Annual HFMA Region 2 Fall Institute

October 22-24, 2014
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

HEALTHCARE 2014:
"CHANGE CHALLENGE AND OPPORTUNITY"

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

12.5 CPE Credits
Wednesday, October 22, 2014

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 Marianne Muise at mmuise@hmsconsultants.com at a discounted rate.

Course Instructors:
RACHELLE FLETCHER, MSHSA, FHFMA; Director of Decision Support, Budget & Reimbursement; Clifton Springs Hospital and Clinic
DIANE LAGE, MBA, FHFM; Manager, Reimbursement, Rochester Regional Health System
MARIANNE MUISE, FHFMA; Principal, Healthcare Management Solutions LLC
MICHELE MECOMONACO, CPA, FHFM; Senior Consulting Manager, Fust Charles Chambers, LLP
BARBARA J. PIASCIK, CHC, FHFMA; SVP-Chief Compliance Officer, Brookdale Hospital and Medical Center

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.

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

7:30 PM – 9:30 PM  
Live Music presented by Alive N Kickin – The Clubhouse
One of the Tri-State Area’s premier night club bands. Join us to listen to their billboard hits and dance the night away.

Thursday, October 23, 2014

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

8:30 AM – 9:30 AM  
Welcome & Opening Remarks
TERESA FIGUEROA, CPA, Regional Executive, HFMA Region 2

HFMA Update: Strategies for Success in Today’s Marketplace
Speaker:
JOSEPH J. FIFER, FHFMA, CPA, President & CEO, National HFMA

As the nation’s healthcare transformation continues, all stakeholders are being challenged to go beyond their traditional roles. In this presentation, HFMA President and CEO Joe Fifer will discuss the implications of HFMA’s key strategic initiatives, share highlights of our newest research findings on value-driven health care, and offer guidance for success in a rapidly changing environment. After this session attendees will be able to identify key strategic issues in healthcare finance, describe evolving roles of major healthcare stakeholders and discuss implications of value-driven health care for finance leaders.
Leading the Change
Speaker:
KARI S. CORNICELLI, FHFMA, CPA, 2014–2015 Chair, Healthcare Financial Management Association, Vice President, Chief Financial Officer, Sharp Metropolitan Medical Campus, San Diego, CA

As a healthcare finance professional, you have a wealth of opportunities to lead the change taking place in American health care. To make the most of those opportunities, you need practical solutions. In this session, discover how your colleagues are improving the value delivered to healthcare purchasers and enhancing the healthcare financial experience for patients and communities. Also, you will come away with solutions that work for the most pressing problems your organization faces on a daily basis. After this session attendees will be able to identify key trends in healthcare finance, describe examples of solutions that work in today’s challenging, dynamic environment, and discuss key success factors that will enable others to achieve similar results.

Networking Break in the Vendor Fair

BREAKOUT SESSIONS

A1
Accounting and Audit Update
Speakers:
GERALD J. ARCHIBALD, CPA, FHFMA, CMCP, Partner, Healthcare and Tax-Exempt Central Division, The Bonadio Group
KRISTEN M. CLARK, CPA, FHFMA, Partner, Chief Risk & Administrative Officer, The Bonadio Group
COURTNEY SPITZ, CPA, Engagement Principal, Audit Division, The Bonadio Group

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
How The University of Rochester Medical Center Approached the Charity Care Challenge
Speakers:
BRIAN GRAVES, Vice President Marketing and Communications, Connance, Inc.
KAREN STEIN, Patient Services Manager, University of Rochester Medical Center

This session will uncover how the University of Rochester Medical Center, an integrated health system with over $1 billion in net patient revenue, increased their charity care dollars and significantly reduced their bad debt expense, while complying with the stringent New York community benefit requirements. Discussion will take place on how charity analytics was used to ensure that charity-eligible accounts were not mistakenly sent to bad debt. Benefits, including improved public reporting and filing, improved processes, bad debt reduction, and increased charity care dollars, will also be shared.

A3
Health Care Reform: The New York State Exchange
Speaker:
CARA HENLEY, Associate Director of Insurance and Managed Care, Healthcare Association of New York State (HANYS)

This session will provide an update on New York’s state-based public Exchange, The New York State of Health, including enrollment trends, and outstanding policy issues. Discussion will take place regarding the entrance of private Exchange players into the market and other unintended consequences, including higher patient financial responsibility.
Mastering the Chaos of the Two-Midnight Rule - Better Practices with Probe and Educate Results

Speaker:
DAY EGUSQUIZA, President, AR System

Participants will learn better practices to work with the Two-Midnight Rule. This includes enhancing Utilization Review’s role with first point of contact intervention with the Provider, along with finding and keeping their inpatients.

Long Term Care and Medicaid Managed Care Transition Updates

Speaker:
PATRICK CUCINELLI, MBA, LNHA, Vice President Financial Policy, LeadingAge

This session will focus on policy and reimbursement issues related to long term care, including the latest developments in Medicare and Medicaid. In addition, the session will cover the latest developments in the current transition to Medicaid managed care, including the transition of nursing home residents into managed care, DSRIP, FIDA and home care policies.

12:30 PM - 1:30 PM  Lunch in the Vendor Fair

1:30 PM - 3:00 PM  General Session

Washington Update Panel: Medicare Final and Proposed Regulations, Potential Congressional Changes and Healthcare Spending-Slowdown or Trend?

Speakers:
ANDY BRESSLER, CFA, Managing Director, Bank of America Merrill Lynch Global Research
JOHN M. COUSINS, FHFMA, Senior Vice President Healthcare Intelligence, CIT Healthcare
LAMBERT VAN DER WALDE, President, Van Der Walde & Company

The panel discussion will offer key insights on current healthcare issues including healthcare spending trends, Medicare provider regulatory and payment issues for FY2015 and potential issues beyond. Included also is November midterm Congressional elections including the potential outcomes and impacts on Committees, Medicaid expansion efforts and Exchange status. The panel will also interact with the audience in a question and answer session.

3:00 PM - 3:30 PM  Networking Break in the Vendor Fair

3:30 PM - 5:00 PM  BREAKOUT SESSIONS

Generating the Maximum Revenue from Every Managed Care Contract

Speakers:
RUTH LEVIN, Partner, MRCC Group
PATRICK NOLAN, Partner, MRCC Group

This presentation focuses on the importance of key managed care contract terms for maximizing reimbursement. Participants will learn how language and rate structures can greatly impact revenue. We will also discuss strategies for sharing in increased premiums the health plans receive from provider activities and in improving coding and savings health plans derive from reduced hospital and related costs. The presentation will highlight contract compliance activities that should be in place to ensure you receive full reimbursement, as well as contracting opportunities and pitfalls and how to take advantage of and avoid them.
B2

Using the Medicare Cost Report for Operational and Financial Analysis and also as a Compliance Audit Tool

Speakers:
MARIANNE L. MUISE, FHFMA, Principal, Healthcare Management Solutions LLC
BARBARA J. PIASCIK, CHC, FHFMA, Senior Vice President–Chief Compliance Officer, Brookdale Hospital and Medical Center

Most Medicare Cost Report sessions review how to complete the forms. This session will describe how to use the Medicare Cost report information for analysis and provide a view of how to use the information for operation and financial efficiencies, as well as a compliance risk analysis tool. This information can be valuable to any organization, especially those without a cost accounting system, to analyze the profitability of services and improve managed care contracting. In addition, a compliance officer will provide information on how to use the cost report data as part of a compliance audit, monitoring and risk program.

B3

Annual Legal and Compliance Update

Speakers:
CATHERINE A. DIVINEY, Esquire, Partner, Hancock Estabrook, LLP
MARGUERITE A. MASSETT, Esquire, Partner, Hancock Estabrook, LLP

This session will cover a number of "Breaking News" events in the health care legal and compliance world, including updates on notable qui tam lawsuits alleging fraud in hospital-physician financial relationships, a discussion of recent Department of Justice enforcement initiatives in the Northern District of New York, and changes in state and federal law that significantly impact health care delivery in New York State. This session will also discuss the proliferation of hospital system consolidations in New York and some legal "lessons learned" as a result of living through such restructurings.

B4

Operationalizing New Transparency Expectations and Requirements–The New Normal Point of Service Collections: It’s More than Just Asking!

Speakers:
KATHERINE H. MURPHY, CHAM, Vice President, Revenue Cycle Consulting, Passport–Experian Health
LISA TOZIER, Patient Access–Revenue Integrity Manager, St. Joseph Hospital, Bangor, Maine

Communicating pricing transparency is a complex process requiring an understanding of physician, clinical, hospital and financial information, as well as regulatory requirements. It’s not for the timid–yet certainly an attainable goal. Pricing transparency can reverberate throughout a patient’s experience! Patient settings vary and each has its nuances. Learn how to make what seems impossible, a reality. Explore the new normal that will prevail as the industry moves forward with the Affordable Care Act and how to accomplish the call for transparency that comes along with it.

How do you increase point of service collections? Is there a "best time" to collect? Learn the answers to these questions and explore the success stories of providers who have made the journey and find out how to improve your POS collections.
Conflicts of Interest: Evolution of the Concept and Impact of the Physician Payment Sunshine Provisions of the Affordable Care Act

Speaker: BILL SACKS, Vice President, HCCS—Effective Compliance Solutions

Presentation will address the evolution of the concept of Conflicts of Interest in Medicine over the last twenty years. This session will include discussions on the increased influence of industry on the financing of medical research, and the efforts by hospitals and medical societies to mitigate the effects of this influence, the efforts of hospitals and other providers to increase transparency of potential conflicts of interest, and the impact of the "Physician Payment Sunshine "Database on these efforts.

5:00 PM - 8:30 PM  Dinner on Your Own

8:30 PM - 11:00 PM  Music & Munchies!!
Presenting DJ Service At Your Request – Patrick La Page

Friday, October 24, 2014

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

8:30 AM – 9:30 AM  Welcome & Opening Remarks
MOLLIE KENNEDY, Regional Executive–Elect, HFMA Region 2

General Session – "The 5 Second Rule - The Secret to Managing Change, People and Your Mind"
Speaker: MEL ROBBINS

Mel Robbins is an award-winning CNN Contributor and Legal Analyst, best-selling author and expert on leadership, personal productivity, motivation and the brain. She’s shared the stage with Donald Trump, Oprah, and Dr. Phil. Her TED Talk on Strategic Thinking has gone viral. In this session she will teach you everything she knows about being successful in life and business. Mel will keep you laughing hysterically and enlighten you with compelling research and actionable strategies to improve your effectiveness as a leader, increase your personal productivity, and bolster your negotiation, networking and communicating skills. A few highlights of the things you will learn: The 2 Modes Your Mind Operates In - and How To Master Both, Tools to Overcome Overwhelm, Procrastination, & Fatigue, The Secret To Disarming Difficult People, How to Run A Powerful Meeting and Where To Sit In A Conference Room, The 4 Factors That Create An Instant Connection With Any Human Being, The HUGE Mistake You Make Every Morning and What You Must Do To Change It, The Universal Law Of Motivating Your Team and The Single Reason Why 76% Of Your Employees Leave, and How To Change It.

9:30 AM – 9:45 AM  Book Signing

9:45 AM – 10:45 AM  General Session – "Privacy in the Age of Big Data"
Speaker: THERESA PAYTON, President and CEO, Fortalice LLC,
Former White House Chief Information Officer

When medical and healthcare organizations need insight and advice on how to prepare their organization for emerging threats and where HIPAA leaves off and security complexities begin, few are better positioned than Theresa Payton. Theresa is an expert regarding identifying security risks, minimizing exposure and proposing solutions to protect assets. As White House Chief Information Officer, Payton led efforts to protect and defend the Executive Office of the President (EOP) network against information security threats and risks. She later founded the security, risk and fraud consulting company Fortalice Solutions, LLC. From cyberspace to
identify and access management to fraud protection, Payton delivers actionable insights to protect your organization and client assets from risk and threats. And attendees might want to ask her about the fake finger incident in Brazil and what it means for healthcare organizations everywhere.

10:45 AM – 11:15 AM  
Networking Break – Hotel Check out

11:15 AM – 12:15 PM  
BREAKOUT SESSIONS

C1  
How to Deal with Managed Care Companies–Courtroom Lessons  
Speaker:  
ROY W. BREITENBACH, Esquire, Partner–Director, Garfunkel Wild, PC

As an attorney who has represented many providers in heavily litigated disputes with managed care companies over reimbursement, termination, and related issues. Mr. Breitenbach has a unique insight into how health care providers should deal with managed care companies. The goal of this presentation is to use this knowledge to help health care providers (1) avoid disputes with managed care companies; (2) gain the upper hand if a dispute arises; and (3) maximize their relationship with the managed care. Mr. Breitenbach will specifically talk about four main topics: (1) Negotiating the Managed Care Contract -- Some Pitfalls to Avoid. (2) Provider Network Participation Terminations and Disputes. (3) The Decision To Go Out-Of-Network -- What It Means. (4) Pre-Approvals, Pre-Certification, and Utilization Review -- How to Navigate.

C2  
Indigent Care Pools & DSH Audits  
Speakers:  
BOB MCLEOD, Vice President, Health Information, Healthcare Association New York State (HANYS)  
TODD BALL, Director, Economic Analysis, Healthcare Association New York State (HANYS)

This presentation will cover the Indigent Care Pool Reform Methodology and related statutory changes, Implementation Plan for 2013 and 2014 Indigent Care Pool, Statewide DSH Payments Summary and Hospital Financial Assistance Law (HFAL) Quality Pool.

C3  
ICD-10: Determining the Realistic Reimbursement Impact on MS–DRG’s and APR DRG’s  
Speaker:  
DONNA SMITH, RHIA, Senior Consultant, 3M Consulting Services

This session will analyze and address key ICD–10 financial impact areas and offer practical how to information and tools to help take advantage of ICD–10 performance improvement. Now that the State of New York has adopted the PAR DRG classification methodology for Medicaid payment, it is essential that New York healthcare organizations understand the potential reimbursement impact of ICD–10 on APR DRG’s, as well as MS–DRG’s. Using a case study format, discussion will take place on how translations from ICD–9 based, DRG–based claims, along with an organization’s base reimbursement rate, can be used to determine what the expected reimbursement would be for each department within an organization, each DRG, and overall if the same DRG’s were delivered using ICD–10. Reimbursement impact can be determined on a case-by-case basis or by computing an entire year’s worth of data. By analyzing the output, facilities can determine the areas and service lines with the greatest exposure under ICD–10, along with mitigation opportunities using ICD–10 specificity.
Update on Managed Long Term Care Contracting

Speakers:
MATTHEW BOSWELL, CPA, Manager, The Bonadio Group
JANINE MANGIONE, CPA, FHFMA, Partner, The Bonadio Group

During this session you will be able to recognize why your managed care strategy is of vital importance. You will walk away with strategies to use in negotiations around contract clauses and requirements. You will learn which information you should be tracking and how the cost report can be utilized to assist in negotiating rates.

Creating A Concierge Patient Experience

Speaker:
TINA ELLER, Vice President, Patient Access Operations, Convergent

Creating an exceptional patient experience is key to your revenue cycle operations for both patient loyalty and improved financial reimbursement. In this educational session, we will discuss how providers across the nation are using innovative, patient-focused strategies to enhance the patient experience, increase physician satisfaction and improve overall financial performance. Examining the patient-focused pre-arrival contact center model, we will discuss how providers are changing front-end patient access operations to directly impact patient experience and reimbursement. Additional topics include current market conditions, patient financial responsibility at point of service collections, creating better patient loyalty, exceeding patient expectations in the revenue cycle process, best practices and workflows for pre-registration, financial clearance and key patient access operations.

12:15 PM – 1:15 PM
General Session -
"State Reform Initiatives and Medicaid Updates"

Speakers:
BOB MCLEOD, Vice President, Health Information, Healthcare Association New York State (HANYS)
TO D D BALL, Director, Economic Analysis, Healthcare Association New York State (HANYS)

This session will provide hospital finance and reimbursement staff with updates regarding the 2013-2014 New York State budget and the implementation of various Medicaid reform initiatives.

1:15 PM - 1:30 PM
Closing Remarks
TERESA FIGUEROA, CPA, Regional Executive, HFMA Region 2

1:30 PM – 2:00 PM
Boxed Lunch
Awarding of Raffle Prizes (winner must be present to win)

Don’t forget to fill out and return the enclosed registration form via fax or by mail or register online at http://www.hfma.org/region2
## WEDNESDAY, OCTOBER 22nd

<table>
<thead>
<tr>
<th>1:00 pm – 5:00 pm</th>
<th>Pre-Conference Session: HFMA CHFP Certification Review Class</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RACHELLE FLETCHER, MSHSA, FHFM, Director of Decision Support, Budget &amp; Reimbursement; Clifton Springs Hospital and Clinic</td>
</tr>
<tr>
<td></td>
<td>DIANE LAGE, MBA, FHFM, Manager, Reimbursement, Rochester Regional Health System</td>
</tr>
<tr>
<td></td>
<td>MARIANNE MUISE, FHFM, Principal, Healthcare Management Solutions LLC</td>
</tr>
<tr>
<td></td>
<td>MICHELE MECONONICO, CPA, FHFM, Senior Consulting Manager, Fust Charles Chambers, LLP</td>
</tr>
<tr>
<td></td>
<td>BARBARA J. PIASCIK, CHC, FHFM, SVP-Chief Compliance Officer, Brookdale Hospital and Medical Center</td>
</tr>
</tbody>
</table>

| 5:30 pm – 7:30 pm | Pre-Conference Cocktail Reception for ALL registered Conference Attendees – The Clubhouse |
| 7:30 pm – 9:30 pm | Live Music presented by Alive N Kickin – The Clubhouse |

## THURSDAY, OCTOBER 23rd

| 7:30 am – 8:30 am | Registration and Breakfast in the Vendor Fair |
| 8:30 am – 10:30 am | Welcome and Opening Remarks |
|                   | TERESA FIGUEROA, CPA, Regional Executive, HFMA Region 2 |
|                   | HFMA Update: Strategies for Success in Today's Marketplace |
|                   | JOSEPH J. FIFER, FHFM, CPA, President & CEO, National HFMA |
|                   | Leading the Change |
|                   | KARI S. CORNICELLI, FHFM, CPA, 2014–2015 Chair, Healthcare Financial Management Association |
|                   | Vice President, Chief Financial Officer, Sharp Metropolitan Medical Campus, San Diego, CA |
| 10:30 am – 11:00 am | Networking Break in the Vendor Fair |
| 11:00 am – 12:30 pm | BREAKOUT SESSIONS |

**A1** Accounting and Audit Update  
GERALD J. ARCHIBALD, CPA, FHFMA, CMCP, Partner, Healthcare and Tax-Exempt Central Division, The Bonadio Group  
KRISTEN M. CLARK, CPA, FHFMA, Partner, Chief Risk & Administrative Officer, The Bonadio Group  
COURTNEY SPITZ, CPA, Engagement Principal, Audit Division, The Bonadio Group

**A2** How The University of Rochester Medical Center Approached the Charity Care Challenge  
BRIAN GRAVES, Vice President Marketing and Communications, Connance, Inc.  
KAREN STEIN, Patient Services Manager, University of Rochester Medical Center

**A3** Health Care Reform: The New York State Exchange  
CARA HENLEY, Associate Director of Insurance and Managed Care, Healthcare Association of New York State (HANYS)

**A4** Mastering the Chaos of the Two-Midnight Rule – Better Practices with Probe and Educate Results  
DAY EGUSQUIZA, President, AR Systems

**A5** Long Term Care and Medicaid Managed Care Transition Updates  
PATRICK CUCINELLI, MBA, LNHA, Vice President Financial Policy, LeadingAge

| 12:30 pm – 1:30 pm | Lunch in the Vendor Fair |
| 1:30 pm – 3:00 pm | General Session: Washington Update Panel: Medicare Final and Proposed Regulations, Potential Congressional Changes and Healthcare Spending–Slowdown or Trend?  
ANDY BRESSLER, CFA, Managing Director, Bank of America Merrill Lynch Global Research  
JOHN M. COUSINS, FHFM, Senior Vice President Healthcare Intelligence, CIT Healthcare  
LAMBERT VAN DER WALDE, President, Van Der Walde & Company |
<p>| 3:00 pm – 3:30 pm | Networking Break in the Vendor Fair |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 pm - 5:00 pm</td>
<td><strong>BREAKOUT SESSIONS</strong></td>
</tr>
<tr>
<td>B1</td>
<td>Generating the Maximum Revenue from Every Managed Care Contract</td>
</tr>
<tr>
<td></td>
<td>RUTH LEVIN, Partner, MRCC Group</td>
</tr>
<tr>
<td></td>
<td>PATRICK NOLAN, Partner, MRCC Group</td>
</tr>
<tr>
<td>B2</td>
<td>Using the Medicare Cost Report for Operational and Financial Analysis and also as a Compliance Audit Tool</td>
</tr>
<tr>
<td></td>
<td>MARIANNE L. MUISE, FHFM, Principal, Healthcare Management Solutions LLC</td>
</tr>
<tr>
<td></td>
<td>BARBARA J. PIASCIK, CHC, FHFM, Senior Vice President-Chief Compliance Officer, Brookdale Hospital and Medical Center</td>
</tr>
<tr>
<td>B3</td>
<td>Annual Legal and Compliance Update</td>
</tr>
<tr>
<td></td>
<td>CATHERINE A. DIVINEY, Esquire, Partner, Hancock Estabrook, LLP</td>
</tr>
<tr>
<td></td>
<td>MARQUERITE A. MASSETT, Esquire, Partner, Hancock Estabrook, LLP</td>
</tr>
<tr>
<td>B4</td>
<td>Operationalizing New Transparency Expectations and Requirements-The New Normal Point of Service Collections: It’s More than Just Asking!</td>
</tr>
<tr>
<td></td>
<td>KATHERINE H. MURPHY, CHAM, Vice President, Revenue Cycle Consulting, Passport-Experian Health</td>
</tr>
<tr>
<td></td>
<td>LISA TOZIER, Patient Access-Revenue Integrity Manager, St. Joseph Hospital, Bangor, Maine</td>
</tr>
<tr>
<td>B5</td>
<td>Conflicts of Interest: Evolution of the Concept and Impact of the Physician Payment Sunshine Provisions of the Affordable Care Act</td>
</tr>
<tr>
<td></td>
<td>BILL SACKS, Vice President, HCCS-Effective Compliance Solutions</td>
</tr>
<tr>
<td>5:30 pm - 8:30 pm</td>
<td>Dinner on Your Own</td>
</tr>
<tr>
<td>8:30 pm - 11:00 pm</td>
<td>Music &amp; Munchies!!! [Presenting DJ Services at Your Request- Patrick LaPage]</td>
</tr>
<tr>
<td>FRIDAY, OCTOBER 24th</td>
<td></td>
</tr>
<tr>
<td>7:30 am - 8:30 am</td>
<td>Registration and Breakfast in the Vendor Fair</td>
</tr>
<tr>
<td>8:30 am - 9:30 am</td>
<td>Welcome and Opening Remarks</td>
</tr>
<tr>
<td></td>
<td>MOLLIE KENNEDY, Regional Executive-Elect, HFMA Region 2</td>
</tr>
<tr>
<td></td>
<td>General Session: The 5 Second Rule- The Secret to Managing Change, People and Your Mind</td>
</tr>
<tr>
<td></td>
<td>MEL ROBBINS</td>
</tr>
<tr>
<td>9:30 am - 9:45 am</td>
<td>Book Signing</td>
</tr>
<tr>
<td>9:45 am - 10:45 am</td>
<td>General Session: &quot;Privacy in the Age of Big Data&quot;</td>
</tr>
<tr>
<td></td>
<td>THERESA PAYTON, President and CEO, Fortalice LLC, Former White House Chief Information Officer</td>
</tr>
<tr>
<td>10:45 am - 11:15 am</td>
<td>Networking Break – Hotel Check out</td>
</tr>
<tr>
<td>11:15 am - 12:15 pm</td>
<td><strong>BREAKOUT SESSIONS</strong></td>
</tr>
<tr>
<td>C1</td>
<td>How to Deal with Managed Care Companies–Courtroom Lessons</td>
</tr>
<tr>
<td></td>
<td>ROY W. BREITENBACH, Esquire, Partner-Director, Garfunkel Wild, PC</td>
</tr>
<tr>
<td>C2</td>
<td>Indigent Care Pools &amp; DSH Audits</td>
</tr>
<tr>
<td></td>
<td>BOB MCLEOD, Vice President, Health Information, Healthcare Association New York State (HANYS)</td>
</tr>
<tr>
<td></td>
<td>TODD BALL, Director, Economic Analysis, Healthcare Association New York State (HANYS)</td>
</tr>
<tr>
<td>C3</td>
<td>ICD–10: Determining the Realistic Reimbursement Impact on MS–DRG’s and APR DRG’s</td>
</tr>
<tr>
<td></td>
<td>DONNA SMITH, RHIA, Senior Consultant, 3M Consulting Services</td>
</tr>
<tr>
<td>C4</td>
<td>Update on Managed Long Term Care Contracting</td>
</tr>
<tr>
<td></td>
<td>MATTHEW BOSWELL, CPA, Manager, The Bonadio Group</td>
</tr>
<tr>
<td></td>
<td>JANINE MANGIONE, CPA, FHFM, Partner, The Bonadio Group</td>
</tr>
<tr>
<td>C5</td>
<td>Creating A Concierge Patient Experience</td>
</tr>
<tr>
<td></td>
<td>TINA ELLER, Vice President, Patient Access Operations, Convergent</td>
</tr>
<tr>
<td>12:15 pm - 1:15 pm</td>
<td>General Session: State Reform Initiatives and Medicaid Updates</td>
</tr>
<tr>
<td></td>
<td>BOB MCLEOD, Vice President, Health Information, Healthcare Association New York State (HANYS)</td>
</tr>
<tr>
<td></td>
<td>TODD BALL, Director, Economic Analysis, Healthcare Association New York State (HANYS)</td>
</tr>
<tr>
<td>1:15 pm - 1:30 pm</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td></td>
<td>TERESA FIGUEROA, CPA, Regional Executive, HFMA Region 2</td>
</tr>
<tr>
<td>1:30 pm - 2:00 pm</td>
<td>Boxed Lunch - Awarding of Raffle Prizes (winner must be present to win)</td>
</tr>
</tbody>
</table>
HFMA REGION 2 ANNUAL FALL INSTITUTE:

SPONSORS
Reflects sponsors as of July 23, 2014

KEYNOTE SPEAKER
Capio Partners
WeiserMazars LLP

RECEPTION
Healthcare Management Solutions, LLC

LUNCHEON
The Bonadio Group, LLP
Freed Maxick Healthcare
Collection Bureau of Hudson Valley – CBHV

BREAKFAST & BREAKS
Quorum Health Resources (QHR)

ENTERTAINMENT SPONSORS
Quality Billing Service
Tritech Healthcare Management

EXHIBITORS
Accureg Front-End Revenue Cycle Solutions
AR Systems, Inc
Asset Maximization Group, Inc.
Avadyne Health
Benefit Recovery
CBCS, Inc.
CBIZ KA Consulting Services, LLC
Cardon Outreach
Conifer Health Solutions
Culbert Healthcare Solutions, Inc.
Cymetrix Corporation
E-Management Associates, LLC
Emdeon
Eos Healthcare
Esolutions
Executive Health Resources
First Niagara Bank
HBCS
HSBC Bank USA, NA
Jefferies & Company, Inc.

MDS
MedeAnalytics
Medical Bureau/ROI
NTT Data
Passport Health Communications
POM Recoveries, Inc.
Precyse Solutions
ProMedical, LLC
R-C Healthcare Management
Recondo Technology
RelayHealth
RevSpring
Salucro Healthcare Solutions
T System
TD Bank NA
The HMC Group
The SSI Group, Inc.
Trace/The White Stone Group, Inc.
UCB, Inc.
Xtend Healthcare

EDUCATION
Physicians’ Reciprocal Insurers
Rose & Kiernan, Inc.

INSTITUTE BAGS
Fust Charles Chambers LLP

INSTITUTE BADGE HOLDERS
Tritech Healthcare Management

RTR Financial Services
HFMA REGION 2 INSTITUTE REGISTRATION

REGISTRATION FEES:

<table>
<thead>
<tr>
<th></th>
<th>Early Bird (Before or on September 24, 2014)</th>
<th>After September 24, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>HFMA Members</td>
<td>$325.00</td>
<td>$375.00</td>
</tr>
<tr>
<td>Certified Members</td>
<td>$310.00</td>
<td>$360.00</td>
</tr>
<tr>
<td>Non-members</td>
<td>$375.00</td>
<td>$425.00</td>
</tr>
</tbody>
</table>

HOTEL INFORMATION

Turning Stone Resort & Casino, 5218 Patrick Road, Verona, NY 13478
www.turningstone.com  Hotel Booking Reservations: 1-800-771-7711
Single/Double: $130.00 ($175.00 Fri/Sat), The Lodge: $259.00 ($334.00 Fri/Sat)
Rates available October 21-23, Rates will be held until September 21, 2014

HFMA has reserved blocks of rooms in this hotel. Preferred rates will be held until September 21, 2014 while rooms are available. Please call the hotel directly and mention HFMA Region 2 to ensure your preferred rate. You are responsible for making your own hotel reservations, including changes and cancellations.

IF YOU HAVE TO CANCEL

A refund of the seminar registration fee (less a $50.00 processing fee) will be granted if cancellation is received at least 10 days prior to the event date. Substitutions are permitted. Cancellations must be submitted in writing by fax to 708-531-0665 or via email to memberservices@hfma.org.

REGISTER EARLY!

Please submit your registration early in order to allow ample processing time. You will receive written confirmation at least two weeks prior to the event.

SCHEDULE CHANGES

Although we do our best to avoid schedule changes, occasionally it may be necessary to re-schedule or cancel programs. Registrants will receive advance notice of such changes. HFMA Region 2 cannot be responsible for any penalties incurred as a result of any changes.

CPE ACCREDITATION

HFMA Metro New York Chapter is approved as a New York State CPE Provider in the area of specialized knowledge and applications, Provider Number: 000813.

12.50 CPE CREDITS

Participants will receive a certificate of attendance at the completion of the overall institute reflecting the number of instructional hours presented. CPE requirements may differ by jurisdiction; therefore, participants should consult their reporting jurisdiction. All HFMA Region 2 education programs earn points toward HFMA Certification, Certification maintenance requirements, and Founders Awards.

QUESTIONS???

If you have additional questions please contact Teresa Figueroa at cpateresarfigueroa@gmail.com or call Bruce Liebel at 716-898-4320
**HFMA REGION 2 INSTITUTE REGISTRATION**

**3 WAYS TO REGISTER**

1. **FAX** this form to 708-531-0665
2. **MAIL** the form with payment: HFMA, Dept 77-6063, Chicago, IL 60678-6063
3. **ONLINE CREDIT CARD REGISTRATION:** [www.hfma.org/region2](http://www.hfma.org/region2)

**1. Badge Information (Please print)**

Are you a current HFMA Member? □ Yes (Member # ____________________) □ No (see section 4)

□ Mr. □ Mrs. □ Miss □ Ms. □ Other________

First Name/Middle Initial/Last Name

Job Title

Organization Type

Nickname for Badge

Employer

Employer’s City/State

**2. Mailing Information: Send mail to:** □ Business □ Home □ Update my records

Business Address (No P.O. Boxes please)

City/State/Zip Code

Business Telephone/Extension

Business Fax

E-Mail Address

Home Address (No P.O. Boxes please)

City/State/Zip Code

Home Telephone

**3. Course Selection** Enter course numbers you will be attending for the break out sessions. *(located on the program schedule)*

□ I will be attending the Wednesday HFMA CHFP Certification Class from 1-5pm

<table>
<thead>
<tr>
<th>Thursday 11:00-12:30pm (A1, A2, A3, A4 or A5)</th>
<th>Thursday 3:30-5:00pm (B1, B2, B3, B4 or B5)</th>
<th>Friday 11:15 am – 12:15pm (C1, C2, C3, C4 or C5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>choice choice choice</td>
<td>choice choice choice</td>
<td>choice choice choice</td>
</tr>
</tbody>
</table>

**4. Member Dues/Fees (non-members only)** HFMA members receive a $50 discount on conference

Begin My Membership the month of ____________________________ (Month joined: August $157 September $138)

Membership rates apply to new member only, not reinstated member.

Dues (expires May 31, 2015) $_____

Application Fee $30.00

Total – Membership dues/fees $_____

I affirm that the information I have given is true to the best of my knowledge, and I agree to abide by the HFMA Code of Ethics, and the Constitution and Bylaws of the Association.

Signature ____________________________________________ Date __________________________________________

**5. Payment Information** Early Bird* Registration fee *Register by September 24, 2014

Early Bird: Members $325/Non-Members $375 $_____

Registration After September 24, 2014 add $50 $_____

Certified Members Registration: Early Bird $310 / After September 24, 2014 $360 $_____

Total Conference Fees $_____

□ Charge my: □ Visa □ MasterCard □ American Express □ Discover

Card No. ____________________________________________ Exp. Date __________ Security Code __________

Cardholder’s Name __________________________________ Cardholder’s Signature __________________________________

□ Check enclosed (Payable to HFMA Education Foundation) □ Check being sent under separate cover (Payable to HFMA Education Foundation)