

Annual HFMA Region 2 Fall Institute

Designing Healthcare of the Future

OCTOBER 14-16, 2020

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

CONFERENCE HIGHLIGHTS

- Two pre-conference sessions included for free with your registration
 - Digital networking opportunities
 - Earn more than 15 hours of CPE credit
 - Registration is FREE for HFMA members
 - Prize opportunities including a golf package!

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SESSIONS



Wednesday, October 14, 2020 - Preconference Sessions

11:00am - 2:30pm

Certification Review Course

Christy Spencer, CHFP, CRCR
Director, Revenue Cycle, Planned Parenthood Hudson Peconic

Kristen Zebrowski, CPA, FHFMA
Senior Consultant, Healthcare Management Solutions LLC

This session will include a 30 minute break from 12:30 - 1:00.

3:00pm - 5:00pm

Medicaid ICR 101

John W. Gahan, Jr.
Director, Bureau of Vital Access Provider Reimbursement, Office of Health Insurance Programs (Retired), New York State Department of Health

This session will include:

- *Introduction to the NY Institutional Cost Report (ICR);*
- *What data is used from the Medicare cost report;*
- *What schedules are ICR-specific (not a flow from the Medicare cost report) and walk-through of the ICR-specific schedules;*
- *How does each schedule impact a hospital's Medicaid reimbursement and rate setting; and*
- *NY Indigent Care Pool methodology.*

5:30pm - 7:00pm

Digital Networking Event

Thursday, October 15, 2020

8:00am - 8:45am

Welcome and Introductory Remarks

Jill M. Johnson, CPA, FHFMA, Regional Executive
Partner, Lumsden & McCormick, LLP

Joseph J. Fifer, FHFMA, CPA
President and CEO, Healthcare Financial Management Association

8:45am - 10:00am

Hot Topics in Healthcare Law and Compliance

Robert A. Hussar
Partner, Barclay Damon LLP

This session is intended to address some of the rapidly evolving and "new-normal" issues in healthcare law and compliance. This presentation will provide updates on a variety of topics affecting hospitals and health systems by examining:

- *Recent regulatory and legislative activity;*
- *Evolving areas of enforcement and focus; and*
- *Compliance program developments and effectiveness considerations.*

SESSIONS



Thursday, October 15, 2020

10:30am - 12:30pm **Revenue Cycle Impacts of Disruption**

Day Egusquiza
President, AR Systems, Inc.

Wow! This class is constantly being updated to address the many areas impacting the revenue cycle - from the patient to the provider to the payer. And now add COVID-19. Operational ideas will accompany each highlighted area.

1:30pm - 2:45pm **Practical Analysis in the Age of Coronavirus**

George Dealy
VP of Healthcare Solutions, Dimensional Insight

In less than a generation, big data and advanced analytics technologies, including machine learning, artificial intelligence, cloud computing and social media, have fundamentally changed the way we work, play and interact with one another. Whether navigating in our cars, making purchases online or acquiring knowledge, we're hard pressed not to come in contact with, and be influenced by, the algorithms working behind the scenes to understand and predict our behavior. But with so much automated for us, do we run the risk of losing touch with the fundamental analytical skills necessary to interpret all the information that's becoming available? And with the COVID-19 pandemic, understanding quickly evolving information is even more essential. From containing infection to creating therapies, deciding which data to collect, interpreting its meaning, and taking action all require keen analytical skills.

This session will offer some advice on a few analytical basics that will help you to cope – and thrive – in a world of massive data and virtually unlimited computing power.

3:15pm - 4:30pm **Medicare Reimbursement for Coordinating Care Across the Continuum: Keep Patients Healthy and Optimize Your Revenue Cycle**

Virginia Gleason
Senior Manager, Advisory Services, Nthrive

Medicare's outpatient reimbursement for care management services has an overarching goal to improve the health of Medicare patients with chronic medical conditions. Chronic health conditions come at a great expense to both patients and health care systems. According to Becker's Hospital Review, these conditions account for 71% of health care costs. Reimbursement models driving value-based care have not shown to improve overall patient health; simply improvement in certain measured data. Close monitoring and continued follow-up with patients to improve their health understanding and compliance with care, however, is proven to improve the overall health of patients with chronic medical conditions. The longstanding model of fee-for-service physician reimbursement is moving toward value-based reimbursement and physician practices are failing to take advantage of reimbursement for care management services which are also shown to improve overall outcomes for patients with chronic medical conditions.

In the 2020 Medicare Physician Fee Schedule Final Rule, CMS noted that only 9% of Medicare fee-for-service beneficiaries are receiving ambulatory care management services. To improve patients' access to care management services, including Transitional Care Management (TCM), Chronic Care Management (CCM) and Principal Care Management (PCM), the CMS lessened the administrative burden to providers and incentivized the provision of care management in the outpatient setting. These incentives include not only the introduction of ambulatory care management for patients with a single chronic medical condition but reimbursement for patients who are enrolled in a Chronic Care Management program during the 30-day transitional period following a hospitalization.

SESSIONS



Friday, October 16, 2020

7:45am - 8:00am

Welcome

Barbara Piascik, FHFMA, CHC, Regional Executive-Elect
Chief Compliance Officer, New Bridge Health, Inc.

8:00am - 9:15am

Cybersecurity and Technology Risk Management: Working in a Post Pandemic Expanded Landscape

Michael Chirico, Esq, CISA
Information Security Officer, Lakeland Bank

In light of the new business landscape precipitated by the COVID-19 pandemic, many businesses were forced to transition a fully remote workforce model. Organizations are now faced with using new vendors and creating new operational cadences to adjust and survive. The result has forced companies (and families) to consider new data security and privacy concerns around among other things, the accessibility of essential data from external networks, an expanded threat surface, and a myriad of challenges created from an increasingly remote workforce. In this session we will explore the new normal as it related to protecting our assets, including our workforce. Easy to understand and applicable to work and personal environments alike, Mike Chirico appreciates that not all organizations and its professionals are operating at the same level of understanding.

9:45am - 11:00am

What is the Cost of Not Knowing Your Costs?

Jeff Lambert, FHFMA, CMA
Co-Founder and COO, Organizational Intelligence

The current day challenges of hospital management are extensive. Declining reimbursement rates couples with rising expenses require immediate focus on patient margins. At all levels, hospital staff need to find ways to improve quality while reducing cost. This is no easy task considering many hospitals lack the tools, data, or communication to support change. But the advanced cost accounting techniques and decisions support systems available today can provide that information and analytic tools required to breakdown the silos and improve efficiency. This session will discuss the cost accounting methodologies and advanced decision support along with data analytics.

11:30am - 12:45pm

Surviving the Newest Revenue Cycle Trends - Technology, Consumerism and Documentation Risk

Paula Santiago, RHIT, CCS-P, CPMA, CDC
Director, Beacon Solutions Group

Presentation will be focused on leakage, technology, consumerism, patient collections, the Impact coding has on reimbursement and audit risks. We will provide tips and tricks for monitoring these areas as well as discuss new coding guidelines.

SESSIONS

Friday, October 16, 2020

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1:15pm - 3:00pm

HANYS Update

Robert McLeod

Director, State Fiscal Policy and Special Studies, Healthcare Association of New York State

Melanie Graham

Director, Federal Fiscal Policy, Healthcare Association of New York State

Adam Mandel

Principal Fiscal Policy Analyst, Healthcare Association of New York State

Representatives from HANYS will provide attendees the latest insight into the important issues that will impact providers throughout New York State as well as issues impacting healthcare on the national level.

SPEAKER BIOGRAPHIES



**Michael Chirico, Esq, CISA
Information Security Officer
Lakeland Bank**

As a former Information Security Officer (CISO) for one of the largest publicly owned hospitals in the country, Michael works with clients to develop global privacy and security programs including carrying out audit and risk assessments, developing policies,

implementing effective data transfer strategies, and negotiating cloud and other complex agreements.

Michael offers practical experience that comes from having decades of experience as an information security officer and IT advisory professional, and works to understand clients' businesses and information security challenges. He frequently collaborates with primary stakeholders, including executive leadership, at health delivery organizations, insurance companies, and other covered entities, on the development of industry best practices and strategies to meet the challenges of privacy and security requirements under HIPPA, state and federal laws and regulations.

A recognized security and privacy professional, Michael is a certified Information Systems Auditor as certified by Information System Audit and Control Association (ISACA).

Michael has advised and served on the boards of directors and is currently President-elect of the board of directors for a chapter of the Health Information Management Systems Society (HIMSS). Additionally, he is a director on the Board of Advisors for Ithaca College Cybersecurity Executive Program, and previously served on the Board of Directors for Information Systems Audit and Control Association (ISACA).

**George Dealy
VP of Healthcare Solutions
Dimensional Insight**



As Vice President of Healthcare Solutions, George sets the direction for Dimensional Insight's healthcare solutions product line and leads the product development team. He is passionate about the possibilities for applying analytics technology to healthcare

in ways that will improve the well-being of both individuals and entire populations. George's 25 years of experience in information technology, including senior roles in business development, product management and professional services, give him a unique perspective on the challenges of assimilating new technologies into organizations and industries.

George received his bachelor's degree in business and applied economics from Cornell University and his masters degree in computer science from Union College. He is a Certified Professional in Healthcare Information and Management Systems (CPHIMS) and a CHIME Foundation Certified Healthcare Executive (CFCHE).

SPEAKER BIOGRAPHIES



Day Egusquiza
President
AR Systems, Inc.

Day Egusquiza brings over 40 years experience in health care reimbursement, hospital business office operations (20 years in an Idaho hospital), contracting, auditing and compliance implementation. Additionally, her experience includes eight years as a Director of a Physician Medical Management billing service which included completing an integrated business office between a hospital and a large multi-specialty physician clinic. She has been an entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations. Her work includes providing guidance as a compliance & reimbursement educator while providing operational insight on the revenue cycle impacts of disruption, lost charges, coding validation and yes, why I love Traditional Medicare's 2 MN rule. Day's strength is her ability to 'operationalize' complex regulations into teachable components.

Ms. Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement systems and implementing an operational focus of compliance- both in hospitals and practices. She has been on the AAHAM National Advisory Council, HFMA National Advisory Council, is a past President of the Idaho HFMA Chapter & recently received the Lifetime Achievement Award. She has been highlighted in JCAHO's Six Hospitals in Search of Excellence, Zimmerman's Receivable Report, HFMA's HFM and Patient Account, AHIA Prospective, and numerous healthcare newsletters along with a contributing author to 2006 Health Law and Compliance Update. She received the Idaho Hospital Association "Distinguished Service Award" for her legislative work and training on new indigent law. Attendees at HFMA's ANI rated her in the top 25% for each year she has presented, earning her the 'Distinguished Speaker' award.



Joseph J. Fifer, FHFMA,
CPA
President and CEO
Healthcare Financial
Management Association

Prior to assuming this position in 2012, Joe spent 11 years as vice president of hospital finance at Spectrum Health in Grand Rapids, Mich. He also spent time with McLaren Health Care Corporation, Flint, Mich., as vice president of finance and with Ingham Regional Medical Center, Lansing, Mich., as senior vice president of finance and CFO. Joe started his career with nine years at Ernst & Young, also in Michigan.

An HFMA member since 1983, he served as Chair of the Board of Directors, two terms as a board member, and as a chapter president. He has received HFMA's Medal of Honor, and the Follmer Bronze, Reeves Silver, and Muncie Gold merit awards.

John W. Gahan, Jr.
Director, Bureau of Vital Access Provider
Reimbursement,
Office of Health Insurance Programs (Retired)
New York State Department of Health

John W. Gahan Jr., graduated from Bryant College with a BS degree in Accounting in 1977 and started with the Department of Health in the Division of Health Care Financing as a health care fiscal analyst. John became the Assistant Director in 1985 of the Bureau of Hospital Reimbursement, which was merged with primary care and he became Director of the Bureau of Primary and Acute Care Reimbursement in 2005. This Bureau was responsible for all Medicaid Hospital and free-standing clinic rate setting, cost reporting and appeals. Some of the major responsibilities during his career were the implementation of the NYPHRM, HCRA and Medicaid Reform rate setting systems with involvement in the Indigent Care Pools since their inception in 1983, coordination of the Federal DSH audits for NYS, and various redesigns and updates of the Institutional Cost Report. Throughout his career he was responsible for many lectures and training engagements to provide education to hospital and clinic finance and reimbursement staff on state budgets, cost finding, audits and indigent care (DSH) methodologies. In May of 2013, a reorganization of the Division of Finance and Rate Setting changed his duties where he was responsible for all provider cost reports, the Vital Access Provider Program, Medicaid Redesign Team (MRT) member, DSRIP program development, capital reimbursement and nursing home litigation. Since retiring after 37 years with NYS Department of Health he has been providing consulting in the many areas of his experience, DSRIP and the move to value based payment arrangements, Medicare and Medicaid DSH, NYS Institutional Cost Reports, AHCF cost reports, audits, FQHC applications, UPL and other related activities.

Virginia Gleason
Senior Manager
Advisory Services
Nthrive



Virginia Gleason is a committed problem-solver who has a diverse background in acute care hospital operations and regulatory compliance with 25+ years of experience in academic, acute care, county, critical access and children's hospital settings specializing in Case Management, Utilization Review, Compliance and CDI program design, implementation, regulatory guidance and education. Virginia is an experienced public speaker and has provided highly rated education for local, state and national organizations in a wide array of healthcare matters.

SPEAKER BIOGRAPHIES

Melanie Graham
Director, Federal Fiscal Policy
Healthcare Association of New York State

Melanie Graham has 25 years of experience in the healthcare industry. As a Director of Federal Fiscal Policy at HANYS, Ms. Graham is primarily responsible for researching Medicare statutory and regulatory changes and modeling their financial impact on New York hospitals. Ms. Graham is actively involved in educating and informing members of activities related to the Medicare Recovery Audit Contractor (RAC) Program, Quality Improvement Organizations (QIOs), and the Medicare Administrative Contractor (MAC) audits. Her efforts on the RAC and other Medicare audits are used for advocacy purposes to help protect the interests of New York hospitals. Prior to joining HANYS Ms. Graham was responsible for preparing the budget and various financial analyses for the Finance Department at Albany Medical Center Hospital.



Robert A. Hussar
Partner
Barclay Damon LLP

The former first deputy for the NYS Office of the Medicaid Inspector General, Bob has over 20 years of experience providing public and private clients with strategic advice and guidance on Medicare, Medicaid, and other payor regulatory, compliance,

licensure, and reimbursement issues.

Bob is widely recognized for his extensive experience counseling providers, payors, boards of directors, and other health care industry stakeholders with regards to the development and implementation of compliance programs, the performance of compliance due-diligence and effectiveness reviews, the provision of interim compliance services, internal investigations, and the full range of regulatory matters, including self-disclosures, audit defense, settlement negotiations, and Justice Center matters.



Jill M. Johnson, CPA,
FHFMA
HFMA Region 2 Regional
Executive
Partner
Lumsden & McCormick, LLP

Jill Johnson is an expert working with health care and human service agencies and manages the firm's larger health care, human service agencies, housing, and nonprofit organization clients throughout New York State and Pennsylvania. She has been with Lumsden & McCormick for 18 years.

As a member of the WNY Chapter of HFMA, Jill has held many roles, including Chapter President in 2009-2010. She is the recipient of HFMA's Medal of Honor, the Follmer Bronze, Reeves Silver, and Muncie Gold merit awards.

Jeff Lambert, FHFMA, CMA
Co-Founder and COO
Organizational Intelligence



Jeff Lambert serves as the Chief Operating Officer for Organizational Intelligence. Utilizing experience gained in both financial operations and Big 4 consulting he co-founded OI in 2003. Jeff has over twenty-five years experience focused on healthcare finance and decision support initiatives.

Jeff has led projects related to the design and implementation of financial reporting systems. Jeff also has extensive experience with decision support applications including strategic and operational planning, financial management reporting, cost data development, performance improvement and productivity, and business development.

Jeff has worked in a variety of healthcare organizations, including large complex integrated healthcare systems, governmental and academic healthcare systems, children's hospitals, managed care organizations, as well as community and rural health hospitals and clinics. Jeff is a Certified Management Accountant (CMA), a Fellow with the Healthcare Financial Management Association (FHFMA) and a Project Management Professional (PMP).

Adam Mandel
Principal Fiscal Policy Analyst
Healthcare Association of New York State

Adam works on the Economics, Finance, and Informatics team doing both Medicare and Medicaid fiscal policy and data analysis. He works with various data sources to develop reports and analyses that support hospital internal processes and advocacy functions. A graduate of the University at Albany for both his Bachelor's and Master's degrees in Economics, Adam also worked as a fiscal/budget analyst on the Assembly's Ways and Means committee.

Robert McLeod
Director, State Fiscal Policy
and Special Studies
Healthcare Association
of New York State



Mr. McLeod has more than 30 years' experience in health care finance. He is responsible for researching and analyzing health care reimbursement, financing, labor and economic issues. During his tenure at HANYS, he has worked extensively on the financial impacts of the New York State budget on hospitals and nursing homes, developed the hospital economic impact reports, tracked economic and demographic trends, and advocated for the membership in numerous financial issues including the Indigent Care Pool, Medicaid rates, mandated RN staffing ratios, and the hospital financial assistance law. Prior to joining the Association, Mr. McLeod was an accountant for Arthur Andersen and Co. in New York City. Mr. McLeod holds a B.S. from Manhattan College and a M.B.A. in Accounting with a concentration in Health Systems Administration from Union Graduate College.

SPEAKER BIOGRAPHIES



Barbara Piascik, FHFMA, CHC
HFMA Region 2 Regional Executive-Elect
Chief Compliance Officer
New Bridge Health, Inc.

Barbara is an accomplished executive with over 30 years' experience in the field of healthcare. She began her career in Revenue Cycle where she implemented and mastered a variety of IT systems, including overseeing the installation of privacy compliant Electronic Medical Records systems. The last 15 years of Barbara's career has been focused on Compliance/HIPAA processes and programs. She currently holds the position of Vice President/Chief Compliance Officer at Bergen New Bridge Medical Center, where she manages the Compliance/Privacy and Audit Programs which emphasize transparency, training and monitoring, in order to create a culture of compliance. Her focus is on the education of staff on regulations and procedures and uses her extensive knowledge in performing detailed investigations of potential violations, while managing the monitoring of both state and federal regulations, along with creating and implementing organizational policies and procedures.

Barbara is certified by the HealthCare Compliance Association and a Fellow with Healthcare Financial Management Association (HFMA), where she has been appointed to many leadership positions, including President of the Hudson Valley Chapter from June, 2018 to May, 2019 and currently Regional Executive 2 for Region 2.

Paula Santiago, RHIT, CCS-P, CPMA, CDC
Director
Beacon Solutions Group

Paula Santiago, RHIT, CCS-P, CPMA, CDC is a Director for Beacon Solutions Group. Ms. Santiago is certified by the American Health Information Management Association as a Registered Health Information Technician and a Certified Coding Specialist-Physician based. Additionally Paula is certified by the American Academy of Professional Coders as a Certified Professional Medical Auditor and holds a certificate of ICD-10-CM Proficiency. Paula is also certified by the American Academy of Dental Coders as a Certified Dental Coder. She has held positions as a Practice Administrator for an urgent care center, and as a Director of Revenue cycle and Health Information Management for a community hospital. She also has held positions as an auditor for a third party payor, large health system and as an independent consultant for a wide spectrum of specialties where she provides education and training to providers, coders, office managers, billers, and front end staff on billing, coding, compliance, and HIPAA issues.

Christy Spencer, CHFP, CRCR
Director, Revenue Cycle
Planned Parenthood
Hudson Peconic

Christy Spencer, Director, Revenue Cycle, joined Planned Parenthood Hudson Peconic in April, 2017. She is responsible for revenue cycle management and performance reporting, optimization of all agency visit-related reimbursement and cash flow, including billing, collections, and accounts receivable management, as well as the management and oversight of all third-party contracts and relationships.

Christy has over 15 years of comprehensive revenue cycle management experience in physician and vendor settings. Prior to joining PPHP, Christy was the Director of Operations at Quality Billing Service, Inc. where she was responsible for the management of referred accounts receivable and client services from physician groups and laboratory services.

Christy received her Bachelor of Science in Organizational Leadership and Communication from Marist College. She is a past-President of the Hudson Valley Chapter of Healthcare Financial Management Association (HFMA) and earned HFMA's Certified Healthcare Financial Professional (CHFP) designation.



Kristen Zebrowski, CPA, FHFMA
Senior Consultant
Healthcare Management Solutions LLC

Kristen is a Certified Public Accountant with more than 25 years experience in the Healthcare Industry. Kristen has been a Senior Consultant with Healthcare Management Consultants, LLC since 2008. In her role as Senior Consultant, Kristen has assisted several hospitals and healthcare providers with various process improvement initiatives and has served in interim finance leadership positions when necessary. Prior to joining Healthcare Management Solutions, Kristen held management positions at healthcare facilities in New York State. In addition, Kristen was a Senior Manager at KPMG, LLP in the assurance practice. Kristen is a Past President of the Hudson Valley NY Chapter of HFMA and is a Past Regional Executive for HFMA Region 2. She remains active with both the Hudson Valley Chapter and the Region.



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REGISTRATION INFORMATION



REGISTRATION FEES

Members: Free

Non-Members:

EARLY BIRD (Through September 15, 2020) \$150

REGULAR (September 16, 2020 and after) \$200

IF YOU HAVE TO CANCEL

A refund of the seminar registration fee (less a \$100.00 processing fee) will be granted if cancellation is received at least 15 days prior to the event date. Cancellations after September 30, 2020 will not be refunded. Substitutions are permitted. Cancellations must be submitted in writing by email to kzebrowski@hmsconsultants.com.

REGISTER EARLY! VISIT [HFMA REGION 2.COM](https://www.hfma.org/region2)

OR (<https://www.cvent.com/d/vhqytx/4W?RefID=register18>)

Please submit your registration early in order to allow ample processing time. You will receive written confirmation upon registration.

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

UP TO 19 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 Jill Johnson at JJohnson@LumsdenCPA.com