

FINE PRINT

Spring 2009

Visit us at www.hfmawny.org

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PRESIDENT'S MESSAGE:

My Fellow Officers

As my term as President is coming to an end, it is a time for reflection on the road to my Presidency. This road was longer than most. I served first as co-chair of the Reimbursement Committee and then as a member of the Board of Directors. I then served three years as Treasurer and then Secretary, President-Elect and finally as President. This extended journey allowed me the opportunity to serve with and learn from many different Chapter Presidents from Mel Dyster to Bruce Liebel.

I'm proud of some positive contributions I have made along the way. When I became treasurer, I converted the chapter's financial records to Quicken Software for the first electronic financial records of the chapter. In addition, I helped to increase the sponsorship support of the chapter which has helped ensure the financial strength of the Chapter.

As Secretary, in addition to keeping the board meeting minutes and publishing the member directory, I was also in charge of producing the chapter newsletter, Fine Print. Admittedly, this happened by default when I was unable to attend the Leadership Training Conference that year. Upon returning from LTC, President John Eichner informed me that I was officially in charge of the newsletter.

As President-Elect, working with my education co-chair, Rachel Davis, I was very proud of the quality education sessions offered to our members and for the resulting increase in our education hours per member over previous years.

However, my greatest accomplishment as an officer has been very successful succession planning. To that point, I am very excited about the future of the WNY Chapter HFMA. I have every confidence that incoming President Jill Schaefer, President-Elect Christine Blidy, Secretary Jennifer Dunn and Treasurer Rachel Davis will bring the Chapter to a whole new level.

To these incoming officers, I say thank you for your support, best wishes for what I know will be a very successful year, leave your own mark on the chapter, and enjoy every minute because it will be over before you know it!

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2007-2008 OFFICERS / BOARD & CHAIRS

President: Larry E. Nowak

Lnowak@kaleidahealth.org

898-4320

President-Elect: Jill Schaefer

Jschaefer@lumsden CPA.com

856-3300

Secretary: Christine Blidy

Cblidy@chsbuffalo.org

828-3729

Treasurer: Jennifer L. Dunn

jennifer.dunn@nfmmc.org

278-4390

Board of Directors:

Class of 2009:

- Debbie Cudzillo • Judy Conti
- Tamara Dickey • Ed Thomas

Class of 2010:

- Rachel Davis • Mark Cye
- John Galley • Linda Hall

Committee Chairs/Co-Chairs:

Social Events:

- Mary Ann Miccichi 886-8200
- Michael Sammarco 898-3362

Newsletter:

- Lorelee Voelker 278-4397
- Bruce Liebel 898-4320

Davis Chapter Management:

- Susan Dybas 898-5012

Membership:

- Mary Mahaney 859-3339
- Kristen Chapman 856-3300

Patient Access:

- Debra Stull 951-7282
- Rose Taddio 363-7200

Patient Financial Services:

- John Galley 363-7215
- Suzanne Roccisano 951-7060

Educational Programs:

- Jill Schaefer 856-3300
- Rachel Davis 859-8556

Reimbursement:

- Paul Sweet 512-7016
- Russ Previte 298-2770

Sponsorship:

- Sue Brown 344-5428
- Peggy McDonough 298-2614

Certification:

- Bruce Liebel 898-4320

Website:

- Robert Bragg 859-3931

WNY Chapter HFMA Loses Director & Friend By Lawrence E. Nowak, FHFMA

On Monday, March 9, 2009, the Western New York Chapter HFMA lost both a member of our Board of Directors and a friend. Ed Thomas, a Member of the HFMA Board of Directors Class of 2009 passed away unexpectedly.

Many of our members had dealings with Ed in his Contracting positions with both Health Now and Univera. In addition, many of us had worked with Ed at Blue Cross & Blue Shield of Western New York.

Ed will be remembered as a quality individual with a keen sense of humor. Our thoughts and prayers go out to his wife Karen and his children Zach and Ally. A donation was made on behalf of the WNY Chapter HFMA to the Edward J. Thomas Children's Fund. In addition, a prize raffle will be held at our HFMA Spring Institute on April 30th with the proceeds being donated to the Children's Fund.

2009/2010 LEADERSHIP TRAINING CONFERENCE

By Christine Blidy, President-Elect

On April 19th three of the incoming officers traveled to Fort Lauderdale to attend the national HFMA Leadership Training Conference.

Jill Schaefer (president), Christine Blidy (president-elect) and Jennifer Dunn (secretary) had the opportunity to meet with other officers across the nation to exchange ideas and identify best practices. It was an exciting chance to network with peers and to share experiences at a regional and national level.

A significant amount of time was spent on chapter planning. The 2009/2010 local chapter goals were identified and will be an important building block for the coming year. The incoming officers are very committed to offering the local membership and the healthcare community in general a high level of service and value. In cooperation with the other volunteer leaders within the chapter, we look forward to an exciting and successful year for the Western New York Chapter.

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SAVE THE DATE

By Bruce K. Liebel, FHFMA

The **ANNUAL REGION 2 FALL CONFERENCE** will again be held at the Turning Stone Casino & Resort Center in Verona, N.Y. This year's conference dates are **October 7th-9th, 2009**. The coordinator's from the seven chapters in Region 2 are planning on making it even better than last year.

*Get Ready To Take Off
For Future Success!*

The Afterburners

Fighter Pilots follow a disciplined, but simple process of Planning, Briefing, Executing and Debriefing their missions to ensure success every single time. At the Afterburner, they know that the same process that makes a military Fighter Pilot successful will make a "Business Fighter Pilot" successful. They call this the Flawless Execution Model .SM. Regardless of an individual's role in your company, the tools and techniques of Flawless Execution will dramatically improve their performance.

You Don't Want To Miss This!

More Information Available At:

<http://www.afterburnerseminars.com>

HFMA Region 2 • Central New York
• Hudson Valley NY • Metropolitan New York
• Northeastern New York • Puerto Rico
• Rochester Regional • Western New York

In addition, plans are already underway, when BUFFALO will be hosting the 2010 conference. The Adams Mark Hotel in Downtown Buffalo, soon to be a Crowne Plaza Hotel, will be the site, in what plans to be an exciting event. Stay tuned!

2ND WNY HFMA EUCHRE TOURNAMENT

By Bruce K. Liebel, FHFMA

The 2nd annual WNY HFMA Euchre Tournament was held on Sunday, April 5th at the Eldridge Club in Tonawanda, with many attendees from Last year returning. The event is fashioned after the event that the Rochester Chapter holds each year and included food and drinks..

Starbucks gift cards were awarded to those with the highest scores. Our congratulations to the following winners:

- 1st Place: Andy Johnson • 2nd: Loralee Voelker • 3rd: Herb Hall

This is Andy's 2nd year winning the event; one more year and we may have to rename it the 'Andy Johnson Annual Euchre Tournament'!

Our thanks to Eric Koslowski, from CBCS National, for the prizes and to Mike Sammarco, Social Events Co-Chair, for setting up the tournament. Hope to see you next year!



Daria, Andy Johnson (our winner) & Jill



A "High-Five" for a play well done!



Kristin enjoys her first Euchre Tournament

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HEALTHCARE HUMOR

By Bruce K. Liebel, FHFMA

Colonoscopy....the humorous side

From newshound Dave Barry's colonoscopy journal:

I called my friend Andy Sable, a gastroenterologist, to make an appointment for a colonoscopy. A few days later, in his office, Andy showed me a color diagram of the colon, a lengthy organ that appears to go all over the place, at one point passing briefly through Minneapolis. Then Andy explained the colonoscopy procedure to me in a thorough, reassuring and patient manner. I nodded thoughtfully, but I didn't really hear anything he said, because my brain was shrieking, quote, 'HE'S GOING TO STICK A TUBE 17,000 FEET UP YOUR BEHIND!' I left Andy's office with some written instructions, and a prescription for a product called 'MoviPrep,' which comes in a box large enough to hold a microwave oven. I will discuss MoviPrep in detail later; for now suffice it to say that we must never allow it to fall into the hands of America's enemies.

I spent the next several days productively sitting around being nervous. Then, on the day before my colonoscopy, I began my preparation. In accordance with my instructions, I didn't eat any solid food that day; all I had was chicken broth, which is basically water, only with less flavor. Then, in the evening, I took the MoviPrep. You mix two packets of powder together in a one-liter plastic jug, then you fill it with lukewarm water. (For those unfamiliar with the metric system, a liter is about 32 gallons.) Then you have to drink the whole jug. This takes about an hour, because MoviPrep tastes – and here I am being kind - like a mixture of goat spit and urinal cleanser, with just a hint of lemon. The instructions for MoviPrep, clearly written by some-body with a great sense of humor, state that after you drink it, 'a loose, watery bowel movement may result.' This is kind of like saying that after you jump off your roof, you may experience contact with the ground.

MoviPrep is a nuclear laxative. I don't want to be too graphic, here, but: Have you ever seen a space-shuttle launch? This is pretty much the MoviPrep experience, with you as the shuttle.

There are times when you wish the commode had a seat belt. You spend several hours pretty much confined to the bathroom, spurring violently. You eliminate everything. And then, when you figure you must be totally empty, you have to drink another liter of MoviPrep, at which point, as far as I can tell, your bowels travel into the future and start eliminating food that you have not even eaten yet.

After an action-packed evening, I finally got to sleep. The next morning my wife drove me to the clinic. I was very nervous. Not only was I worried about the procedure, but I had been experiencing occasional return bouts of MoviPrep spurtage. I was thinking, 'What if I spurt on Andy?' How do you apologize to a friend for something like that? Flowers would not be enough.

At the clinic I had to sign many forms acknowledging that I understood and totally agreed with whatever the heck the forms said. Then they led me to a room full of other colonoscopy people, where I went inside a little curtained space and took off my clothes and put on one of those hospital garments designed by sadist perverts, the kind that, when you put it on, makes you feel even more naked than when you are actually naked.

Then a nurse named Eddie put a little needle in a vein in my left hand. Ordinarily I would have fainted, but Eddie was very good, and I was already lying down. Eddie also told me that some people put vodka in their MoviPrep. At first I was ticked off that I hadn't thought of this, but then I pondered what would happen if you got yourself too tipsy to make it to the bathroom, so you were staggering around in full Fire Hose Mode. You would have no choice but to burn your house.

When everything was ready, Eddie wheeled me into the procedure room, where Andy was waiting with a nurse and an anesthesiologist. I did not see the 17,000 foot tube, but I knew Andy had it hidden around there somewhere. I was seriously nervous at this point. Andy had me roll over on my left side, and the anesthesiologist began hooking something up to the needle in my hand. There was music playing in the room, and I realized that the song was 'Dancing Queen' by ABBA. I remarked to Andy that, of all the songs that could be playing during this particular procedure, 'Dancing Queen' had to be the least appropriate.

'You want me to turn it up?' said Andy, from somewhere behind me. 'Ha ha,' I said. And then it was time, the moment I had been dreading for more than a decade. If you are squeamish, prepare yourself, because I am going to tell you, in explicit detail, exactly what it was like.

I have no idea. Really. I slept through it. One moment, ABBA was yelling 'Dancing Queen, feel the beat of the tambourine,' and the next moment, I was back in the other room, waking up in a very mellow mood. Andy was looking down at me and asking me how I felt. I felt excellent. I felt even more excellent when Andy told me that it was all over, and that my colon had passed with flying colors. I have never been prouder of an internal organ.

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NEW MEMBERS

We Welcome the following new members to the WNY HFMA Chapter:

■ **KATHLEEN GRILLO**

Health Compliance Officer
Olean General Hospital
kgrillo@ogh.org

■ **JONATHAN CAMPBELL**

Director of Finance & Human Resources
Practice Management
jonc@practice.managementcenter.net

■ **NORMAN DOW**

Controller
Sheehan Memorial Hospital
ndow@smhhealth.org

■ **KRISTYNE COLLEY**

Corporate Compliance Analyst
Eastern Niagara Hospital
kcolley@eastern-niagara-health.org

■ **PAUL VINKLE**

Senior Accountant
Niagara Falls Memorial Medical Ctr.
vinkelp@yahoo.com

■ **JEFFREY JACOBS**

Director Financial Planning
Erie County Medical Center
jjacobs@ecmc.edu

■ **DANETTE SZAFRANSKI**

Manager Patient Access
Kaleida Health
dszafranski@kaleidahealth.org

■ **CARLY MARTELL**

Advantage Coordinator
Sam's Club
cmartell@mail.niagara.edu

■ **JENNIFER HAMILTON**

Manager, Patient Access Services
Niagara Falls Memorial Medical Ctr.
jennifer.hamilton@nfmhc.org

■ **STEPHANIE BOTTOMLEY**

Accountant
Lumsden & McCormick, LLP
sbottomly@lumsdenepa.com

TRANSFERRED MEMBERS:

■ **DAVID KOBIS**

Vice President of Operations
Olean General Hospital
dkobis@ogh.org

MORE HEALTHCARE HUMOR

By Bruce K. Liebel, FHFMA

At a recent medical convention,

Doctors registered opinions

About the current financial disaster,

Specifically in regard to the

Government 'Bail Out Package'.

Opinions were as follows:

Allergists voted to scratch it, whereas

Dermatologists advised not to make any rash moves.
Gastroenterologists had sort of a gut feeling, but
Neurologists thought the Administration had a lot of nerve!

Obstetricians said we were laboring under a misconception, but
Ophthalmologists flat out vetoed the bill as being short-sighted.
Pathologists yelled, 'Over my dead body!' and

Pediatricians rallied to chant, 'Oh, Grow up!'

Psychiatrists thought the whole idea was madness, while

Radiologists could see right through it.

Surgeons agreed to cut it up and wash their hands of it, yet
Internists thought it was a bitter pill we have to swallow.

Plastic Surgeons said, 'This puts a whole new face on things.'

Podiatrists thought it was a step forward, but

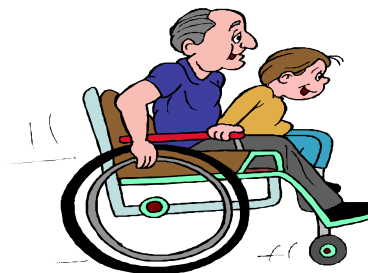
Urologists said the it would not hold water.

Anesthesiologists noted that the whole idea was a gas, but
Cardiologists didn't have the heart to say no.

Final opinion was voiced by a coalition of **Proctologists**

Who advised everyone to leave the financial fiasco

With the a --holes in Washington who caused it.



Fine Print

SUPPORT THE TROOPS - UPDATE

By Bruce K. Liebel, FHFMA

I'm happy to report that due to the overwhelming response from our members, boxes continue to go out to the troops in Iraq. So far, 25 boxes have gone out, and there's still plenty of supplies left to continue for months to come.

My son Tom, who recently moved from Baghdad to Basra, says that he continues to distribute items to his fellow soldiers; many who do not receive boxes at all. He mentions the temperatures are going up; it was 103 the other day, but will soon reach the 130's.

I recently went to Walgreens to buy him Pizzeria Combos (one of his favorites). When I put the pile of snacks on the counter, the young clerk gave me a quizzical look. I thus mentioned that the snacks were not for me, but for my son, who was in Iraq. How nice it was for him to say "Tell him I said thanks."

Tom has less than 5 months remaining in his tour, and while it has been nerve-racking, the support and generosity of our members continue to amaze us. We thank you and ask that you continue to keep the troops in your prayers.

**SAVE THE DATE:
FRIDAY, JULY 24TH**



**WNY CHAPTER ANNUAL
GOLF TOURNAMENT**
Rothlands Golf Course, Akron, N.Y.

Always a Good Time!

HOPE TO SEE YOU THERE!

Note: If you wish to be a sponsor, contact Mike at 898-3362. Thanks!

INTERESTING FACTS:

Healthcare Financial Management Association

Who's been a Member the Longest in WNY? Here's the Current Top Ten:

<u>JOIN DATE</u>	<u>MEMBER</u>
04/01/70	Ralph Webdale / Brooks Memorial Hospital
12/01/72	George Vasiliasukas / Consultant
03/01/73	James Scott / formerly from United Memorial Med. Ctr.
07/01/73	Paul Sweet / WNY Healthcare Association
08/01/73	John Schreier / formerly from TLC Health Network
02/01/75	Jack Ormond / Cuba Memorial Hospital
08/01/75	Robert Levesque / Healthcare Consultant
05/01/76	K. David Crone / formerly of the Catholic Health System
07/01/77	Mark Schoell / United Memorial Medical Center
06/01/78	Robert Bruckner / Jones Memorial Hospital

Which of the 69 HFMA Chapters are the LARGEST?

Here's the Top Ten as of 3/31/09:

<u># OF MEMBERS</u>	<u>CHAPTER</u>
1,308	Florida
1,280	Metropolitan New York
1,277	Massachusetts-Rhode Island
1,253	First Illinois
1,246	Georgia
1,140	Northern California
1,133	New Jersey
1,037	Tennessee Chapter
1,022	Lone Star Chapter
1,017	North Carolina

Which of the 69 HFMA Chapters are the SMALLEST?

Here's the Top Ten as of 3/31/09:

<u># OF MEMBERS</u>	<u>CHAPTER</u>
72	Wyoming
98	Puerto Rico
149	South Dakota
150	Hawaii
153	North Dakota
158	Northwest Ohio
164	New Mexico
167	Nevada
171	Idaho
177	Southeastern Pennsylvania

(Note: Western New York is #11 with 180 members, and Northeastern New York is #12 with 182 members; however, New York is the only State with six (6) Chapters. A large number of the chapters cover the whole state, but there are two states broken into four chapters.

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Take Me Out to the Ball Game!

As spring is approaching, the Bisons are taking to the field and HFMA WNY is going to be there to cheer the herd on! Join the chapter on Friday, August 14th at Coca-Cola Field and enjoy a game with your family and friends. Tickets are \$10. Please email Jill Schaefer (jschaefer@lumsdencpa.com) by April 30th if you are interested in tickets.

Interested in Education?

Are you a member that is interested in helping the chapter to continue to offer quality education programs? Then join the education committee! The committee will be responsible for planning and coordinating education programs. Together, the committee can make a difference! Please email Daria Shanchuk (dshanchuk@lumsdencpa.com) if you are interested in joining the committee.

HFMA's 2009 ANI: The Healthcare Finance Conference

At HFMA's 2009 ANI: The Healthcare Finance Conference—to be held this year at the Washington State Convention and Trade Center from June 14-17—you'll get the ideas and tools you need to achieve outstanding results in your career and organization.

ANI is the premiere education and networking event for healthcare financial professionals! ANI offers you:

ANI Inspiring Keynotes

Monday, June 15: The Five Temptations of a Leader, presented by Patrick Lencioni

Tuesday, June 16: Thinking Green: Economic Strategy for the 21st Century, presented by the Honorable Al Gore

Wednesday, June 17: Moving Toward a High Performance Health System, presented by Karen Davis, joined by Leading Hospital Executives

Breakout Sessions

There are 84 Breakout Sessions offered at ANI that address topics in the areas of financial management, patient financial services/revenue cycle, payment/reimbursement/managed care, compliance/legislative and the new Peer Review® Showcase track. You'll walk away from these Breakout Sessions with ideas and tools you can use throughout your organization. Attendees also receive access to every handout and tool from all four topic areas – that's complete information from all 84 sessions!

Preconference Programs

Gain access to more ideas and tools when you sign up for Pre-conference Workshops or a Preconference Seminar. All Preconference Programs will be held Sunday, June 14.

Preconference Workshops are half-day programs led by facilitators that are designed to give you hands-on experience with tools and solutions that relate to a topic. Choose to attend one workshop in either the morning or afternoon or maximize your opportunity by attending both morning and afternoon workshops.

Preconference Seminars are full-day programs led by speakers that include lunch and are held from 8:00 a.m. to 5:00 p.m. Seminars are taught in a classroom setting with techniques and approaches incorporated into the lecture.

Sunday Opening Reception

Kick off ANI by greeting old friends and making new ones at this year's Opening Reception.

Idea Exchange Exhibit

Get up to speed with the latest ideas and newest solutions during the ANI Idea Exchange Exhibit! During Monday's and Tuesday's lunch and evening receptions, you'll get a chance to meet and mingle with more than 400 healthcare financial management suppliers, as well as your fellow attendees.

Annual Chairman's Reception and Banquet

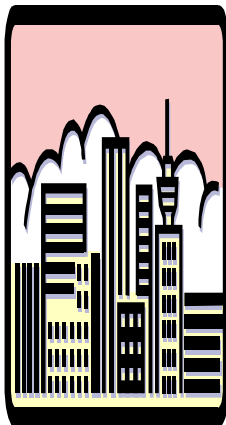
The Annual Chairman's Reception and Banquet is always one of the most memorable times at ANI. Enjoy dining and dancing and be a part of the installation of HFMA's new Board of Directors and the presentation of the Frederick C. Morgan Individual Achievement Award, the Association's highest honor for career-long contributions to healthcare financial management and HFMA.

And this is just a sample of what's going on at ANI! There's also a Forums Networking Breakfast, the Saturday Golf Outing and the Sunday post-welcome reception at Tap House Grill...the list goes on and on. For complete information on ANI and to register, visit www.hfma.org/ani or call (800) 252-4362, extension 2.

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The Western New York Chapter of HFMA is pleased to recognize, and wishes to express its sincere appreciation to those who support our educational programs throughout the year - our valued Sponsors!



PLATINUM SPONSOR:

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GOLD SPONSORS:

- **Ernst & Young, LLP (NEW!)**
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- **Independent Health**
- **McKay Consulting (NEW!)**
- **Outsource Receivable Management, Inc.**
- **Lumsden & McCormick, LLP**

SILVER SPONSORS:

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- **Practice Management Center**
- **Reimbursement Services Group, Inc.**
- **Univera**
- **Upstate New York Transplant Svcs.**

BRONZE SPONSORS:

- **CBCS National**
- **Hodgson Russ Attorneys, LLP**
- **Mercantile Adjustment Bureau**
- **NCO**
- **Outsource Realm, LLC**
- **Provider Consulting Solutions (NEW!)**

Editorial Policy: Opinions expressed in signed articles are those of the authors and not necessarily those of the Western New York Chapter of the Newsletter Committee. The Committee believes that the contents of Fine Print are interesting and thought provoking, but the staff has no authority to speak for the Officers or Board of Directors of the Western New York Chapter of HFMA. Readers are invited to submit material for publication. Articles should be submitted in MS Word format and relevant to current healthcare finance topics. The committee reserves the right to edit material for content and length, and also the right to reject any contribution, whether solicited or not. Direct all inquiries to Loralee Voelker at Loralee.Voelker@nfmmc.org.