Annual HFMA Region 2 Fall Institute
October 14-16, 2015

Turning Stone Resort & Casino, Verona, NY 13478

Central New York Chapter • Hudson Valley NY Chapter
Metropolitan New York Chapter • Northeastern New York Chapter
Puerto Rico Chapter • Rochester Regional Chapter • Western New York Chapter

“The Healthcare Challenge: Go Beyond, Survive and Succeed”

Who Should Attend:
CFOs, VPs of Finance, Controllers, Department Heads, Administrators, Revenue Cycle Leaders, Chargemaster Coordinators, Directors of Finance, Budget Analysts, Managed Care Contractors, Reimbursement Managers, Denial Management Specialists, Patient Financial Service Managers and Supervisors, Accountants and Compliance Staff

Session Levels:
Strategic General Assembly sessions and breakout sessions with operational nuts and bolts to help solve specific problems to improve the bottom line.

13.5 CPE Credits
**Wednesday, October 14, 2015**

**Pre-Conference Session: Included in Region 2 Conference fee**

1:00 PM - 5:00 PM  
**HFMA CHFP Certification Review Class:**  
**Prerequisite:** It is strongly suggested that you review the CHFP study guide prior to this session. If you do not currently have a study guide, and would like one, they are available through Michelle Mecomonaco at mmecomonaco@fcc-cpa.com at a discounted rate.  
**Course Instructors:**  
RACHELLE FLETCHER, Director of Revenue Cycle, Clifton Springs Hospital & Clinic  
MICHELE MECOMONACO, CPA, FHFMA; Senior Consulting Manager, Fust Charles Chambers, LLP  
This session will connect the CHFP study guide concepts to practical applications in order to help you prepare for the CHFP test. Taught by subject matter experts, this course will utilize high level real-world examples, giving you the opportunity to ask questions and hone your knowledge. Each of the experts are also CHFPs or FHFMAs, so they have experience with the test questions.  
**Note:** This session will require a minimum of 10 registrants to be held. The class is included in the Region 2 Conference fee.

5:30 PM – 7:30 PM  
**Pre-Conference Cocktail Reception for ALL registered Conference Attendees**  
The Clubhouse

7:30 PM – 8:45 PM  
**Performance by Craig Karges - Award Winning Magician, Psychic and Entertainer**  
The Clubhouse  
Experience the Extraordinary and Ignite Your Intuition.  
Experience the Extraordinary and "Ignite Your Intuition." This one-of-a-kind presentation does more than simply amaze and entertain. Participants learn memory techniques; their intuition is tested; and they are taught how to tap into their subconscious minds to enhance creativity and decision-making. This is a hands-on, interactive session that awakens participants to the possibility of reaching their full potential while experiencing greater personal power and achieving success more easily.

**Thursday, October 15, 2015**

7:30 AM – 8:30 AM  
**Registration with Breakfast served in the Vendor Fair**

8:30 AM  
**Welcome & Opening Remarks**  
MOLLIE KENNEDY, Regional Executive 2015-16, HFMA Region 2

8:30 AM – 9:30 AM  
**GO BEYOND**  
**Speaker:**  
MELINDA S. HANCOCK, FHFMA, CPA, HFMA National Chair, Partner, Dixon Hughes Goodman LLP

As American health care transitions from a fee-for-service payment system to a system that emphasizes high-value care to patients we will be required to go beyond our current payment system. Our National Chair will address the need for the finance leaders of the industry to go beyond the ways of the past to succeed in the new era of health care.
9:30 AM – 10:30 AM  
**127 Hours: Between a Rock and a Hard Place**  
**Speaker:**  
ARON RALSTON, Motivational Speaker, Adventurer, and Wilderness Advocate  

Aron will recount how he survived a canyoneering accident in southeastern Utah in 2003, during which he amputated his own right forearm with a dull pocketknife in order to extricate himself from a dislodged boulder, which had him trapped for five days and seven hours (127 hours). After he freed himself, he had to make his way through the remainder of the canyon, then rappel down a 65-foot sheer cliff face to reach safety. Hear him describe how this near-death experience changed his life for the better and motivated him to live life to the fullest.

10:30 AM – 11:15 AM  
**Book Signing & Networking Break in Vendor Fair**

11:15 AM – 12:45 PM  
**BREAKOUT SESSIONS**

**A1**

**Accounting and Audit Update**  
**Speakers:**  
MELISSA PANGARO, CPA, Senior Manager, Fust Charles Chambers LLP  
MICHAEL LAQUIDARI, CPA, Senior Manager, Fust Charles Chambers LLP  

This session will provide a discussion of current issues in accounting and auditing, focusing specifically on new pronouncements, their impact on healthcare organizations, as well as other current healthcare topics.

**A2**

**More on the Challenges of Finding & Keeping Your Inpatients**  
**Speaker:**  
DAY EGUSQUIZA, President, AR Systems  

This session will identify the top areas of risk with lost inpatients including how to document the patient ‘story’ to find and keep your inpatient stays. In addition, any regulatory updates will be included plus lessons learned from payer audits.

**A3**

**Indigent Care Pools / DSH Audits / HCRA Audits**  
**Speakers:**  
KPMG REPRESENTATIVE  
BOB MCLEOD, Vice President, Health Information, Healthcare Association of New York State (HANYS)  

Bob McLeod, Vice President, HANYS will cover the Indigent Care Pool Reform Methodology and related statutory changes. Representatives from KPMG will review updates for the DSH audits as well as the HCRA audit approach.

**A4**

**Population Health Management**  
**Speakers:**  
ANNE MCGEORGE, National Managing Partner, Health Care, Grant Thornton LLP  
LOU FEUERSTEIN, Managing Director, Grant Thornton LLP  

This session will focus on developing successful strategies as the market addresses improving health in communities as a priority. Learn how health systems, public health and others entities are collaborating to meet increasing community health needs.
Legal Update
Speaker:
LOURDES MARTINEZ, Esquire, Partner/Director, Garfunkel Wild, PC

This session will focus on the latest developments related to compliance with the federal and state fraud and abuse laws and regulations. Recent fraud alerts, advisory opinions, compliance guidance, audit and investigative initiatives and emerging compliance issues will be discussed.

12:45 PM - 1:45 PM
Lunch in the Vendor Fair

1:45 PM – 3:15 PM
BREAKOUT SESSIONS

B1
Long Term Care Update
Speaker:
PATRICK CUCINELLI, Senior Vice President for Financial Policy, LeadingAge New York

Learn to develop a plan for taking on the challenges facing the Long Term Care industry in New York State. The session will cover new regulatory initiatives as well as strategies to succeed in the current LTC environment in New York.

B2
Optimizing Revenue Opportunities Through the Chargemaster & Charge Capture
Speaker:
DAY EGUSQUIZA, President, AR Systems

This session will identify lost revenue opportunities as well as compliance risk while providing ideas for enhanced dept head ownership. Charge capture, daily reconciliation, nursing lost revenue, and other hot spots will be included in this operational focused class.

B3
How Providers Use Business Intelligence to Drive Improvement
Speakers:
JACK SIEBER, CPA, Director- Healthcare Strategy & Performance Improvement, Freed Maxick
LLOYD ARAKELIAN, CPA, FHFMA, Director, Freed Maxick
BARBARA LOSI, Principal, Healthcare Consulting, Freed Maxick

The health care system is transforming from an environment that pays for volume of services, to a patient- centric system with a focus on quality, outcomes and patient satisfaction. Significant investments are required in process redesign, performance improvement and enabling infrastructure including information technology and data for business intelligence. These investments are supporting coordination of care across the continuum to achieve the right care and service at the right time and place with the right experience at an affordable cost.

B4
PPS/DSRIP Impacts
Speakers:
GERALD ARCHIBALD, CPA, FHFMA, CMCP, Partner, The Bonadio Group
JOHN GAHAN, Consultant

The NYS PPS/DSRIP Medicaid reform initiative is intended to transform the Medicaid provider and payment system in a short five years. The presenters will address strategies for providers to effectively respond to the challenges resulting from system integration. Value based payment reforms designed to eliminate NYS fee for service reimbursement will be a focal point of provider readiness as the financial risk is transferred from payers to providers.
Use of Data in An Effective Compliance Program
Speaker:
NANCY PERILSTEIN, Senior Manager, Governance, Regulatory & Risk Strategies, Deloitte & Touche LLP

Attendees will gain insight on how to utilize available data sources to identify issues common to their facility. The session will explore a variety of topics including creating your own internal PEPPER reports, maximizing business intelligence and creating edits for effective data mining.

Networking Break in the Vendor Fair

BREAKOUT SESSIONS

Quantifying Revenue Cycle & Clinical Opportunities Through Meaningful Analysis
Speakers:
GAURAV GUPTA, Vice President Product Strategy, Med-Metrix
DENNIS JONES, Administrator, Nyack Hospital

The presenters will focus on providing specific ways to analyze key measurements throughout the Revenue Cycle and Clinical areas. They will discuss in detail the industry’s key performance metrics that can only be meaningfully analyzed through aggregation of data from multiple disparate sources. In addition, the speakers will walk through effective ways to manage cost and protect revenue in the clinical areas by performing a deep analysis into internal and external physician to physician benchmarking.

From Volume to Value: Building the Bridge While You Cross It
Speakers:
JILL C. ANDERSON, Revenue Cycle Executive, Cerner
TIMOTHY JOHNSON, DO, MMM, Medical Director, Children's Mercy Integrated Care Solutions

Presenters will relate the experiences of a health care network in the Midwest that successfully transitioned from fee-for-service to value payments and capitation. Attendees will gain valuable insight into successfully navigating the change from volume to value and lessons learned along the way.

Hospital Financial Assistance Law and 501(r)
Speakers:
ANGELA FRANCO, CPA, Tax Partner, Fust Charles Chambers LLP
MELISSA PHELPS, CPA, Principal, Fust Charles Chambers LLP
JOSEPH SCHLEGEL, CPA, Tax Partner, Fust Charles Chambers LLP

This session will discuss the requirements of the IRS Final Rule 501(r) and include a comparison to the requirements under the New York State Hospital Financial Assistance Law. Impacts of both laws on hospitals as well as reimbursement and non-compliance impacts will also be discussed.

Meaningful Use - Present & Future
Speaker:
JENNA BARSKY, Manager, WeiserMazars

As of the end of 2014 the EHR incentive program issued over $28 billion in payments to eligible hospitals and professionals. This staggering amount, coupled with increasing Meaningful Use audits and impending penalties, has forced healthcare providers to take a serious look at the program. This presentation will focus on overcoming the challenges of Stage 2 of the EHR incentive Program, MU’s financial impact and the future of the incentive program.
New York State Update  
**Speaker:** ELIZABETH WYNN, Senior Vice President, Health Economics & Finance, Greater New York Hospital Association

This session will provide hospital finance and reimbursement staff with updates regarding the 2014-2015 New York State budget and the implementation of various Medicaid reform initiatives that will impact providers across the state.

5:15 PM - 6:15 PM  
**Networking Reception in Vendor Fair - Raffle Drawing - New for 2015!**

Enjoy food, cocktails and networking in the Vendor area while having the opportunity to win valuable prizes.

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**Friday, October 16, 2015**

7:30 AM – 8:15 AM  
**Registration with Breakfast served in the Vendor Fair**

8:15 AM  
**Welcome & Opening Remarks**  
BRUCE LIEBEL, Region 2 Institute Co-Chair

8:15 AM – 9:15 AM  
**Wherefore Your Organization in Changing Times**  
**Speaker:** DR. PETER SALGO

Dr. Peter Salgo is an Emmy award winning medical journalist, practicing physician, author and respected healthcare futurist. He will share his vision on the restructuring of the U.S. healthcare delivery system and how it will impact your organization and your career moving forward.

9:15 AM – 10:45 AM  
**Executive Panel Discussion**  
**Moderator:** JAMES GAVIN, Former Executive Vice President, Chief Financial Officer, St. Peter’s Health Partners  
**Panel Members:**  
MEREDITH PRICE, Vice President of Financial Services and Chief Financial Officer, St. Joseph’s Hospital Health Center  
DAVID EVANGELISTA, Director of Managed Care, MediSys Health Network  
MELINDA HANCOCK, FHFMA, CPA, HFMA National Chair, Partner, Dixon Hughes Goodman, LLP  
DONNA MCGREGOR, Chief Financial Officer, Crystal Run Healthcare  
DR. KIRK PANNETON, Chief Medical Officer, Health Now

This panel of experts will discuss a variety of hot topics including Population Health, ICD-10, Value Based Purchasing and many more. The diverse backgrounds and perspectives of the Panelists will provide for lively interaction and promises to make this one of the highlights of this year's Institute.
10:45AM – 11:15AM  Networking Break - Hotel Check out

11:15 AM – 12:30 PM  The Key to Success Under ICD-10 - An Effective Clinical Documentation Program
Speakers:
EVA GREGOREK, CCS, RHIT, AHIMA Approved ICD-10 Trainer & Ambassador, Jzanus Consulting, Inc.
ELISE SWEENEY, RN, CCS, CCDS, Jzanus Consulting, Inc.

The implementation of ICD-10 will be fresh in everyone's minds and one of the most important aspects of succeeding under the methodology will be clinical documentation. These experienced speakers will offer insight and guidance into improving documentation so that revenue and quality measurement can be maintained. Speakers will cover the secrets to maintaining a successful program including the best practices of getting clinicians to document clearly and accurately.

12:30 PM  Closing Remarks/Box Lunch
ERIC FEHRMAN, CPA, Regional Executive 2016-17 HFMA Region 2
ANNUAL HFMA REGION 2 FALL INSTITUTE:
OCTOBER 14-16, 2015, Turning Stone Resort & Casino, Verona, NY

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