

# JOSEPH A. LEVI 53<sup>RD</sup> ANNUAL INSTITUTE



## Believe **to** Achieve

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

**March 8-9, 2012**

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

**17.00 Educational Credit Hours  
NYS Education Department Sponsor License # 00337**

**Thursday, March 8, 2012**

**7:30 – 8:30 AM**      **Registration and Continental Breakfast**

**8:30 – 8:45 AM**      **Welcome and Opening Remarks**

**JOHN I. COSTER, President, Metropolitan New York Chapter, HFMA**

**8:45 – 9:15 AM**      **National HFMA Chairman's 2011-2012 Theme: "Believe to Achieve"**

**Speaker:**

**GREGORY M. ADAMS, FHFMA, 2011-2012 National HFMA Chairman  
President of Consulting Services, Panacea Healthcare Solutions, Inc.**

**9:15– 10:15 AM**      **Health Reform, Deficit Reduction and Campaign 2012: What's Ahead?  
How to Prepare?**

The Joint Select Committee's recommendation will start what will likely be healthcare funding reductions. There will be additional funding for those who are prepared. 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**      **Provider and Payor Collaboration in the Healthcare Reform Era**

As the implementation of Healthcare Reform takes shape, this expert panel of payors and providers will offer insight into the impact on managed care. This Era will see that all of us revisit managed care strategies by addressing payment trends and managing risks under performance based contracts. What are the common issues that both payors and providers will face? How can these issues be addressed in a collaborative manner?

**Moderator:**

**RUTH C. LEVIN, Managing Partner, Managed Care Revenue Consulting Group, LLC**

**Panelists:**

**RICHARD J. DONOGHUE, SVP Strategy, Planning/Business Development, NYU Langone Medical Ctr**

**DANIEL McCARTHY, Executive Vice President & COO, Healthfirst**

**STEVEN SAFYER, MD, President and CEO, Montefiore Medical Ctr**

**MARK WAGAR, President & CEO, Empire Blue Cross Blue Shield**

**12:30 – 12:45 PM**      **Chapter Life Membership Award**

**Recipient: PETER SIRIANI, FHFMA**

**Presenter: MORRIS ANNUNZIATO, FHFMA, Past President Metropolitan New York Chapter 1972-73**

**12:45 – 2:00 PM**      **Lunch with Dessert in Vendor Fair**

**2:00 – 2:30 PM**      **Afternoon Opening Remarks**

**MEREDITH SIMONETTI, FHFMA, Chair, Joseph A. Levi 53rd Annual Institute**

**National HFMA Update**

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

2:30 – 4:00 PM

## **ACOs – A Transition to Coordinated and Seamless Care**

ACOs are part of a national effort intended to bend the healthcare spending curve through payment and delivery system reform. An ACO will tie provider reimbursement to quality metrics that are designed to reduce the total cost of care for an assigned population of patients. This expert panel will address the challenges that providers will face as they move away from a fee-for-service payment model to a new model that integrates the defined core principles of ACOs into a legacy delivery system.

### **Moderator:**

**DAVID A. MANKO, Esq., Partner, Health Services Group, Rivkin Radler**

### **Panelists:**

**MICHAEL EDBAUER, DO, Chief Medical Officer, Catholic Medical Partners, IPA**

**CHRISTOPHER J. KALKHOF, MHA, FACHE, Director, Alvarez & Marsal,  
Healthcare Industry Group, LLC**

**ANN KEMPSKI, Director of Policy & Governmental Relations, The Permanente Federation/  
Kaiser Permanente**

**STEPHEN ROSENTHAL, President & CEO, CMO - Care Management Company of  
Montefiore Medical Ctr**

4:00 – 4:30 PM

## **Networking Break and Vendor Fair**

4:30 – 6:15 PM

## **The Challenges CFOs Face While Riding The “Wakes” of Healthcare Reform**

Hear from industry CFOs as they speak candidly about the top issues they face in the delivery of healthcare at their own institutions as well as their perspectives on national and regional challenges.

### **Moderator:**

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

### **Panelists:**

**COLLEEN BLYE, Executive Vice President & CFO, Catholic Health Services of Long Island**

**GARY E. BIE, CPA, CFO, Stony Brook University Hospital**

**PHYLLIS LANTOS, FHFMA, Executive Vice President, CFO & Treasurer, NY 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**

### **NYS Education Department Sponsor License # 00337**

HFMA Metro New York Chapter is approved as a New York State CPE Provider in the area of specialized knowledge and applications. In accordance with the standards of the National Registry of CPE Sponsors the total credits have been rounded down. CPE Credits have been granted on a 50 minute hour.



**Believe to Achieve**

# Friday, March 9, 2012

7:30 – 8:15 AM

## Registration

8:15 – 8:30 AM

## Welcome

PALMIRA CATALIOTTI, CPA, FHFMA, President-Elect, Metropolitan New York Chapter, HFMA

8:30 – 10:00 AM

## Breakfast Presentation:

KENT RADER - "Let It Go, Just Let It Go"

Known as the "World's Cleanest Comedian and Speaker", Kent Rader helps people learn and experience how laughter matters in reducing stress.

10:00 – 10:30 AM

## Networking Break and Vendor Fair

10:30 – 12:30 PM

## Medicaid Redesign Team

One of Governor Andrew Cuomo's top priorities is "a fundamental restructuring of the Medicaid program to achieve measurable improvement in health outcomes, sustainable growth control and a more efficient structure." The Report of his Medicaid Redesign Team is expected to include significant reforms and recommendations for more cost-efficiencies. Hear about the contents of the Report from New York State's Medicaid Director with commentaries by representatives of major provider associations.

### Moderator:

FRANCIS J. SERBAROLI, Esq., Shareholder, Health & FDA Business Practice,  
Greenberg Traurig, Former Vice Chairman, New York State Public Health Council

### Panelist:

JAMES W. CLYNE, JR., President & CEO, Leading Age New York & Pennsylvania

ELI S. FELDMAN, President & CEO, Metropolitan Jewish Health System

JASON HELGERSON, New York State Medicaid Director

KENNETH E. RASKE, President & CEO Greater New York Hospital Association

DANIEL SISTO, President, Healthcare Association of New York State

12:30 – 1:00 PM

## Networking Break

1:00 – 2:30 PM

## Healthcare-Post Reform: A View From Inside the Beltway

Join us for a lunch discussion of the current climate in Washington and how the political agenda has impacted the implementation of Patient Protection and Affordable Care Act (PPACA). What can we expect from Congress in the future given the gridlock that exists today?

### Speaker:

LESLIE NORWALK, Esq., Strategic Counsel, Epstein Becker & Green, Former Administrator CMS

2:30 – 3:45 PM

## New York State Office of the Medicaid Inspector General Update

Newly appointed Medicaid Inspector General, James C. Cox, will provide an up-to-the minute summary of what the OMIG has been working on and what will be the focus in the future. Interactive discussion will follow presentation.

### Speaker:

JAMES C. COX, CGFM, New York State Medicaid Inspector General

3:45-4:00 PM

## Closing Remarks

MARYANN J. REGAN, Co-Chair, Joseph A. Levi 53rd Annual Institute

**Raffle Drawing (must be present to win)**

# Chapter Officers and Board of Directors

## OFFICERS 2011-2012

President	John I. Coster
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## BOARD OF DIRECTORS

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## PAST PRESIDENTS

2009-2010	Cynthia A. Strain, FHFMA
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2007-2008	Gordon Sanit, CPA, FHFMA
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## EX-OFFICIO

All Past Presidents of the Metropolitan New York Chapter, HFMA  
Daniel Sisto, President, Healthcare Association of New York State  
Kenneth E. Raske, President, Greater New York Hospital Association  
Kevin W. Dahill, President & CEO, Nassau-Suffolk Hospital Council & Northern Metropolitan Hospital Association

## **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 53rd Annual Institute Committee Members

## CHAIRMAN:

Meredith Simonetti, FHFMA

## CO-CHAIRS:

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Maryann J. Regan

## COMMITTEE MEMBERS:

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## GENERAL INFORMATION

*The 53rd 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.hfmametro.org](http://www.hfmametro.org)

## REGISTRATION FEES:

### BEFORE OR ON DECEMBER 31, 2011

Certified Members	\$324.00
HFMA Members	\$324.00
Non-members	\$425.00

### AFTER JANUARY 1, 2012

Certified Members	\$324.00
HFMA Members	\$375.00
Non-members	\$475.00

**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, 2012 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.hfmametro.org](http://www.hfmametro.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 53rd JOSEPH A LEVI ANNUAL INSTITUTE REGISTRATION FORM

## Meeting Code 1141NY23

### 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-Levi-53rd-Annual-Institute/>

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Are you a current HFMA Member?  Yes (Member # \_\_\_\_\_)

Mr.  Mrs.  Miss  Ms.  Other \_\_\_\_\_

\_\_\_\_\_  
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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, 2011**

Certified Member \$324.00

Member \$324.00

Non-Member \$425.00

**On or After January 1, 2012**

Certified Member \$324.00

Member \$375.00

Non Member \$475.00

Check enclosed (Payable to: HFMA Education Foundation)

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**Register by 12/31/11 to qualify for the discount**