

# JOSEPH A. LEVI 52<sup>ND</sup> ANNUAL INSTITUTE

## HEALTHCARE REFORM:

*Step Up, Stay Informed  
and Move Forward!*

*Presented By the Metropolitan New York Chapter  
Healthcare Financial Management Education Foundation*

**March 10-11, 2011**

**The LaGuardia Marriott Hotel  
East Elmhurst, NY**

11.50 NYS CPE credit hours



## Thursday, March 10, 2011

- 7:30 – 8:30 AM **Registration and Continental Breakfast**
- 8:30 – 8:45 AM **Welcome and Opening Remarks**  
EDMUND P. SCHMIDT III, President, Metropolitan New York Chapter, HFMA
- 8:45 – 9:15 AM **National HFMA Chairman's 2010-2011 Theme: "Step Up"**  
**Speaker:**  
DEBORA KUCHKA-CRAIG, FHFMA, 2010-2011 National HFMA Chairman
- 9:15– 10:15 AM **Midterm Election and Health Care Reform – Are You Ready for What's Next?**  
National health reform is here and triggering sweeping changes and disruption across many companies, regardless of the industry. Is your organization ready for what's next?  
**Keynote Speaker:**  
PAUL H. KECKLEY, Ph.D., Executive Director, Deloitte Center for Health Solutions.
- 10:15– 10:45AM **Networking Break and Vendor Fair**
- 10:45 – 12:30 PM **Business Collaboration and Partnership Between Providers and Payors As Healthcare Reform Begins**  
As the implementation of healthcare reform takes shape, this expert panel, of payors and providers, will offer insight into the impact on managed care. What are the common issues that both payors and provider will face? Are these issues aligned or are they mutually exclusive? How can these issues be addressed in a collaborative manner? What will providers and payors be doing to survive in this new paradigm and what will they do to succeed in the future?  
**Moderator:**  
DEBORA KUCHKA-CRAIG, FHFMA, Corporate Vice President, Managed Care, MedStar Health, Columbia, MD  
**Panelists:**  
MICHAEL DOWLING, President & CEO, North Shore-LIJ Health System  
RUTH LEVIN, Corporate Senior Vice President, Managed Care, Continuum Health Partners  
STEVEN LOGAN, President & CEO, Aetna, New York  
MARK WAGAR, President & CEO, Empire Blue Cross Blue Shield
- 12:30 – 2:00 PM **Lunch with Dessert in Vendor Fair**
- 2:00 – 2:15 PM **Afternoon Opening Remarks**  
WENDY LEO, FHFMA, Chair, Joseph A. Levi 52nd Annual Institute
- National HFMA Update**  
RICHARD CLARKE, DHA, FHFMA, President & CEO HFMA



2:15 – 3:45 PM

### **Ongoing Questions about the RAC: An Afternoon with Connie Leonard**

Join Connie Leonard, CMS, Director of Recovery Operations, for an opportunity to learn the status of the RAC program and discuss issues and concerns. This presentation will include a moderated panel with representatives from hospitals throughout the State, who were involved in the RAC demonstration and are now working through the challenges of the permanent RAC program. An open question and answer period will be included.

#### **Moderator:**

**ROBERT JACOBS, President, Health/ROI**

#### **Panelists:**

**KAREN FEELEY, Director of Network Patient Financial Services,  
New York-Presbyterian Hospital**

**CONNIE LEONARD, Director, CMS, Division of Recovery Audit Operations**

**CAROL McDONALD, Vice President, Patient Financial Services, Albany Medical Center**

**ELLEN SCOTT, RN, Director, Denial Management Services, Health/ROI**

3:45 – 4:15 PM

### **Networking Break and Vendor Fair**

4:15 – 6:15 PM

### **CFO's Charting Their Course in the Wake of Reform**

A moderated panel addressing the challenges CFO's are facing in the era of healthcare reform. Hear from Metropolitan area CFO's as they discuss their strategies in adjusting to the Patient Protection and Affordable Care Act of 2010. Including their preparations in facing Medicaid and Medicare payment reductions, the role quality plays in reimbursement, their thoughts and strategies in the development of Accountable Care Organizations and physician integration.

#### **Moderator:**

**RICHARD CLARKE, DHA, FHFMA, President & CEO, HFMA**

#### **Panelists:**

**COLLEEN BLYE, CFO, Senior Vice President, Finance, Catholic Health Services of Long Island**

**JERRY HAAS, CFO, Senior Vice President Finance, South Nassau Communities Hospital**

**PHYLLIS LANTOS, FHFMA, Executive Vice President, CFO & Treasurer,  
New York Presbyterian Hospital**

**ROBERT S. SHAPIRO, CPA, Senior Vice President & CFO, North Shore-LIJ Health System**

**MARLENE ZURACK, Senior Vice President Finance, NYC Health and Hospitals Corporation**

6:15 – 7:30 PM

### **Social & Networking Event: Chapter President's Reception**

## Friday, March 11, 2011

- 7:30 – 8:15 AM **Registration and Continental Breakfast**
- 8:15 – 8:30 AM **Welcome**  
JOHN COSTER, President-Elect, Metropolitan New York Chapter, HFMA
- 8:30 – 10:00 AM **Breakfast Presentation:**  
***Disney Institute Presents - “Leading Through Turbulent Times”***  
A down economy can be a time for caution. It can also be a chance to outpace your competition. In true *Disney Institute* style, you will experience a highly interactive format along with Disney stories and best practices designed to motivate and inspire. In this engaging session, you will learn proven business philosophies that will provide creative ways to weather the economic climate and effectively meet the challenges of today’s business environment.
- 10:00– 10:30AM **Networking Break and Vendor Fair**
- 10:30 – 11:30 AM **New York State Office of the Medicaid Inspector General Update**  
Participants will be provided with an up-to-the minute summary of what the OMIG has been working on and where it will focus in the future. You can’t afford to miss this timely session that will supply information that will impact all attendees. Interactive discussion to follow presentation.  
**Speaker:**  
JAMES G. SHEEHAN, NYS Medicaid Inspector General
- 11:30 – 1:30 PM **When You Need and Don’t Need Legal Representation for OMIG**  
A moderated panel discussion that will include James Sheehan, NYS Medicaid Inspector General, legal authorities, hospital compliance officers and financial executives, that will address when legal representation and consultants are needed to help address an OMIG audit and/or investigation and when the provider should go it alone.  
**Moderator:**  
IRWIN BIRNBAUM, JD, Senior Advisor RWJ Clinical Scholars Program, Yale University  
**Panelists:**  
DEB MARSDEN, Vice President Corporate Responsibility, Compliance and Privacy Officer, Bon Secours Health System  
LOURDES M. MARTINEZ, Esquire, Partner-Director, Garfunkel Wild, P.C  
FRANCIS SERBAROLI, Esquire, Shareholder, GreenbergTraurig, LLP  
JAMES G. SHEEHAN, New York State, Medicaid Inspector General
- 1:30 - 2:00 PM **Closing Remarks**  
DAVID WOODS, Co-Chair Joseph A. Levi 52nd Annual Institute
- 2:00 PM **Buffet Lunch in Vendor Fair with Raffle Drawing**

# Chapter Officers and Board of Directors

## OFFICERS 2010-2011

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Kenneth E. Raske, President, Greater New York Hospital Association  
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## DEDICATION

*Joseph A. Levi was one of the founding fathers of the Metropolitan New York Chapter, of the Healthcare Financial Management Association, serving twice as it's President during 1957-1958 and 1961-1962.*

*Mr. Levi was the chapter's first certified fellow (1957)  
and received the following awards for service to the chapter:*

*1961- The William A. Follmer*

*1968- The Robert H. Reeves*

*1972- The Frederick T. Munci*

*1970- The Stephen A. Ryan Memorial*

*In 1978 the National Board of Directors presented Joe with the Frederick C. Morgan award for outstanding contributions to the field of health care financial management. In 1983, the Annual Institute was renamed to memorialize Joseph A. Levi; a friend, teacher, administrator, professional and dedicated worker.*

***We will never forget him.***

# Joseph A. Levi 52nd Annual Institute Committee Members

## CHAIRMAN:

Wendy Leo, FHFMA

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## GENERAL INFORMATION

*The 52nd Joseph A. Levi Annual Institute Program is intended to provide current, practical information to financial Professionals, about policies and trends affecting major segments of the healthcare industry.*

### Vendor Fair:

All registrants will be able to share valuable ideas and information throughout the event.

### Dress Code:

Business dress is suggested for all sessions

For up-to-date chapter or conference information visit our chapter website at [www.hfmametry.org](http://www.hfmametry.org)

## REGISTRATION FEES:

### BEFORE OR ON DECEMBER 31, 2010

Certified Members	\$299.00
HFMA Members	\$299.00
Non-members	\$400.00

### AFTER JANUARY 1, 2011

Certified Members	\$299.00
HFMA Members	\$350.00
Non-members	\$450.00

**NOTE: ON SITE REGISTRATION WILL RESULT IN AN ADDITIONAL \$50.00 FEE ADDED TO THE FEES LISTED ABOVE**

## REGISTRATION IS A GUARANTEE OF PAYMENT. NO REFUNDS ARE ISSUED

Substitutions are permitted on an equal fee basis.

If the substitute does not qualify for the rate paid they are responsible for the difference.

## HOTEL INFORMATION

**LaGuardia Marriott Hotel**, 102-05 Ditmars Boulevard, East Elmhurst, NY 11369 • (718) 565-8900

For guaranteed group rates call (718) 565-8900 • \$149.00 Single/Double Hotel Room

HFMA has reserved a limited block of rooms at the host hotel at this preferred rate.

Preferred rates will be held until February 23, 2011 or while rooms are available. Please call the hotel directly and mention HFMA Annual Institute Vendor Room Block to ensure your preferred rate. If you chose to book online the group code is: fmafmaa. You are responsible for making your own hotel reservations, including changes and cancellations

## SCHEDULE CHANGES

Occasionally, it may be necessary to re-schedule or cancel programs. Registrants will receive advance notice of such changes. Metro NY Chapter of HFMA cannot be responsible for any penalties incurred as a result of such changes. All changes will be posted to the chapter website at [www.hfmametry.org](http://www.hfmametry.org)

## CPE ACCREDITATION

Participants will receive a certificate of attendance at the completion of each program reflecting the number of instructional hours earned. CPE requirements may differ by jurisdiction; therefore, participants should consult their reporting jurisdiction. All HFMA Metro NY education programs earn points toward HFMA Certification and Certification maintenance requirements.

# METRO NY 52nd JOSEPH A LEVI ANNUAL INSTITUTE REGISTRATION FORM

Meeting Code 1141NY1

- 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:**  
<http://www.hfma.org/Metropolitan-New-York-Chapter-Joseph-A-Levi-52nd-Annual-Institute/>

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## C Payment Information

**Registration is a guarantee of payment. No refunds will be issued. Substitutions are permissible.**

On or Before December 31, 2010

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On or After January 1, 2011

Certified Member \$299.00

Member \$350.00

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Check enclosed (Payable to: HFMA Education Foundation)

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**Register by 12/31/10 to qualify for the discount**