcoming and open to any questions that we had. Interestingly, all of our hosts asked our delegation to speculate on what would happen to the US Health Reform efforts. Although all of us had different opinions about what the final outcome might be, we all agreed that it will be several years before we know how the healthcare system will evolve.

Our cultural excursions included visits to Sugar Loaf (to see the magnificent views of the Rio landscape), Corcovado (Christ the Redeemer monument) and the Tijuca Forest, a national park within the city limits. We were also invited to visit Afro Reggae Cultural Group, an NGO with focus on social and cultural activities for young people who live in favelas (shadytowns) as a way to build their self-esteem, citizenship, removing them from unemployment. We were entertained by the drum corps, as well as several other individual artists and musicians. One evening we stopped at Rio Scenarium (I like to refer it as “the samba-torium”) to experience the city’s nightlife. It was the best people watching I’ve ever witnessed!

The delegation was treated to many culinary delights including a Brazilian steak house as well as the seafood version. We also found that Brazilians love their sweets!

I returned home, having learned a small amount of Portuguese, having a better understanding of the world’s healthcare issues and 5 lbs heavier!

-Joyce Zimowski
Keuka Wine Tour
CMS Extends Bundled Payment Deadline

The Centers for Medicare & Medicaid Services announced it has extended the deadline for one of four payment models under its Bundled Payments for Care Improvement initiative.

Providers applying for payment Model 1, which includes acute care hospital stays for all Medicare severity diagnosis-related groups, now must submit letters of intent by Oct. 6 and applications by Nov. 18. The previous deadlines were Sept. 22 and Oct. 21, respectively.

Deadlines for the remaining three models remain Nov. 4 for letters of intent and March 15 for applications, CMS said.

CMS announced the initiative last month in an effort to encourage clinicians and hospitals to coordinate and improve the quality of care. The initiative will align payments for services delivered across an episode of care instead of paying for services separately.

(Posted on 9/16/2011)

Hospitals Turning to Self Insurance for Medical Malpractice

Three out of every four hospitals report offering medical malpractice coverage to physicians through in-house, self-insurance plans, according to a survey by the American Society for Healthcare Risk Management.

While 73 percent go the in-house route as they begin employing a greater number of physicians, 24 percent of hospitals insure physicians using commercial medical malpractice carriers, the survey found. The remaining hospitals used a combination of the two insurance options.

The analysis of 117 hospital systems and more than 2,300 healthcare facilities found the average loss rate for physicians insured by a hospital plan in 2010 was $6,100, compared to a loss rate of $15,810 for physicians insured by a commercial plan.

(Posted on 10/27/2011)

New Medical Group Practice Association Formed

The Medical Group Management Association and the American College of Medical Practice Executives will merge into a new association effective Jan. 1, the organizations announced after each group’s memberships approved the merger.

MGMA-ACMPE will be governed by a single board of directors and current members will pay a single dues payment. MGMA currently has 22,500 members and ACMPE has 6,750 members. The new association will continue to use the MGMA and ACMPE brands and will investigate ways to align the brands in the future, according to a news release.

The merger will create efficiencies that best position the new association for success and help guide members through healthcare reform, said MGMA Board Chair Shena Scott. “As healthcare evolves, so must we,” Scott said. (Posted on 10/26/2011)
Upcoming HFMA Webinars

HFMA's Webinars offer you an easy way to get the information you need on pressing healthcare finance topics. From the comfort of your office, you can participate in a Webinar and find the strategies and tools you need to help your organization achieve success.

November

Finding Calm Among the Chaos: A Guide for Payment Reform (November 1, 2011)

Physician Alignment Strategies: To Employ or Not Employ? (November 2, 2011)

How to Apply for the 2012 MAP Award (November 3, 2011)

Process and Documentation Improvement with Physician Shadow-Auditing (November 10, 2011)

An HFMA Value Project Webinar: Leveraging Integrated Financial Decision Support to Drive Outcomes (November 15, 2011)

Achieving Revenue Cycle Excellence in Preparation for Health Reform (November 16, 2011)


December

2012 Final Rule Changes to OPPS and ASCs (December 7, 2011)

January

Patient Consumerism: Collect or Charity (January 11, 2011)

HFMA also offers recorded webinars that qualify for education hours.

Go Online to HFMA.org to register!
The Technology Committee has been hard at work setting up our Chapter’s LinkedIn, Facebook, and Twitter accounts. They’ve also been working on linking all three of these social networks together, so if you have an account with only one or two of these networks, or don’t have access to all of them from work, you will still be able to get all the member news and updates from whatever network you’re accessing.

LinkedIn: As a Rochester Regional HFMA member you will be receiving an invitation to join our LinkedIn Group “HFMA Rochester Regional Chapter”. You will have to setup a LinkedIn account if you haven’t already done so. Then you will be able to participate and comment on current discussions.

From your “Face Book” account, search for “HFMA Rochester Regional Chapter” (please disregard the old “HFMA Rochester NY Chapter”). As with LinkedIn, current HFMA announcements will be found here.

Also follow us on Twitter at #HFMARRC. Here you can exchange information as it happens with other HFMA members.
HFMA MEMBER MILESTONES

ANNIVERSARIES

25 YEARS
Dennis Mart

10 YEARS
Jean Close
Renee Lalonde

5 YEARS
Mary Brooks

NEW MEMBERS

Attilio Balestra
Unity Health System

Denise Becker
St. James Mercy Hospital

Diane L. Brothers
Unity Health System

Lisa Harris
Clifton Spring Hospital & Clinic

Jane McCormack
Unity Health System

Victoria Record
Finger Lakes Health

Paula Santiago
Lakeside Memorial Hospital

Suzanne Sinclair
Finger Lakes Health

Daniel Wright
Unity Health System

Greg Zinck
Canadian Institute for Health Information
Salvation Army Bell Ringing

DOING THE MOST GOOD

When: Saturday, December 3rd

Where: Eastview Mall
Greece Ridge Center

Time: One hour of your time between the hours of 10am and 8:00pm

Contact David Groth at dgroth@UnityHealth.org to sign up!

Happy Holidays!
Today’s healthcare financial managers regularly work in cross-functional teams. They need to possess a common body of knowledge that is technically deep, cross-functional, and integrated. HFMA has identified six knowledge areas as essential to healthcare financial management: revenue cycle, budgeting & forecasting, financial reporting, internal controls, disbursements, and contracting.

New CHFP Certification Program Features

- A single, comprehensive four-hour certification examination
- New members can become certified right away; the two-year HFMA membership requirement has been eliminated
- Online study materials
- Members become certified immediately upon passing the online exam

Visit [www.hfma.org](http://www.hfma.org) and search for "sample CHFP exam" to download a sample test.

Fellow of the Healthcare Financial Management Association® (FHFMA):

Requirements for FHFMA® certification include:

- Current CHFP designation
- Five years total as a regular or advanced HFMA member (student membership does not count toward this total)
- Bachelor degree or 120 semester hours from an accredited college or university
- Reference from an HFMA Fellow or current elected HFMA chapter officer
- Volunteer activity in healthcare finance within 3 years of applying for the FHFMA designation, including one of the following:
  - Earn the Follmer Bronze Award by earning 25 Founders points for HFMA volunteer activity
  - Volunteer in your HFMA chapter and earn two Founders points for two consecutive years
  - Volunteer service for two of the past three years in a healthcare industry organization
- Submission of a conforming FHFMA application with a one-time $150 fee

Certification Maintenance

HFMA members who have earned the Certified Healthcare Financial Professional (CHFP) or Fellow of HFMA of HFMA (FHFMA) designation must maintain their certification by:

- Remaining an active HFMA member in good standing
- Completing 90 contact hours in eligible education programs every three years (a contact hour is 50 minutes of continuous programming, excluding meals, breaks, or social activities). In addition:
  - At least half (45) of these contact hours must in healthcare finance-related topics
  - At least 20 contact hours must be completed in each of the three years
From the Editor’s desk:

At the Fall Institute, Jeff Gold shared with us a lot of great information about all the changes that should / may / may not be occurring over the next couple of years. Over the weekend, I started to think about change, and how our perception can affect our ability to “roll with it” instead of feeling overwhelmed.

We got a new St. Bernard puppy this weekend. Molly is 8 1/2 weeks old and weighs 10 pounds. She was welcomed warmly into the family by our adult, 145 pound, Saint, Apollo. I took a picture of the two of them together. When I look at the two of them, and realize that she’ll be the same size as him within the year, the change that’s going to take place is remarkable and overwhelming. But, if instead of looking at the contrast as one leap, I just take snapshots of her growth one week at a time, the change won’t seem to be that great at all!

As we all look at the coming healthcare reform, we need to keep the idea of a growing puppy in mind. If we wait until we’re faced with a single giant leap, it will be overwhelming and stressful. But, if we start making incremental preparations now, we can meet each challenge as it comes, and not get overwhelmed by the enormity of what’s to come.
Community Service Committee News

There are a number of upcoming Community Service events coming this Fall and Holiday Season:

**Hillside Special Santa Drive:**
From November 7th through November 18th. See flyer for information on needed items, as well as drop off locations. Contact Lori Saunders (LSaunders@unityhealth.org) for more information.

**Salvation Army Bell Ringing:**
December 3rd at Eastview and Greece Ridge Malls. Contact David Groth (DGroth@unityhealth.org) for available time slots.

**Hillside Special Santa Program:**
The date is December 5th. Contact Janet Desman (JDesman@unityhealth.org) for available time slots.

**Soup Kitchen:**
Watch for more information coming soon. We are working on scheduling dates in February and March.

FYI!! Next year’s United Way Day of Caring is Thursday May 10, 2012.
Education Committee News

Be sure to register for the following upcoming Education Sessions:

November 4th - Health Care Reform Strategies
November 9th - Medicare/Medicaid Compliance and Reimbursement Issues
November 17th - New Revenue Cycle Webinar (Part 3)
December 1st - 2011 Leasing Updates
December 7th - IRS Form 990, Schedule H Reporting Requirements

Watch for more information and registration information for these upcoming events:

November 28th: ACO’s
December 12th: Excellus Billing Event
December 15th: APC/APG Webinar

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

**Revenue Cycle Webinar Series** – This three part webinar series hosted by our region 2 committee and facilitated by Mede Analytics has a focus on patient access. The three part series includes:

- **Part 1**: Focusing on the Front End to Optimize Performance
- **Part 2**: Financial Counseling and Patient Satisfaction
- **Part 3**: Providing your Patients with more meaningful payment information

It is not too late to register for Part 3 on November 17th!

**Region 2 Fall Institute** – This year’s Region 2 Institute at Turning Stone Resort and Casino was focused on “Improving the Business of Caring: Healthcare Reform”. The keynote presentation by Tommy G. Thompson, former Health and Human Services Secretary and four-term Governor of Wisconsin, provided revealing insight into the future of health care.

Thanks to all the volunteers that helped make the above events successful!
Membership Committee

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News:
Look for us on Facebook and Twitter!

HFMA Leader Recruitment  Become a Leader Today!

Wish # 1: I wish I could have a positive effect on the products and services HFMA provides to its members.

Wish # 2: I wish I could be recognized as a leader who has commitment to my profession.

Wish # 3: I wish I could contribute to HFMA in the same way it’s been able to support me.

These three wishes can come true! How? Become an HFMA chapter leader. The benefits of volunteering are extraordinary…

Becoming an HFMA chapter leader will:

- allow you to invest in your personal growth—build your self-confidence and sharpen your leadership, interpersonal, team-building, organization, planning, and mentoring skills
- expand your influence—have a voice in your chapter’s future and the ability to initiate change
- help you grow in your profession—advance your career while having access to unmatched technical resources
- broaden your professional network, enhance peer interaction, and foster lifelong personal friendships

MAKE A DIFFERENCE!

Start making a difference, volunteer now!

If you're interested in joining committees, mentoring, participating on task forces, etc., please call Carla D'Angelo at 585-339-7816 or email me at arla.DAngelo@Excellus.com.
The Keuka Lake Wine tour help on September 18th was a great event. The weather was great and the wine and food pairings were even better. Another successful event!

The social committee is looking for your input, please take a moment and complete this survey. It will help us plan social events targeted towards your interests.

1. Would weekend or weeknight late afternoon early evening events work better for you?

2. Would you be interested in an Amerks Game?

3. Would you be interested in a Happy Hour Event?

4. What interests/hobbies do you have outside of work?

5. Do you have any suggestions for a Social Event that you would attend?

Please email your responses to either of the following:

Beth Young @ byoung01@unityhealth.org

Jeff Raines @ jraines01@unityhealth.org
The Technology committee is pleased to announce the completion of our LinkedIn, Face Book and Twitter Social Media Networks.

We can be found at:
LinkedIn: “HFMA Rochester Regional Chapter”.
Face Book: “HFMA Rochester Regional Chapter”
Twitter: #HFMARRC.

We are currently working on tying info from all three networking area’s together. You may also witness a few hiccups along the way. Please be patient with us a we learn new techniques to bring information to our members.

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.
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 Healthcare Network, Inc.
EBS-RMSCO
KeyBank
Physicians Reciprocal Insurers
Strong Memorial Hospital
Xtend Health Care

Sponsorship opportunities are available for your organization.
Contact Chris Harris @ (585) 249-2711 or charris@bonadio.com