



FINE PRINT

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Save the Dates:

- **August 2, 2012** - Annual Golf Tournament, Glen Oak Golf Course, Amherst
- **September 24, 2012** - Long Term Care Institute, Classics V, Amherst
- **October 15 - 17, 2012** - Region 2 Fall Institute, Saratoga City Center, Saratoga Springs

PRESIDENT'S MESSAGE

KRISTEN CHAPMAN
2012-2013 CHAPTER PRESIDENT

When I joined HFMA in November of 2006, I was fortunate to be working with past president Jill Johnson, who was at that time the membership co-chair of the WNY Chapter and soon after, the education co-chair. Because Jill was so intimately involved with the chapter, I was quickly asked to help out with chapter activities.

My first contributions to HFMA were preparing new member brochures, collating and compiling speaker handouts, and manning the registration table at education events. I met a lot of members checking people in at the registration table and I met a lot more members when I subsequently became the membership co-chair.

Those tasks were small but they allowed me to become a part of something much larger....the WNY HFMA community. Being involved in chapter activities is a chance for members to understand the real purpose and value of their membership, the education received, and the community they become a part of.

This year I want to give that sense of community to each and every one of our members. Not every member can be on the board or a committee, but I encourage each and every member to get involved in some small way. I can't wait to meet each and every one of you.



Biography:

Kristen Chapman is a senior accountant with Lumsden & McCormick, LLP Certified Public Accountants. She has expertise working with health care institutions, nonprofit organizations and municipalities in the areas of auditing, single audit, reimbursement, tax and information returns, and financial reporting.

Kristen is a 2005 graduate of the State University of New York at Buffalo, where she obtained her Masters of Science in Accounting.

2012-2013 CHAPTER LEADERS

Officers

Kristen Chapman
President

Jeffrey Jacobs
President – Elect

Robert Levesque
Secretary

Paul Vinkle
Treasurer

Board of Directors

Class of 2013

Debbie Cudzilo
Christopher Eckert
Peggy McDonough
Robin Walters

Board of Directors

Class of 2014

Susan Brown
Ryan Caster
Michael Courneya
Mary Ann Miccichi

Committees

Membership:

Christopher Eckert
Mary Ann Miccichi

Education:

Jeffrey Jacobs
Mary Mahaney

Certification:

John Eichner
Robert Levesque

Social Events:

Ryan Caster
Bruce Liebel

HFMA EXPERTS RECOMMEND HOSPITALS DEVELOP STRATEGIC AGILITY IN AFTERMATH OF SUPREME COURT RULING

HFMA NATIONAL

As hospitals and health systems prepare to implement the Affordable Care Act in the aftermath of the historic U.S. Supreme Court ruling upholding the health-care reform law, health-care leaders should develop a strategic agility to prepare for a new era, HFMA financial practices experts said Wednesday during a webinar devoted to the impact of the high court ruling.

To help prepare for the changes ahead, health-care leaders should simplify their organizational structures, empower front-line staff, align with physicians, and experiment with payment methodologies, HFMA President and CEO Joe Fifer said during the 90-minute webinar “Assessing the Impact of the ACA Supreme Court Decision.” Fifer was joined in the webinar by HFMA’s Richard Gundling, vice president of healthcare financial practices, Jim Landman, director of thought leadership initiatives, and

Chad Mulvany, technical director. The webinar was sponsored by McKesson.

“All stakeholders—payers, purchasers, and providers of care alike—are preparing for an age of uncertainty and experimentation,” Landman said. “The lingering uncertainty around the Affordable Care Act—which has cleared the Supreme Court but now hangs on the outcome of the November elections—only reinforces the need for hospitals and health systems to develop their strategic agility to navigate the twists and turns ahead.”

Healthcare leaders also should consider differentiating on value provided by their organizations within the marketplace, HFMA leaders said. Providers should shift the focus from procedure-based pricing to total payment and be explicit about quality in relation to total payment for care.

Developing strategic

agility and differentiating on value are two recommendations included in the recently released report from HFMA’s Value Project: Defining and Delivering Value. The report addresses several objectives, including gaining insight in stakeholder perspectives on how new payment methods can create value, understanding what purchasers and payers seek from value providers, and learning how providers are preparing for value-based payment.

For more information and resources on health-care reform, including an HFMA summary of key provisions in the reform legislation, visit www.hfma.org/reform/.

REGIONAL EXECUTIVE-ELECT REPORT

BRUCE LIEBEL

I am proud to be serving as the Region 2 Regional Executive-Elect (REE) this year, under the helm of Regional Executive (RE), Tom Crilly, from Unity Health System in Rochester.

The year has already started with the Mini-LTC, where I served in an advisory capacity, for the conference that was led by the Hudson Valley & WNY Chapters. Under the watchful eye of 2011-12 RE Liz Carnevale, as well as Tom, the conference was a great success due to the planning and leadership of Matt Knaus, Will Scheuermann, Kristen Zebrowski, Kristen Chapman & Jennifer Dunn.

My next assignment was attending the Regional Executive Council meeting at ANI in Las Vegas. Being the only REE in attendance, it allowed me to meet RE's from across the country and gave me insight into the workings of the RE Council. The meeting covered the following Charter Issues, with the

applicable Agenda & Actions taken:

- DCMS - Set the annual award levels; Report on Chapter Requirements due: CBCS goals, Education Program Plan & Operating Budget
- CBSC - Identify chapters needing to complete Chapter Advancement Plans
- FPM - Discuss and develop Fall President's Meeting Agenda
- Operations - Review & provide feedback on LTC Evaluations & Volunteer Satisfaction

The topic generating the most discussion was the Chapter Balance Score Card (CBSC) Education Hours/Member Metric and the corresponding Awards of Excellence for Education. The 2011-12 end of year education hours/member metric for HFMA was 16.1, and historically, the national balance scorecard metrics are set at the 2nd highest performance level attained in the last 5 years. For education hours/member that would be 15.9, which



Bruce Liebel, Regional Executive-Elect

was approved as the 2012-13 CBSC goal, up from 14.2 hours in 2011-12. To meet the Threshold Performance Level; however, instead of the 15.9 hours/member, a chapter can increase their education by .5% growth to meet the CBSC goal. In addition, for 2012-13, the Executive Council approved adding a Platinum Level for the Awards of Excellence for Education, above the Gold Award, to recognize those chapters with education hours/member above 26.1 hours.

Next up? August's Fall President's Meeting in Savannah, Georgia and then the Annual Region 2 Conference, which will be held in Saratoga Springs, October 15th – 17th. Hope to see you there!

2012-2013 CHAPTER LEADERS

Committees

Patient Financial Services:

John Galley
Katharine Tomasulo

Patient Access:

Susan Brown
Peggy McDonough

Chargemaster:

Jessica Landers
Cheryl Loverdi

Reimbursement:

Russell Previte
Paul Sweet

Sponsorship:

Deborah Cudzilo
Larry Nowak

Newsletter:

Stephanie Bottomley
Jill Johnson

Davis Chapter Management:

Rachel Davis

Founders:

Susan Dybas

Past Presidents:

Jennifer Dunn

CHAPTER SPONSORS

Platinum



Gold



THE FINANCIAL IMPACT OF ICD-10

MICHAEL COURNEYEA, ROSWELL PARK CANCER INSTITUTE

The Healthcare Industry is constantly presented with new rules and regulations by which we must operate. However, in our current environment it seems as though these changes are happening now more than ever. Some of the major items on the agenda for change include the Healthcare Reform, the Meaningful Use Criteria and the Transition from ICD – 9 to ICD – 10. The focus of this article will be on the financial impacts of the conversion from ICD – 9 to ICD -10.

Why is it necessary to convert from ICD – 9 to ICD – 10? The easy answer to this question would be because it is required however, that is just one of the many reasons this conversion is needed. At the forefront of this change is that the new ICD – 10 coding system offers an expanded set of procedure and diagnosis codes. Therefore, it is believed that the more detailed data produced by ICD – 10 will provide better information for identifying and analyzing diagnosis trends, public health needs, epi-

demio outbreaks, and bioterrorism events. Given that the above statement may be true, it is important to look at how this conversion will impact providers from a financial perspective.

First, let's address the financial unknown by asking a few more questions. How much working capital will be required to fund operations during the conversion as a slowdown in billing and claims processing is expected? During the conversion, it is also likely that there will be an increase in amount of claims denied. In turn, this will impact cash flow as there will be a major decrease in claims processed and paid. Next, what about productivity? In addition to coding, billing and processing slowdowns, the providers and payers will also experience slowdowns in productivity due to staff training and education time. The employees at both the provider and payer level will need appropriate training on the new ICD – 10 coding system which in turn will decrease availability for



output. How will this loss in production be handled? Some of these daily functions may have to be outsourced during the conversion in order to continue production at normal operating levels. Lastly, what about testing the new system? Most likely, providers and payers will need time to complete parallel testing which would require claims to be submitted and processed in both ICD – 9 and ICD – 10 formats. The result of this type of testing could be a reduction in the amount of claims submitted and processed by approximately 50% within normal business hours. It's evident that the transition from ICD – 9 to ICD – 10 will be a very costly project and it is imperative that organizations plan appropriately in order to keep the impact to operations to a minimum.

HFMA NATIONAL AWARDS

JENNIFER DUNN, 2011-2012 CHAPTER PRESIDENT

The Western New York Chapter received the following awards at the HFMA Annual Chapter Presidents' Dinner on June 26th, in Las Vegas, Nevada:

- John M. Stagl Silver Award of Excellence for Education
- Gold Award of Excellence for Membership Growth and Retention

Additionally the chapter received the following Helen M. Yerger Special

Recognition Awards:

- 50th Anniversary Celebration
- Member Satisfaction
- Region II Multi-Chapter Conference Event - Education



(from left) Ralph Lawson, 12-13 National Chair; Jennifer Dunn; Greg Adams, 11-12 National Chair

CHAPTER SPONSORS

Silver

Healthnow New York, Inc.
KPMG, LLP
Physicians' Reciprocal Insurers

Bronze

The Bonadio Group
First Source
CBCS National
JP Recovery Services, Inc.
Med-Rev Recoveries, Inc.
NCO Financial Systems, Inc.
Promedical, LLC
Summit Healthcare Solutions
Toski & Co PC, CPAs
Univera Healthcare

Thank you to all Chapter sponsors for their support.

ANNUAL NATIONAL INSTITUTE (ANI)

JENNIFER DUNN, 2011-2012 CHAPTER PRESIDENT

The HFMA ANI took place in Las Vegas from Sunday, June 24th through Wednesday, June 27th at the Mandalay Bay Resort and Conference Center in Las Vegas, NV. Many chapter members from Western New York attended, as well as myself and Chapter President, Kristen Chapman.

ANI opened on Sunday with featured speaker Carl Lewis, a ten-time Olympic medalist. Carl Lewis encouraged ANI 2012 attendees to think about how they want to

be remembered. He shared how he motivated himself for his last Olympic qualifier—a strategy he says propelled him from 17th place to first place in his final Olympic long jump. “Happiness is a choice, but success comes from dreaming bigger than you can even imagine,” Olympic medalist Carl Lewis told ANI attendees. Lewis urged ANI attendees to think about how they want to be remembered. “Success really comes from working hard at being the best you can be,” he said.

Sunday evening ended with a welcome cocktail reception which gave ANI attendees, guests and vendors a chance to network and sample some of Las Vegas’ culinary specialties.

Monday morning started on a high note with HFMA Chair Ralph Lawson delivering a powerful message. “Leadership is about doing the right thing even when it’s inconvenient,” Ralph Lawson told attendees of ANI on Monday morning. Lawson, Executive Vice President/CFO of *(continued on page 6)*

We're on the web!
www.hfmawny.org



Jennifer Dunn, 2011-2012 Chapter

ANNUAL NATIONAL INSTITUTE (CON'T) *JENNIFER DUNN*

of Baptist Health South Florida and a longtime HFMA volunteer and leader, acknowledged that the pressures facing hospitals and health systems today—from payment reform which is imperative to improve value by improving quality of care and reducing costs—are daunting and “way outside our comfort zone.”

“I don’t think the government will ever solve our healthcare cost problem,” Lawson says. Instead, it will be up to healthcare finance professionals to lead their organizations toward reductions in cost by improving efficiency, eliminating waste, and identifying opportunities to enhance quality of care at a lower cost for all.

The work ahead will not be easy, Lawson says. “Don’t focus on the enormity of the task. Break it down into bite-size pieces,” he advised during his presentation at ANI 2012. “You have to take the first step,” he says, “and it has to be yours, because no one can take it for you.”

Also featured on Monday morning was “Sully” Sullenberger, the “Miracle on the Hudson” pilot. The audience listened to the flight recordings and watched the flight navigation footage of the incredible landing which Captain Sullenberger commanded in the Hudson River. Captain Sullenberger spoke about his leadership accomplishments and credits those along with his extremely professional and skilled coworkers which allowed such a miraculous event to occur. “Now more than ever, the need for healthcare finance professionals to make a difference through leadership that empowers their organizations to act upon their values is critical,” “Sully” told ANI attendees. “Your patients deserve it, your colleagues expect it, and your profession demands it,” he said.

“Now is the time to start realizing your potential for success in a value-based future,” HFMA President and CEO Joe Fifer told healthcare finance professionals who gathered

at ANI on Tuesday morning.

In his first address to HFMA members since taking on the leadership role for the association in early June, Fifer said that regardless of what the U.S. Supreme Court decides regarding the Affordable Care Act (ACA), the focus of CFOs and other finance professionals should be the shift to a value-based business model in health care.

“Change is coming, and there’s a lot we need to do to get ready,” he said.

The elements of change which Fifer referred to were the tenets of the many break out education sessions which ANI attendees were able to attend throughout the conference.

HFMA leaders somehow managed to surprise Richard L. Clarke, longtime president and CEO, by presenting him with a Board of Directors Award for outstanding contributions to health care—an award for which he has traditionally helped select the recipient.

“Change is coming, and there’s a lot we need to do to get ready.” - Joe Fifer, HFMA President and CEO

ANNUAL NATIONAL INSTITUTE (CON'T) *JENNIFER DUNN*

Clarke told HFMA members who saw him receive the award at ANI: The HFMA National Institute that he was “blown away” by the recognition. HFMA has renamed the award in honor of Clarke’s contributions to the association; it will now be known as the Richard L. Clarke Board of Directors Award.

But the award isn’t about him, Clarke insisted on Wednesday morning.

“This award focuses on me, but those who know me, know that I know it’s not about me,” Clarke said. “There are literally thousands of dedicated volunteers all over the country working on HFMA’s behalf at all levels every day. And there is a relatively small, but extremely professional and effective group of staff who keep it all together and always made me look good.”

“This award is about leadership. And as both Ralph (Lawson) and Captain Sully so eloquently said on Monday, and Joe (Fifer) and David Walker rein-

forced yesterday, leadership at all levels is critical to every human endeavor. Leadership matters.”

On Tuesday evening, The Annual Chapter Presidents’ Dinner was held. The dinner was a celebration of the individual chapter, Regional awards and National awards which were earned throughout the past year. See Page 5 for a listing of awards which the WNY chapter received.

HFMA awarded its highest chapter honor—the Robert M. Shelton Award, which recognizes five continuous years of excellence—to the Colorado Chapter during HFMA’s annual chapter awards ceremony Tuesday evening at ANI.

“What a great example of how leadership matters,” HFMA Chair Ralph Lawson said after presenting the award to past presidents Cathy Wolff, Christine Newgren, Judy Griffith, Larry Dupper, and Ann King White.

The Robert M. Shelton Award recognizes chap-

ters that have stepped up through the years with sustained, strong volunteer leadership. “Only a small number of chapters sustain high performance in a number of areas over time. To be recognized as maintaining excellence in a variety of chapter responsibilities over a five-year period is a remarkable achievement,” Lawson said.

Over the past five years, the Colorado Chapter, which has 679 members, has provided exemplary service in the areas of membership satisfaction; breadth and depth of education hours, including registrant hours per member and education growth; and membership retention and growth.

ANI ended on Wednesday evening with its Annual Chairs Reception and Banquet which allowed the National Chair to welcome the 2012-2013 HFMA leadership and recognize the 2011-2012 HFMA leadership for their service which has allowed HFMA to continue to provide excellent service to its members.

PICTURES FROM ANI 2012



New HFMA President, Joe Fifer



Region 2 2011-2012 Chapter Presidents accepting the Multi-Chapter Yerger Award.



(from left) Kristen Chapman, Jennifer Dunn, & Christine Blidy.



Keynote: Captain Chesley Sullenberger

*Past Member of
the Year
Recipients*

Robert P. Levesque, 1994-1995

David P. Gaydosh, 1995-1996

Ronald J. Krawiec, 1995-1996

Barbara Losi, 1996-1995

Justin Krull, 1998-1999

Pamela Helman, 1998-1999

Suzanne Roccisano, 1999-2000

Jan M. Hayes, 2000-2001

Robert W. Bragg, 2001-2002

John Cousins, 2002-2003

Paul W. Sweet, 2003-2004

Judy Conti, 2005-2006

Bruce K. Liebel, 2006-2007

Susan L. Dybas, 2007-2008

Jill M. Johnson, 2007-2008

Mary Ann Miccichi, 2008-2009

Loralee Voelker, 2008-2009

Kristen Chapman (Rookie of the Year), 2008-2009

Robin Walters, 2009-2010

Mary Mahaney, 2010-2011

Jeffrey Jacobs (Rookie of the Year), 2010-2011

CHRISTOPHER ECKERT - 2012 MEMBER OF THE YEAR

JENNIFER DUNN

Each year the chapter recognizes a member who has provided outstanding service to the chapter. This person is someone who goes above and beyond to ensure the chapter grows and thrives. On June 7, 2012, Christopher Eckert was named Member of the Year for 2011-2012.

Chris has been a member of the chapter since 2008 and has been the heart of the chapter golf tournament for the past three years. In addition, he serves as membership co-chair where he truly has signed up countless members. He is a board member of the Class of 2013.

Chris joined Freed Maxick in 2002 and is currently a Senior Manager in the Firm's Healthcare Consulting Practice. He serves as the primary client contact and is responsible for overall planning, supervision and completion of client engagements. He has developed a broad background in accounting and auditing in the manufacturing, technol-

ogy and distribution industries, including registrants with the Securities and Exchange Commission.

Chris currently focuses on audits and consulting engagements within the healthcare industry with a concentration on hospital systems and skilled nursing facilities. He has consulted on various projects including financial feasibility reviews, business valuation services, preparation and filing of annual cost reports, rate maximization review, and due diligence projects on behalf of both selling and acquiring entities.

Chris is also a leader in the firm's Employee Benefit Plan Audit group where he is responsible for plan audits with a focus on ERISA, DOL and IRS regulatory and compliance matters. In addition, he is involved with supervising and annual training programs for the firm's accounting staff.

A graduate of Canisius College, Chris is a member of the Buffalo Chapter of the New York State Society of Certified Public Accountants, the American Institute of Certified Public Accountants and the WNY Chapter of HFMA.



Christopher Eckert, 2011-2012 Member of the Year and Jennifer Dunn, President 2011-2012

CERTIFICATION COACHING COURSE

ROBERT P. LEVESQUE, CERTIFICATION CO-CHAIR



Bob Levesque and Kristen Chapman

The chapter offers a Coaching Course for any member who is pursuing certification. Two separate six-session

courses were held during the 2011-2012 chapter year. HFMA National developed the course for the CHFP certification. It is based on the re-structure of the CHFP program that went into effect January 1, 2011. We are planning on offering the next course either in the fall or winter of the 2012-2013 chapter year. The membership will be surveyed

in September to determine the level of interest in becoming certified and how the chapter can assist them.

Contact certification committee co-chairs Robert P. Levesque (blevesque2@verizon.net) or John P. Eichner (jeichner@ecmc.edu) for more information.

LONG TERM CARE INSTITUTE

KRISTIN M. ANDERSON

The poor economy is forcing change upon us, and we must work as an industry to change the way we do business. Join us at the first annual Long Term Care Institute on September 24, 2012 at Classics V on Niagara Falls Boulevard to learn how we can adapt and grow. **Keith Robertson** from Ziegler will discuss the top 12 topics for the future of aging services and relate how senior living providers throughout the country are evaluating market conditions to position themselves for the future. **Patrick Cucinelli**,

Senior Policy Analyst with LeadingAge New York will focus on the challenges and opportunities the Long Term Care industry will be facing, including Medicaid redesign, managed care and federal policy developments. **Susan Benz**, co-chair of Damon and Morey's Health Care Practice Group, will walk us through the basics of managed care contracting. How do we prepare for the day that we sit across the table to negotiate rates? **Karen Donovan** from I.M. Solutions will share best practices in accounts receivable and collections process to

maximize our collection efforts. Finally, **John Kropski**, Director in Freed Maxick's Health Care industry niche, will describe tools and actions we can take to analyze our current operational processes to find areas of savings and efficiencies.

The Institute will run from 9am to 4pm, including lunch. Participants can earn up to 6.5 CPE credits. Please visit www.hfmawny.org for updated speaker and registration information.

"The poor economy is forcing change upon us, and we must work as an industry to change the way we do business." - Kristin M. Anderson

“The CRCR program provides healthcare organizations with the means to ensure that their revenue cycle staff has the body of knowledge necessary to meet the more complex rules and demands that are presently required.”



Kristen Chapman and Mary Ann Miccichi

CERTIFIED REVENUE CYCLE REPRESENTATIVE (CRCR)

ROBERT P. LEVESQUE, CERTIFICATION CO-CHAIR

Effective September 1, 2011, the Certificated Revenue Cycle Representative certification program was introduced. It was created to advance HFMA members or their revenue cycle staff's proficiency and technical expertise. The program is recommended for hospital revenue cycle staff, including but not limited to: Patient Access, Patient Accounts, Health Information Management, Billing, Case Management, Compliance Decision Support, Finance, Financial Representatives and Managed Care Operations. Preparation materials and examination cost \$400 per candidate up to 10 candidates in an organization. Discounts are offered to organiza-

tions having more than 10 candidates. There is no examination retake fee; however, recertification is required every two years. The recertification fee is \$150.

The CRCR exam is available to individuals and organizations. The program consists of an online self-study course, and an online exam with 150 questions, that includes topics on the following: Compliance, Patient access, Claims processing, Account resolution, Cash, Financial management and Support departments. To recertify, both HFMA members and non-members who have earned the CRCR designation retake a 75-question exam. The program can be purchased

on a licensed basis and granted unlimited access to the self-study course and examination for a period of one year.

The CRCR program provides healthcare organizations with the means to ensure that their revenue cycle staff has the body of knowledge necessary to meet the more complex rules and demands that are presently required.

For more information, contact Chris Burke: (800) 252-4362, ext 392 or cburke@hfma.org. You can also visit www.hfma.org/crcr.

WELCOME NEW MEMBERS!

MARY ANN MICCICHI

The WNY HFMA Chapter is pleased to welcome the following new members to the chapter:

Brothers of Mercy Nursing & Rehab:
Mary Beth Goehle
Director of Finance

Lumsden & McCormick:
Seth Hennard
Audit Manager

Matthew Marshall
Senior Accountant

Brett McDermott
Senior Accountant

Finger Lakes Health:
Lindsay O'Connor
Charge Master Coordinator

Catholic Health:
Sheryl Szewczyk
Revenue Cycle Manager

ANNUAL INSTALLATION OF OFFICERS - TEMPLETON LANDING

JILL JOHNSON

On Thursday, June 7, members of the WNY Chapter of HFMA and their guests gathered at Templeton Landing on the waterfront in Buffalo. The event was to recognize past president Jennifer Dunn for her leadership over the 2011-2012 year and to install the slate of officers for 2012-2013, including Kristen Chapman, President, Jeffrey Jacobs, President-Elect, and Bob Levesque, Secretary.

Jennifer Dunn spoke and thanked her Board, chair, and co-chair volunteers for their service throughout her year as

president.

After Jennifer, Bruce Liebel, Regional Executive Elect, spoke about his upcoming role throughout Region 2.

Christopher Eckert was awarded Member of the Year for 2012, a well deserved honor for his hard work in membership recruitment and retention, as well as his involvement in planning the annual golf tournament.

Kristen Chapman thanked Jennifer Dunn for her leader-

ship over the past year. She also recognized the contributions made by Paul Sweet and WNYHA. The evening concluded with networking. A good time was had by all attendees.

See pictures of the event at www.hfmanyny.org/home/photos.aspx



Kristen Chapman, President, 12-13 and Jennifer Dunn, President, 11-12

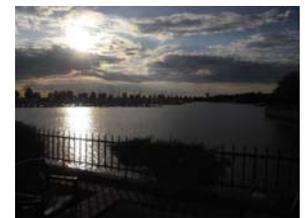
PICTURES FROM ANNUAL INSTALLATION



Paul Sweet inducting new officers and board



New officers and board members



View at Templeton Landing

SURVEY: HOSPITALS VIRTUALLY GIVE UP SEARCH FOR SOLO PHYSICIANS

HFMA NATIONAL

Hospitals have virtually given up on searches for solo physicians, according to a new nationwide survey by Merritt Hawkins, a physician search and consulting firm.

The survey tracked more than 2,700 physician recruiting assignments during a 12-month period

ending in late March. Out of the recruiting assignments, only 28, or just 1 percent, were for solo physicians, according to the findings. In 2004, by comparison, 22 percent of the firm's recruiting assignments were for solo practitioners. The survey also found that 63 percent of search assign-

ments featured hospital employment of physicians, up from 56 percent in 2011 and 11 percent in 2004. If the trend continues, over 75 percent of newly hired physicians will be hospital employees within two years, Merritt Hawkins projects.

HFMA National Hosts Free Education Webinars

Did you know that HFMA has free webinars available to members? Visit www.hfma.org and select Education & Events for more details. Upcoming webinars include:

Preparing for the Future: The Value of Integrating Physician Practice Data - July 26, 2012

Patient Statements: Telling a Story to Collect More in Less Time - August 8, 2012

Employee Engagement in the Midst of Rightsizing - August 14, 2012

Eliminate Payroll Checks with Debit PayCards - August 15, 2012

Creating and Integrating a Finance Structure in Nursing - August 16, 2012

How to Control Costly Physician Preference Items - August 23, 2012

THE REIMBURSEMENT COMMITTEE

RUSS PREVITE & PAUL SWEET, COMMITTEE CO-CHAIRS

The Reimbursement Committee of the Western New York chapter of HFMA is charged with keeping all Reimburse-



Co chairs Russ Previte & Paul Sweet, with Kristen Chapman and Jennifer Dunn

ment individuals up to date on reimbursement issues and educating them on the tools they need to succeed in the fast changing reimbursement landscape.

The sharing of ideas among committee mem-

bers greatly enhances everyone's knowledge and experience. It is truly an issue of "putting our heads together". Any and

all Reimbursement individuals throughout Western New York are encouraged to join and participate in the Reimbursement Committee of the Western New York Chapter of HFMA.

The highlight of the year is the Cost Report Seminar, held in Batavia, NY, in conjunction with the Rochester Regional Chapter. In addition to weekly cost report committee sessions during the filing season, the Reimbursement Committee deals

with many other issues during the year, such as:

- Wage Index Audits
- DSH Survey Audits
- New ICR Audits
- Medicare and Medicaid rate changes
- Changes in reimbursement methodologies
- Reimbursement issues with non-governmental payors such as HMO's
- Financial Assistance laws
- Regulations regarding bad debts and teaching hospitals

For more information contact Russ Previte (Russell.previte@msmh.org) or Paul Sweet (psweet@wnyha.com).

POLL: 61 PERCENT OF PHYSICIAN LEADERS AGREE WITH SUPREME COURT DECISION *HFMA NATIONAL*

More than half of physician leaders, approximately 61 percent, agree with the U.S. Supreme Court ruling upholding the Affordable Care Act, according to a new poll by the American College of Physician Executives (ACPE).

More than 30 percent of physicians polled were opposed to the ruling, while 5.5 percent said they were unsure of where they stood on the healthcare reform ruling, according to the poll of more than 600 physician leaders.

The potential cost of implementing healthcare reform was a sticking point for physician leaders who said they were opposed to the ruling, according to ACPE.

CONGRATULATIONS TO NEWLY CERTIFIED MEMBERS

ROBERT P. LEVESQUE, CERTIFICATION CO-CHAIR

The WNY HFMA Chapter wishes to congratulate the following members on earning their certification:

- David A. Bonk, CHFP
- Susan M. Brown, CRCR
- Cheryl A. Loverdi, CRCR

David earned the Certified Healthcare Financial Professional (CHFP) designation. Susan and Cheryl earned the Certified Revenue

Cycle Representative (CRCR) designation. Susan and Cheryl are the first two chapter members who have earned the CRCR certification (additional information on CRCR follows). There have been a total of six members who have become certified since 2010, bringing the total number of certified members to twenty-two, which is 11% of the membership. The National average is 8%. This is likely to increase during the next year, as

there are a number of members who have obtained licenses from HFMA for the study materials and are planning on taking the certification exams. We wish all of them success in their desire to become certified.

We would appreciate members informing the Certification Committee of anyone obtaining certification.

HFMA National Hosts Free Education Webinars

Managing Physician Revenue in a Hospital Environment - August 29, 2012

Leveraging Enterprise Intelligence to Manage Readmissions - September 20, 2012

Harnessing Data Normalization to Drive Product Savings - October 25, 2012

Promote Patient Safety and Efficiency with Real Time Clinical Intelligence - November 15, 2012

Using Attribution to Drive Product Rationalization and Savings - December 6, 2012

Detecting Product Equivalency to Drive Lower PPI - February 14, 2013

See www.hfma.org for additional on-demand webinars dealing with various healthcare topics.

NUMBER OF UNINSURED WOMEN CLIMBS BY 6 MILLION IN PAST DECADE HFMA NATIONAL

The number of women without health insurance in the United States increased by nearly 6 million over the past decade to 18.7 million in 2010, representing approximately 20 percent of women between ages 19 and 64, according to a new study by the Commonwealth Fund.

The study also found more than 16.7 million women were underin-

sured during the 10-year period and that women in the United States are more likely to go without needed health care than women in 10 other countries because of costs. Approximately 43 percent of U.S. women reported they went without recommended care because of costs in the past year, the highest rate among the 11 countries. In the Netherlands, only 8 percent of

women reported forgoing care because of cost, the study found. Researchers said implementation of the Affordable Care Act should dramatically reduce U.S. women's exposure to high healthcare costs because of more affordable health insurance options. When the law is fully implemented, the percentage of uninsured working-age women should drop from 20 percent to 8 percent.

HFMA National Save the Dates

August 23-25, 2012 -
Region 2 Fall Presidents
Meeting, Savannah, GA

**October/November
2012** - Membership
Satisfaction Surveys will
be emailed to members

April 1, 2013 - Helen M.
Yerger Award entries
due to national Chapter
Relations

April 21-23, 2013 -
Leadership Training
Conference (LTC),
Anaheim, CA

June 16-19, 2013 - ANI:
The HFMA National
Institute, Orange
County Convention
Center, Orlando, FL

Editorial Policy: Opinions expressed in signed articles are those of the authors and not necessarily those of the WNY Chapter of the newsletter committee. The committee believes the contents of *Fine Print* are interesting and thought provoking, the staff has no authority to speak for the Officers or Board of Directors of the WNY Chapter of HFMA.

A TIME FOR RENEWAL

MARY MAHANEY, EDUCATION CO-CHAIR

Normally spring is the time for renewal as everything begins to bloom again. Days get longer and the sun begins to shine more each day. Birds are heard and everyone begins to pack away their heavy winter wear for their spring fashions.

For HFMA, summer is time for renewal. Your membership ends on May 31st and you really need to renew your membership for the next year. June 1st begins your new membership year!

The benefits of an HFMA membership are many. You receive the HFM magazine which keeps you informed of the latest in healthcare financial management topics from across the U.S. The HFMA website is one of the most informative web-

sites regarding healthcare I have ever seen. Our local chapter will be providing educational topics that will inform and enable you to be a more valuable healthcare representative. Our social events give you the opportunity to relax and enjoy in your stressful and busy lives.

I know the economy may prevent employers from sponsoring your membership but it is so important that you invest in yourself and keep your membership active. Maybe your employer will invest this year but the possibility is that next year they may not? Put a few dollars aside now like a Christmas club so you are prepared and can remain a vital member in your area of expertise

and in the healthcare arena.

Please remember to renew today! If you have any questions, please contact Christopher Eckert (christopher.eckert@freedmaxick.com) and Mary Ann Miccichi (MMiccichi@Brylin.com). They will be happy to assist in whatever way they can.



Mary Mahaney and Kristen Chapman

CALLING ALL AUTHORS!!!

Do you have an article to contribute to future editions of *Fine Print*? Please contact co-chairs Stephanie Bottomley (sbottomley@Lumsden CPA.com) or Jill Johnson (jjohnson@Lumsden CPA.com) with your ideas. Writing the article and having it

published in the chapter's *Fine Print* newsletter will earn you 2 *Founders* points.

What's a *Founder's* point you may be thinking? The *Founders Merit Award Series* acknowl-

edges the contributions made by HFMA members. These awards are part of a merit-rating plan in which specific activities are assigned a range of points values. Point categories reflect volunteer activity only. (continued next page)

MINI-LTC

STEPHANIE L. BOTTOMLEY, NEWSLETTER CO-CHAIR

On Sunday, May 20th, ten HFMA members ventured down the thruway to Saratoga, New York to attend the HFMA Region 2 Mini Leadership Training Conference (LTC), hosted by the WNY and Hudson Valley Chapters. Mini-LTC is a taste of what chapter leaders took in at LTC – the annual, two and a half day conference meant to train, orient, develop and energize chapter leaders to effectively lead their chapters in the coming year.

Sunday night began with cocktails and dinner, followed by a Key Note Presentation by Marianne Muise, FHFMA. She spoke about her experiences with HFMA through the years and her differ-

ent roles in the organization. This was followed by Social Hour in the Tavern, or a night on the town.

Monday was spent hearing about various updates from HFMA National and learning how they can assist each chapter and region. Break-out sessions separated the newbies from the seasoned veterans before lunch, with those of us who were new to HFMA leadership learning some of the ins and outs and basics of HFMA – including a breakdown of all those acronyms! More experienced members spent the session discussing goals for the upcoming year.

One of the most valuable parts of the day was

the roundtable discussions at lunch. Attendees were divided into the committees they were serving on and spent time sharing experiences and brainstorming new ideas. You'll see a few of them here in this newsletter! The conference closed with remarks from Kristen Chapman, WNY HFMA President, Matthew Knaus, Hudson Valley HFMA President and William Scheuermann, Hudson Valley Immediate Past President.

And if you're ever in Saratoga, make sure to make a stop at Bettie's Cakes for some delicious cupcakes!

PICTURES FROM MINI-LTC



Marianne Muise, presenting on HFMA



Bruce Liebel and Will Scheuermann



WNY Chapter enjoying some downtime

CALLING ALL AUTHORS (CON'T)

The William G. Follmer Bronze Award is awarded after an individual earns 25 member points. The Robert H. Reeves Silver Award is awarded when an individual earns 50 member points and the Frederick T. Muncie Gold Award is awarded when an in-

dividual earns 75 member points.

For more information on the Founders program, please visit www.hfma.org

Save
the Date!



HFMA
Annual

Golf Tournament

SPONSORED BY



FREED MAXICK
Healthcare
ASSURANCE | ADVISORY | TAX

Thursday, August 2nd

AT **Glen Oak Golf Course**

711 Smith Road, East Amherst, NY

Registration / lunch	11 - 11:45am
Shotgun	12pm
Cocktail hour	5 - 6pm
Dinner & awards	6pm

Sponsorship opportunities available!

*For more information, contact Christopher Eckert at
716/332-2656 or christopher.eckert@freedmaxick.com*