Metropolitan New York Chapter HFMA
Spring Academy

Thursday, June 13th, 2013

LaGuardia Marriott
102-05 Ditmars Boulevard
East Elmhurst, NY 11369

Featuring keynote speakers and sessions covering topics in:
Superstorm Sandy - Lessons Learned In Disaster Preparedness
Patient Accounting • HIM • Managed Care • Continuing Care
Revenue Cycle • Compliance • Finance and others

8:00 AM – 5:30 PM (9.5 hours CPE)
Thursday, June 13, 2013

7:30 AM – 8:00 AM  Registration

8:00 AM – 8:30 AM  Welcome & Opening Remarks
DAVID EVANGELISTA, President, HFMA Metropolitan NY Chapter
JOHN MILLER, AMERICAN RED CROSS
A presentation on the role of the American Red Cross in the recovery process after Superstorm Sandy.

8:30 AM – 9:30 AM  Keynote Speaker
JAMES R. TALLON, JR., President, United Hospital Fund
Health Care Financing; Immediate Storms and Long Term Climate Change
Jim Tallon’s keynote remarks will address public policy, health financing, and service delivery changes, both this year and next – and over the next decade. Tallon will draw on his experience in elective office and leader of United Hospital Fund in describing the intense financial pressure facing health care and the many strategies to alter the cost curve.

9:30 AM – 9:45 AM  Break

9:45 AM – 10:45 AM  Business Interruption Insurance - The complexity of the claim process
Speakers:
THOMAS HECK, Director, KPMG LLP
TROY DAHLBERG, Partner, KPMG LLP
DOUG FARROW, Partner, KPMG LLP
In the wake of a large scale natural disaster, such as Superstorm Sandy, healthcare providers should carefully consider their options in seeking recovery for interruptions to their operations from their insurance carriers. Throughout the process to recovery, senior management should consider several different aspects of an insurance claim, including:
• Understanding of the insurance policy and discussing coverage with your insurance advisors
• The aggregation of appropriate data and documents to support their claim
• The availability of resources to manage and support the claim effort

10:45 AM – 12:15 PM  In the Wake of Sandy - How Prepared Were We?
Moderator:
WILLIAM E. ALLISON, FHFMA, Vice President, Fiscal Policy, Healthcare Association of New York State
Panelists:
JEFFREY BOKSER - Vice President, Safety, Security & Emergency Services, New York Presbyterian Hospital
MICHAEL BRESLIN, Chief Financial Officer & Executive Vice President, Richmond University Medical Center
MICHAEL BYRNE, FEMA Federal Coordinating Officer
RUTH RAGUSA, Vice President, Organizational Effectiveness, South Nassau Communities Hospital
ANTHONY PELLICONE, Associate Executive Director, North Shore-LIJ Health System
BARRY W. STERN, CPA, Chief Financial Officer, Long Beach Medical Center
Hear from the people who were on the front line about the unique challenges of providing health care and shelter for patients, as well as employees, during and after Superstorm Sandy. Hear what changes are being considered in anticipation of the next disaster.
12:15 PM – 1:15 PM  
**Lunch Break - Includes 1/2 hour presentation on the benefits of HFMA Membership**

1:15 PM – 2:45 PM  
**Welcome Back**  
MEREDITH SIMONETTI, FHFMA, V.P. of Education, HFMA Metropolitan NY Chapter

**Revenue Cycle Leadership Panel Discussion**  
*Moderator:*  
STEWART M. PRESSER, Vice President for Patient Financial Resources, GNYHA  
*Panel Members:*  
FRANK DE GRATTO, Senior Vice President, Patient Accounts & Executive Physician Systems, Maimonides Hospital  
PAUL DUNPHY, Vice President-Revenue Cycle Operations, New York-Presbyterian Hospital  
RICHARD RHINE, Vice President-Revenue Cycle, Hospital for Special Surgery  
WESLEY SMITH, Vice President for Medical Center Finance, Revenue Cycle Operations, NYU Langone Medical Center

*Join New York metropolitan revenue cycle leaders for a moderated and interactive discussion on the current and future state of revenue cycle operations and management including ICD-10 preparedness, leveraging HIPAA transaction standards, managing regulatory and compliance initiatives, considerations for next generation revenue cycle solutions, and much more.*

2:45 PM – 3:00 PM  
**Networking Break**

3:00 PM – 4:15 PM  
**Breakout Sessions**

**The New Internal Revenue Code §501(r)**  
*Speaker:*  
ANTHONY PANICO, CPA, MS, Partner, Withum Smith + Brown

*The introduction of new Internal Revenue Code §501(r) has provided tax-exempt hospitals with a number of requirements that must be adhered to in order to preserve tax-exempt Status. With the release of the proposed regulations in June of 2012, the IRS has provided some clarity with respect to Internal Revenue Code §501(r)(4), (5) and (6) and tax-exempt hospital requirements as they relate to financial assistance policies, limitation on charges and billing and collection practices. In addition, the IRS has finally released the long-awaited proposed regulations for Internal Revenue Code §501(r)(3) providing guidance on community health needs assessments and written implementation strategies as a follow-up to IRS Notice 2011-52. This session will provide a background and update on new Internal Revenue Code §501(r) introduced as part of the Affordable Care Act of 2010 and its applicability to tax-exempt hospitals.*

**Legal Perspectives on Discharge Planning and the Impact to the Revenue Cycle**  
*Speaker:*  
CHRISTINA MILONE, ESQ., Chief Executive Officer & Managing Partner, Miller & Milone, P.C.

*A presentation on the complexities of discharge planning from the perspective of a cooperative clinical, financial, and legal approach. Special consideration will be given to the recourse available when dealing with incapacitated and/or undocumented patients.*
ICD-10 Coding Challenges
Speakers:
MANNY PENA, RHIA, President and CEO - H.I.M. ON CALL, Inc.
JOHN COSTER, FHFA, President, Jzanus Consulting

Gain knowledge of the "lessons learned" after two years of ICD-10 training and get insight into what lies ahead.

Managed Care Exchange Product Update and Regulatory Changes for July 2013
Speaker:
KATHY SHURE, Senior Vice President Managed Care and Insurance Expansion, at Greater New York Hospital Association

Kathy Shure will be providing an update on the Exchange Products and what to anticipate in January 2014 when these new products become effective.

On July 1, 2014 new regulations related to Managed Care will be implemented, are you aware of these new laws? Ms. Shure will provide an overview of these new regs and the protections they provide including; claim processing & submission timeframes, prior authorizations and overpayment recovery protections, etc.

Strategic Alliances: CoManagement Agreements and Beyond
Speaker:
STEVEN J. CHANANIE, ESQ., Partner, Garfunkel Wild PC

In the evolving healthcare environment, it is important that hospitals and physicians find compliant ways to collaborate to increase the quality of the services they provide while controlling costs. This is especially important given the growing focus nationally on enhancing quality of care through clinical integration or other delivery models. One potential avenue is co-management agreements between physicians and of hospitals, as was recently approved of in an advisory opinion by the OIG. Other models include gainsharing arrangements, ACOs, and other forms of clinical integration or clinical affiliations. Given the growing importance of the co-management model, especially in light the OIG Opinion, this sessions will guide compliance officers, hospital executives and physicians to an understanding of these types of agreements. The seminar would focus on the applicable legal rules, relevant OIG opinions as to co-management and gainsharing arrangements, and how to address potential problems with the various models and how to mitigate risks.

Breakout Sessions
Shhhhhh: The “Secrets” to Preparing Great 990’s!
Speakers:
ANGELO PIROZZI, Partner, CAB CPA’s
KRISTIN RUFFINI, Senior Manager, CAB CPA’s

There are many “secrets” to efficiently and successfully preparing 990’s for hospitals and their affiliated entities. Join us for a lively discussion on best practices, the 990 Schedules that matter most, what the IRS is looking for, and much much more.
Outpatient Denial/Underpayment Management: A Payer’s Perspective
Moderator:
PATRICK NOLAN, Partner, MCRC Group

Speakers:
CARL LUND, Vice President Facility Contracting and Services, Emblem Health
MARYJEAN VALIGORSKY, Vice President, Provider Services, Fidelis Care NY
TAMMY DOCTOR, Assistant Vice President, Claims, Fidelis Care NY

Outpatient Denial Management is an issue that presents many challenges across the revenue cycle spectrum. In addition to the struggle with registration and eligibility issues and changing payer requirements around authorizations and appeals, government reimbursement methodologies present another unique set of difficulties. With these growing challenges, it is vital that hospitals are aware of the tools and resources that are available from the payers as well as the most efficient methods for handling their outpatient denial and underpayment issues.

Financial Implications of Transitioning to ICD-10
Speakers:
MANNY PENA, RHIA, President and CEO - H.I.M. ON CALL, Inc.
JOHN COSTER, FHFM A, President, Jzanus Consulting

Learn how the implementation of ICD-10 will impact your financial operations.

Medicare Updates for 2013
Speakers:
JUDITH BROWN, CPC, Medicare POE, Consultant, National Government Services POE
LINDA TETI, CPC, Provider Outreach & Education Consultant, National Government Services

Topics to include: The National Government Services Website, Important changes for Medicare, Preventive Services, LCD and SIA, Provider Enrollment changes and ESMD.

Targeted Risk Areas, Compliance Strategies and the OIG Work Plan
Speakers:
CONNIE A. RAFFA, ESQ., Partner, Arent Fox LLP/Attorneys at Law

Home Health Agencies and other health care organizations need to maintain regulatory compliance and audit readiness.

This discussion will focus on targeted risk areas that health care providers must be prepared for and the governmental agencies they must work with, such as, the OIG, OMIG, Medicare, ZPIC, RAC, MIC and Department of Health NY State Surveyors.
We will explore:
- Who are the government entities that are looking at providers?
- Where are they getting their information?
- What roles do these entities play?
- Risk Areas and OIG Work Plan
- Compliance Strategies
James R. Tallon, Jr., a nationally recognized health care policy leader, is president of the United Hospital Fund of New York.

The chair of The Commonwealth Fund and of the Kaiser Commission on Medicaid and the Uninsured, he also serves as secretary/treasurer of the Alliance for Health Reform, and is on the boards of the Institute on Medicine as a Profession and the New York eHealth Collaborative, and the advisory board for the Jonas Center for Nursing Excellence.

Mr. Tallon is also a member of the New York State Board of Regents, the constitutionally established supervisory body of all education and education-related activities in New York.

During the gubernatorial transition period in 2006, Mr. Tallon headed the Health Care Policy Advisory Committee; in 1998-99 he led the planning process that established The National Quality Forum.

Mr. Tallon is a former member of the boards of the Joint Commission on Accreditation of Healthcare Organizations and the Center for Health Policy Development. He has held visiting lecturer appointments at the Columbia University and Harvard University schools of public health.

Prior to joining the Fund in 1993, Mr. Tallon represented Binghamton and parts of Broome County in the New York State Assembly for nineteen years, beginning in 1975. He chaired the health committee from 1979 to 1987, and was Majority Leader from 1987 to 1993. In September 1999, Empire State Reports named him one of 25 leaders whose work resulted in sweeping improvements in the lives of New Yorkers in the past 25 years.

Mr. Tallon received a BA, cum laude, in political science from Syracuse University, and an MA in international relations from Boston University. He has done additional graduate work at the Maxwell School of Citizenship and Public Affairs at Syracuse University. In 1995, he was awarded honorary doctorates of humane letters from the College of Medicine and School of Graduate Studies of the State University of New York Health Science Center at Brooklyn, and from New York Medical College. In May 2007 he was granted an honorary doctoral degree from the New York College of Podiatric Medicine. In March 2000 he was named an honorary fellow of the American College of Healthcare Executives.

Mr. Tallon and his wife, Norma, reside in Binghamton and New York City. They have three adult sons.
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Please join us for a networking reception instead  
5:30 pm to 6:30 pm  

Watch your emails for details on this,  
and other updates regarding the day's events
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