The Healthcare Financial Management Association of Western New York is pleased to present the following education session:

“Provider Executive Panel & Payer Perspectives on the Affordable Care Act”

3.0 Hours CPE Credit

**When:** Thursday, December 5, 2013

Registration: 7:30 a.m. to 8:30 a.m.

Program: 8:30 a.m. to 11:30 a.m.

**Where:** Millennium Hotel, Roosevelt Room

2040 Walden Avenue

Cheektowaga, New York 14225

**Program Agenda:**

7:30 a.m. to 8:30 a.m.  Registration and continental breakfast

8:30 a.m. – 10:00 a.m.  **Executive Panel**

- Topics to be covered include health insurance exchange’s impact on patient population and payer mix; managed care contracting; care coordination; DSH impact; marketing strategies

10:00 a.m. – 10:10 a.m.  **Break**

10:10 a.m. – 11:30 a.m.  **Payer Perspective:**

Presentations by Pamela Pawenski from Univera Healthcare and Don Ingalls, from BlueCross BlueShield of Western New York will provide an overview of Healthcare Reform and the implications of this sweeping legislation. Pamela will present what has been implemented thus far, what will be implemented in the near future, and the implications for employers, employees, insurers, and providers. Don will talk about current experiences with the exchange, challenges and what the future may hold.
Speaker Biography

Executive Panel:

Richard Braun, CPA, Senior Vice President Finance/CFO, Upper Allegheny Health System. Since February 2010, Rick has led the financial direction of Upper Allegheny Health System, a unique two-hospital health system that straddles the New York-Pennsylvania border. UAHS is comprised of Olean (N.Y.) General Hospital and Bradford (Pa.) Regional Medical Center. Prior to UAHS, Rick served as interim CFO of St. Mary's Healthcare in Amsterdam, N.Y. He also served as CFO of Brooklyn (N.Y.) Hospital Center and CFO of Kaleida Health System in Buffalo, N.Y.

Jennifer Nichols, Senior Director of Revenue Cycle Operations, Kaleida Health. Jennifer has extensive experience in evaluating, sponsoring and making operational new hospital and physician programs and services as well as leadership skills in revenue cycle and strategic planning. In her role at Kaleida Health, Jennifer leads all revenue cycle improvement initiatives as well as adapt Kaleida Health's revenue cycle strategies and processes to the changes driven by healthcare reform. Most recently, Jennifer served as the system director of patient access at Spectrum Health, a 2,000 bed, $4 billion, nine-hospital system with more than 600 physician members and an integrated health insurance product located in Grand Rapids, Michigan.

Michael J. Sammarco, Chief Financial Officer, Erie County Medical Center Corporation. Michael was appointed Chief Financial Officer in 2009. Mike joined ECMC in 2006 as Controller, bringing with him over 25 years of healthcare finance experience. He previously held various finance positions at Unity Health System in Rochester, Catholic Health System in Buffalo, Mount St. Mary's Hospital in Lewiston, and Inter-Community Memorial Hospital in Newfane.

Moderator: Tracy Gates, Vice-President, CFO, Jones Memorial Hospital in Wellsville, New York. Tracy is responsible for the day-to-day non clinical operations at Jones and is a key member of the Administrative team. She has an MBA from Empire State College. Tracy has been in the healthcare industry in the Southern Tier of NY for the last 10 years. She is involved with organizations such as United Way, Chamber of Commerce, and a member of the Key Leader Board for Partners for Prevention in Allegany County. She is also a member of HFMA and ACHE.

Payer Perspective:

Don Ingalls, Vice President - State and Federal Relations, BlueCross BlueShield of Western New York. Don joined HealthNow, the parent company of BlueCross Blue Shield of Western New York and Blue Shield of Northeastern New York in 1999 and is responsible for government relations at the federal state and local levels. Prior to joining HealthNow, Don was Executive Director of CMG Health/Magellan Behavioral Health in Buffalo. He is a board member of Neighborhood Health Center and on the advisory committees for WBFO and LISC-Buffalo.

Pamela Pawenski, Vice-President Sales, Univera Healthcare, Buffalo, New York. Pamela is responsible for business growth and retention across the WNY region. She has an MBA from SUNY Buffalo. Pamela has been involved in many healthcare initiatives and organizations across WNY including the Board of Directors for the WNY Susan G. Komen Breast Cancer Foundation and a previous recipient of the Health Care 50 Award in recognition of “Heroes that Make a Difference” in WNY. With Univera since 1983, Pamela brings a wealth of industry knowledge regarding healthcare reform and the changes we are experiencing today.
Registration Form

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Millennium Hotel, Roosevelt Room  
2040 Walden Ave.  
Cheektowaga, NY 14225  

December 5, 2013  
8:30 a.m. to 11:30 a.m.

RSVP by November 26, 2013  
Send Completed Form and Payment to:

By Mail:  
John P. Eichner  
Controller  
Erie County Medical Center  
462 Grider Street  
Buffalo, NY 14215  

Fax:  
(716) 898-3362  

Email:  
jeichner@ecmc.edu

$20 for Members and $25 for Non-members; check payable to “HFMA WNY Treasurer”

**Facilities registering at least 3 attendees pay the HFMA Member price.**

Facility:  

Contact number/e-mail:  

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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!