### 2003-2004 Officers:

**President:** Tom Rybarczyk  
**Pres. Elect:** Chris Kalkhof  
**Secretary:** Debbie Cudzilo  
**Treasurer:** Larry Nowak

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### HFMA IS HEATING UP!

The temperatures are sub zero, the snow is piling up, schools are closing, the Bills are talking about rebuilding again and spring seems so far away. However, our chapter is in full bloom as our educational sessions are heating up!

Our Chapter’s premier event of the year takes place on February 10th, 2004 at the Classics V on Niagara Falls Boulevard. This session will be on APC’s 2004 Charge Description Master Update and will be accompanied by our Annual Vendor Fair. This session will be conducted by Rochelle Boyce Terrabonne, a leading specialist in the APC arena. Please join us for the Vendor Fair as well. Many of our sponsors and vendors will be on hand to provide you with solutions to your questions. We truly value the contributions that our sponsors and vendors provide to us. We will be having several items for raffle as well. Remember, you must be present to win. Submit your registration form today.

We have a few more educational events during March and April. The March 18th session is on Hospital Turnarounds and Improving Your Medicaid and Medicare Eligibility Appeal Processes. These sessions will be led by Speltz & Weis LLC and Healixx LLC. Our Annual Medicare Cost Report Update session is currently being planned for April 2004 along with a session on Outsourcing Your Revenue Cycle Operations: Pro’s and Cons by MedAssist, Inc. Come on out to our sessions…we all will learn something!

I would like to recognize all of our 2004 sponsors that are displayed at the end of our newsletter. Several new sponsors on board this year are currently on board this year are Blue Cross & Blue Shield of Western New York, M&T Bank, Outsource Receivables Management and Fleet Bank.

To end on a bright note, the HFMA golf outing has been scheduled for Friday July 23rd at noon. Visit a golf dome in the dead of winter…July is only six months away!

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**Visit us at:**  
www.hfmawny.org
HFMA Spotlight

Larry Nowak: Kaleida Health – Manager, Revenue Management

HFMA Role: Treasurer (Commonly referred to as the Money Man)

Family Members:
Wife – Heidi    Children: Katy 15, Chelsea 11, and William 5

Hobbies: Golf, swimming, chauffeuring my children to their hobbies

How I got involved in HFMA: I’ve been familiar with the organization since I’ve been in healthcare. Paul Brozyna encouraged me to join at Wyoming County Community Hospital.

Favorite TV show: West Wing

Favorite Movie: It’s A Wonderful Life

Favorite Music group/artist: Eric Clapton, Cheryl Crow, and most 60’s music.

Best Vacation spot: Jamaica (Honeymoon), Cape Cod (Family)

My passion in life is: My family

What does “HFMA It’s Personal mean to you Larry?”

Making the most of my HFMA membership in terms of education, serving the chapter, networking and friendships
UPCOMING EDUCATIONAL EVENTS

February 10, 2004  Medicare Outpatient APC’s & Update For 2004- Vendor Fair (Classics V)

March 18, 2004  Hospital Turnarounds for Financially Challenged Hospitals and Improving Your Medicaid and Medicare Eligibility Appeal Process (Classics V)

April 2004  (Exact date To Be Determined) Medicare Cost Report Update -Batavia

April 2004  (Exact date To Be Determined) Outsourcing Your Revenue Cycle Operations

May/June, 2004  Annual Banquet & Election of Officers

July 23, 2004  Golf Outing and Dinner: International Country Club

WELCOME OUR NEW MEMBER!

• Colleen B. Wright  
  Chief Financial Officer  
  The Heritage Group

MILESTONE HFMA ANNIVERSARIES

Congratulations to those celebrating HFMA anniversaries!

December
• Robert Clay- 4 years  
• Ken Cole- 8 years  
• Don Kepner – 9 years  
• Jacqueline Lucas – 2 years  
• Joanne Mabelis – 10 years  
• Thomas Maher – 6 years  
• Gregory McDonald – 9 years  
• Marlene Moebis – 6 years  
• Gerald Nannen – 3 years  
• Frederick Packard – 18 years  
• John Schultz – 2 years  
• Richard Terhaar – 7 years  
• George Vasiliasuskas– 32 years
January
- Lou Frascella – 23 years
- Joel Gleason – 4 years
- Christopher Gueli – 4 years
- Eva Hodge – 1 year
- Chuck Iverson – 7 years
- Daniel Keane – 19 years
- Peter Kozera – 3 years
- David Macholz – 6 years
- Anthony Maiorana – 14 years
- Robert Mayer – 7 years
- Christine Melice – 12 years
- John Salerno Jr. – 8 years
- Rene Suntay – 26 years
- Christine Venn – 21 years
- Shelly Weinstock – 1 year

February
- Teresa Barrows – 4 years
- Cindy Berebko – 2 years
- Flint Besecker – 8 years
- Susan Brown – 16 years
- Michelle Connor – 2 years
- Tamara Cromartie – 5 years
- Robert Glenning – 13 years
- Amy Hope – 4 years
- Stephen Kishel – 1 year
- E. Anne Mason – 3 years
- Jack Ormond – 29 years
- Michael Sammarco – 24 years
- Barry Swartz – 14 years
- Sharon Wickes – 17 years

CAREER EVALUATION FOR THE NEW YEAR

The New Year is here -- an opportunity for new goals, aspirations and resolutions! This can be a good time to take a step back from the daily grind to evaluate your career. Are you where you want to be and should rightfully be in your career right now? Are you doing what it takes to get to where you want to be? Here are some questions to seriously consider as you embark on another year in your professional life:

- Where do I want to be in my career in two years? Five years? Ten years?
- Is my current position providing the necessary experience I need in order to get the position I want two years from now?
- What have I learned in the last year that truly added to my professional knowledge base?
- What will I seek to learn this year in order to meet my future professional goals?
- What can I do this year to position myself for professional growth in my organization?
- What are my professional weaknesses that are holding me back, and what can I do to strengthen them?

Remember, if you want to get ahead, do not succumb to the trap of complacency, merely waiting for career advancement opportunities to drop from the sky and fall in to your lap. Plan for your future and make yourself an indispensable asset and truly worthy of the opportunities you desire.

*Bonnie A. Sugrue, Snelling Search and HFMA member*
FREDERICK C. MORGAN AWARD NOMINATION

The Frederick C. Morgan Award recognizes an HFMA member who has provided tremendous service to HFMA over the course of his or her career. This award is a National award and is a highly competitive process.

The Western New York Chapter has such a member who has served us tremendously for over 25 years. Paul Sweet has been nominated for this National HFMA award. Paul has a long career in healthcare, some of the highlights include:

- President of our Chapter from 1980-1981
- Recipient of the following HFMA Founders Awards
  - William G. Follmer Award, 1980
  - Robert C. Reeves Award, 1984
  - Frederick T. Muncie Award, 1987
  - Founders Medal of Honor Award, 1990

Paul continues to be active in our chapter by monitoring Medicare Wage Improvement projects for rural hospitals, organizing annual weekly workshops involving members to address their needs to complete the cost reports for New York State and being actively involved in monitoring federal and state healthcare issues. Additionally, Paul has coordinated the majority of the educational sessions that are put on by the local HFMA chapter and has been a key contributor to our newsletter, Fine Print since 1982.

Good luck to Paul as we submit his nomination for this prestigious HFMA award.

MEMBER CERTIFICATION

As a reminder, your Western New York Chapter has purchased study guides to help their members achieve HFMA certification.

The HFMA Core Exam, Accounting & Finance and Patient Financial Services Study Guide Course Books are available for use by chapter members.

These self study guides are designed to help members successfully complete the Core exam and a specialty exam which are required to become a Certified Healthcare Financial Professional (CHFP), which can also lead to HFMA Fellowship Status (FHFMA).

HFMA of WNY members interested in borrowing the HFMA Self Study Guide Course Books are invited to contact Larry Nowak (716) 887-4783 or via e-mail at LNowak@KaleidaHealth.org.

A complete chart outlining HFMA member certification requirements is available at www.hfma.org/careers/certification_program/HFMA_certification/chart.pdf
The Western New York Chapter purchased its first asset in December 2003. An Ansi Lumen Projector was purchased from Delaware Audio Visual in Kenmore. The projector will be used at Chapter Education Programs to project images (such as power point presentations) from computer laptops or other electronic mediums onto a screen for large audience viewing.

The suggestion to purchase the projector came was approved at November’s Board Meeting. Previously, our Chapter was paying significant rental fees for this equipment that is needed for most of our educational programs. The Board realized the value of purchasing the projector, which will save the chapter money in the long term.

Members wishing to use the Ansi Lumen Projector for Chapter business should contact Paul Sweet or Bill Pike at the Western New York Healthcare Association at 695-0843.
WNY HFMA Chapter - Education Program  
(Tuesday February 10, 2004 at Classics V 2425  
Niagara Falls Boulevard, Amherst, NY  
8:30 AM to 4:00 PM)

“APC’s 2004 Charge Description Master-Update & Vendor Fair”

Changes to the Following Areas Will Be Covered …

• Pharmacy  
• Supplies  
• Blood Products  
• Isotopes  
• CPT / HCPCS Code Changes & many other important issues

Presenter…

ROCHELLE A. BOYCE TEREBBONNE, BS, BA,  
RHIC, CPC 

NOTE: A facility or system need only pay for the first six registrations.
Cost

<table>
<thead>
<tr>
<th>Member of HFMA</th>
<th>Non-Member</th>
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<td>$75</td>
<td>$100</td>
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Pre-Registration must be received by February 3, 2004. Late registrations and walk-ins will be accommodated based upon availability. Cancellations after the deadline date will not be accommodated.

Checks are payable to... HFMA TREASURER, c/o Barb Brooks, WNY Healthcare Association, 1876 Niagara Falls Boulevard, Tonawanda, NY 14150. Registrations can also be faxed to Barb at: (716) 695-0073.

AGENDA

<table>
<thead>
<tr>
<th>Registration:</th>
<th>8:00 a.m. – 8:30 a.m.</th>
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<tbody>
<tr>
<td>Program</td>
<td>8:30 a.m. – 10:15 a.m.</td>
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<tr>
<td>Break with Sponsors</td>
<td>10:15 a.m. – 10:30 a.m.</td>
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<tr>
<td>Program</td>
<td>10:30 a.m. – 12:00 noon</td>
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<td>Lunch</td>
<td>12:00 noon – 1:00 p.m.</td>
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<tr>
<td>Program</td>
<td>1:00 p.m. – 2:30 p.m.</td>
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<tr>
<td>Break with Sponsors</td>
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<tr>
<td>Program</td>
<td>2:45 p.m. – 4:30 p.m.</td>
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SPECIAL THANKS TO OUR 2004 CORPORATE SPONSORS

PLATINUM SPONSOR:

univera HEALTHCARE

GOLD SPONSORS:

Deloitte.  M&T Bank

HealthNow New York Inc.

SILVER SPONSORS:

Upstate New York Transplant Services

MERCANTILE

KPMG

Hospital Intervention Specialists

BRONZE SPONSORS:

Advanced Receivables Strategy, Inc.

Chris Brunea, Attorney At Law