



## Current Events 2015 Rochester Regional Chapter

Join us for an exciting day dedicated to current events impacting the health care industry in our community. Featured speakers for the event come to us from Rochester Regional Health System, Greater Rochester Independent Practice Association, Excellus BCBS, University of Rochester Medical Center and more!

**March 27, 2015**

Monroe Golf Club  
155 Golf Avenue  
Pittsford, NY 14534

### AGENDA

7:30 a.m.	-	8:00 a.m.	Registration / Breakfast
8:00 a.m.	-	8:15 a.m.	Opening Remarks
8:15 a.m.	-	9:15 a.m.	Presentation by Eric J. Bieber, MD
9:15 a.m.	-	12:30p.m.	Presentations by Bill Pelino, Dorothy A. Coleman, and Adam Anolik followed by a panel Discussion moderated by Gerald Archibald (15min break included)
12:30 p.m.	-	1:30 p.m.	Lunch (activities included during lunch)
1:30 p.m.	-	4:00 p.m.	<b>No Excuse! – Incorporating Core Values, Accountability and Balance into Your Life &amp; Career</b> Presentation by Jay Rifenbary (15min break included)
4:00 p.m.	-	5:00 p.m.	Complimentary Happy Hour



**Eric J. Bieber, MD**  
**PRESIDENT & CHIEF EXECUTIVE OFFICER,**  
**ROCHESTER REGIONAL HEALTH SYSTEM**



Eric came to Rochester Regional Health System from University Hospitals (UH) in Cleveland, Ohio where he served as both the President of Community Hospitals West Region and the President of University Hospitals' Accountable Care Organizations (ACOs).

Prior to attaining his medical degree, he earned a BA in Biology from Illinois Wesleyan University and an MS in Microbiology from Illinois State University. He received his Doctor of Medicine degree at Loyola University's Stritch School of Medicine. It was at Loyola where he met his wife, Edie, who is also a physician. Eric served his residency in obstetrics and gynecology at Rush St. Luke's Presbyterian Hospital in Chicago, followed by a fellowship in reproductive endocrinology at University of Chicago. He later went on to earn an MS in Healthcare Management at Harvard University.

Eric cites his more than 20 years as a practicing physician as a key reason for his success as a progressive and proven leader in fostering exceptional operational and clinical quality performance. Eric's responsibilities at UH included creation and leadership of six ACOs – one of the largest and most complex ACO networks in the nation, collectively accountable for more than 200,000 lives and \$1 billion in associated revenue. Additionally, he is responsible for UH's Western Region Hospitals, consisting of multiple, large and complex acute care facilities, including two recently-acquired hospitals. Eric also oversaw UH's graduate medical education program (approximately 1000+ full-time equivalent residents). He led UH's Model of Care initiatives driving care delivery innovation resulting in millions of dollars in sustainable savings. At varying points in his UH career, he was responsible for system quality, clinical research and case management, and also served as System CMO. Prior to joining UH, Eric was Executive Vice President of Strategic Network Development, and before that, was a Regional Hospital CMO for Geisinger Health System in Pennsylvania.

While his professional accomplishments and credentials are certainly impressive, equally inspiring is who Eric is as a person. He is driven by family-based values, personal growth and a passionate commitment to building real and trusted relationships through respect, collaboration and genuine, open communications. Outside of work, Eric plays in several rock and jazz bands and enjoys a variety of music. He and Edie are proud parents of two boys, a recent graduate from Penn State University and a varsity golfer at Duke.



**Dorothy A. Coleman**

**EXECUTIVE VICE PRESIDENT AND CHIEF FINANCIAL OFFICER,  
THE LIFETIME HEALTHCARE COMPANIES**

Dorothy A. Coleman is the Executive Vice President and Chief Financial Officer for Excellus BlueCross BlueShield and its parent corporation, The Lifetime Healthcare Companies, headquartered in Rochester, New York. A 30-year veteran of the health care industry, Ms. Coleman was CFO of Blue Cross and Blue Shield of Rhode Island before joining The Lifetime Healthcare Companies in 2011. Before Rhode Island, she was with UnitedHealthcare, Cigna, and a hospital in California. Ms. Coleman holds certified public accountant licenses in New York and Arizona. She studied Finance at Arizona State University and has a BS in Accounting from the University of Phoenix. She currently is pursuing an Executive MBA from the University of Rochester Simon School of Business.



**Bill Pelino**

**CHIEF OPERATING OFFICER AND CHIEF FINANCIAL OFFICER,  
GREATER ROCHESTER INDEPENDENT PRACTICE ASSOCIATION**

Bill Pelino was named GRIPA Chief Operating Officer and Chief Financial Officer in 2008. He is part of the senior management team and has responsibilities for operations throughout the organization.

Bill is a Rochester native and formerly served as Controller of Paychex Human Resources Business Unit and prior to Paychex was a Senior Manager at PricewaterhouseCoopers. Bill is a CPA and holds an MBA from the Simon School of Business and an undergraduate degree from the University of Notre Dame.



**Adam Anolik**

**CHIEF FINANCIAL OFFICER,  
STRONG MEMORIAL HOSPITAL & HIGHLAND HOSPITAL**

Mr. Adam Anolik joined Strong in 1999 as Associate Director of Financial Services. Among his many accomplishments in this role, Adam merged the finance and patient accounting departments of Strong and Highland into a single financial function and later played a lead role in the implementation of Strong's current billing system in 2007.

Prior to joining URMC Adam served as Senior Vice President and Chief Financial Officer at St. Mary's Hospital, and later as Vice President of Finance and Internal Services at Planned Parenthood. He began his career as an accountant with KPMG Peat Marwick, where he conducted financial audits of health care organizations and academic institutions. He holds a B.A. in Accounting from Franklin and Marshall College and is a Certified Public Accountant.



## Jay Rifenbary

### PRESIDENT, RIFENBARY TRAINING & DEVELOPMENT

Jay Rifenbary, a Saratoga Springs, NY resident, is president of Rifenbary Training & Development, and author of the International Best-Seller, “No Excuse! – Incorporating Core Values, Accountability and Balance into Your Life and Career”, awarded “Book of the Year” by the North American Book Dealers Exchange, His most recent releases include “True to Your Core – Common Sense Values for Living Life to its Fullest” & “Return To Your Core – Principles For a Purposeful and Respected Life”

Jay is a professional speaker, trainer and consultant; and for over 20 years has provided his expertise in the areas of core value personal & professional development, servant leadership, and communication training to organizations, associations and schools across North America, Europe and Asia.



Jay received his Bachelor of Science degree from the United States Military Academy at West Point, with a concentration in Nuclear Physics.

From being a former qualified Airborne/Ranger, Military Commander, Sales Professional, Corporate Manager and Entrepreneur, Jay brings a unique background of interpersonal skills and business experience to each of his training and speaking engagements.

Within his community, Jay has been a member of the Saratoga Springs City School District Board of Education, a member of the 20<sup>th</sup> Congressional District Service Academy Selection Committee, a member of the board of directors for Patriot Hills of NY, and a columnist for the Saratogian newspaper.

He and his wife, Noni, have two adult children Nicole 31 and Jared 28.

Jack Canfield, Best Selling Author of “Chicken Soup for the Soul”, said of “No Excuse!” that, Jay has given the world a most generous gift. Anyone who applies the “No Excuse!” philosophy can create the life they want and make a difference.



## **No Excuse! – Incorporating Core Values, Accountability and Balance into Your Life & Career**

### **Session Description:**

Based on a solid foundation of core values this exciting program teaches, validates and supports the importance of key principles and skills such as, self-responsibility, organizational accountability, integrity, personal honesty, professionalism, self-respect, forgiveness, passion and positive attitude; as they pertain to one's personal and professional success, and the success of others. Ultimately, this positively contributes to the morale and productivity of the individual and organization, resulting in a higher level of performance; and a greater level of personal understanding leading to a more productive, balanced and fulfilling career and life.

### **Attendees will discover how to:**

- Identify a foundation of core values applicable to the enhancement of both your personal and professional life.
- Define those core values in regard to how they pertain to the overall mission and vision of the organization.
- Develop an interactive blueprint of the relationship between the core values presented, and other principles of success.
- Identify strategies for internalizing self-development and enhancing self-respect.
- Implement forgiveness personally and professionally to enhance communication and performance.
- Incorporate strategies for creating a healthy and productive life balance.
- Develop the character qualities to become a principled leader in all areas of your life.



**hfma** rochester regional chapter  
healthcare financial management association

## 50/50 Raffle to Support:



AutismUp is the leading 501(c)3 autism advocacy organization in Rochester and the surrounding areas. Founded in 2004, by a small group of parents of children with Autism Spectrum Disorder, AutismUp has grown to include more than 1000 families and more than 300 professional members. Our mission is to support individuals with Autism Spectrum Disorder, and their families, by expanding and enhancing opportunities to improve quality of life. Parents continue to steer the organization, with the guidance of our Board of Directors, sharing one cause, one mission and one voice.

Our Vision is to collaborate with and create within our community to support every individual with Autism Spectrum Disorder, and the people who care for them. Our long-term goal is to establish a “home” for AutismUp, which would embody program and classroom space, a resource center, administration and presentation capacities.

The efforts of AutismUp have reached thousands in the Upstate New York area and have resulted in raising much needed awareness of the autism epidemic and promoting abilities and success amongst our children. We are proud of our accomplishments thus far, and will continue to move our organization, and the programs we provide, forward. We hope that you will unify with AutismUp to accomplish our unique and important mission.



## Current Events 2015

March 27, 2015  
Monroe Golf Club

### Event Price

Members: \$75  
Non-Members: \$100

### REGISTRATION NOW ONLINE!!!

1. Click [HERE](#) to access the event page
2. Click the  button and follow the prompts to complete your registration.

It's that simple! If you are a member and have yet to setup your account, click [here](#) to set-up a username and password. If you are not a member, please continue as guest for registration purposes.

**For Questions and Information please contact:**  
Hugh Chisholm, [Hugh.Chisholm@rochesterregional.org](mailto:Hugh.Chisholm@rochesterregional.org)

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