# NEWSCAST

**Metro NY HFMA** 

**Fall 2019/Winter 2020** 

Volume 49, Issue 4

# **PAST PRESIDENT'S DINNER**



**Honoring Immediate Past President** 

**MARIO DIFIGLIA** 

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## PRESIDENT'S MESSAGE

Time has flown by and so much has happened since our last issue of Newscast.

First – congratulations again to our Immediate Past President, Mario Di Figlia, who was honored at the Annual Past President's Dinner Dance at the North Hempstead Country Club. It was a beautiful night and a great time was had by all who attended. Congratulations to Mario once again for all that the chapter achieved under his leadership. He has now joined that prestigious club of other chapter past presidents, all of whom helped shape our chapter into the success that it is today – and one I am proud to be a part of.



We also had our premier special event – the annual golf outing, on September 10th, which was a huge success. Many thanks to the golf committee including Kiran Batheja, John Coster, Gordon Sanit, John Mertz, Wendy Leo, Robin Ziegler, Andrew Weingartner, Alyson Belz, and also to all our volunteers who worked together to plan a great event that was enjoyed by all. Thank you also to our generous corporate sponsors – without your support this event would not be possible.

Our 61st Annual Institute is fast approaching, and promises to be another great event. As always, the program will offer traditional as well as new sessions. Also, under the leadership of chair Shivam Sohan and co-chair Tracey Roland, the team worked hard to provide a new spin on some traditional sessions. As always we will provide timely topics and in-depth conversations with industry experts on the challenges all of us face in the ever transforming world of healthcare. If you haven't already registered yet, please do so soon - you do not want to miss out on this excellent two day educational and networking opportunity.

In place of the traditional food drive that takes place at the institute, we have embraced Mike Allen's theme of "Dare You To Move" and created our own "Team HFMA – Dare You To Climb". The group has over 30 members – we will all be taking part on the NYC MS Climb To The Top - climbing 50 flight to the rooftop of One Bryant Park to benefit MS on Sunday, March 8th. Please support the team members by visiting the team page at <a href="https://secure.nationalmssociety.org/site/TR?fr">https://secure.nationalmssociety.org/site/TR?fr</a> id=30913&pg=team&team id=607955 and helping a member reach their fundraising goal.

Our General Ed committee, led by Sean Smith and Andrew Weingartner has been hard at work as well. If you remember, the National Chairman's theme is "Dare you to Move" and we promised to do so by

expanding locations where our live events are held. One of the examples is our recent Medicare 101 seminars, which we worked on with the nearby Hudson Valley chapter and held events in Tarrytown as well as NYC. This collaboration was a big success, and we hope will be the first of many.

In addition for the first time we collaborated with NY HEC and NYS Chapter HIMSS and together organized the Digital Disruption in Healthcare event at the



# PRESIDENT'S MESSAGE

Microsoft building on October 28th. This was a tremendous success with over 240 attendees! Congratulations to Sean and Andrew and their team for helping our chapter break new ground.

Speaking of breaking new ground, our Leadership Series – after work programs that provide both education and networking opportunities - has been a tremendous success. I urge you to please keep checking our website for more details on our seminars, webinars, and events.

On a special note, we are forever grateful to our Corporate Sponsors, many of whom are also volunteers, as they play a pivotal role in our success. Through their generosity our Corporate Sponsors afford us the opportunity to educate our members and our community. Many of our Corporate Sponsors participate on our educational committees and serve as committee chairs and co-chairs. We thank them for their generosity and continued support of the Metro NY Chapter.

I want to again thank our volunteers, the current Executive Board, the Board of Directors, and all program chairs and co-chairs. Without their dedication, energy, knowledge, and time commitment, this chapter would cease to exist. They truly are the driving force behind this Chapter, and I am very grateful for each and every one of them.

As your President, I want to make sure that your membership needs are being met. If there is anything I can do to improve our Chapter, please let me know. If you would like to become more involved in the Chapter by participating on a committee, please let me know.

I look forward to this year's continued success.

See you at the Annual Institute!

Diane McCarthy, CPA, FHFMA
President Metropolitan New York Chapter, HFMA



# **EDITOR'S MESSAGE**

Happy 2020! Somehow, Fall has merged with Winter without much ceremony. This edition of Newscast is a merger of the Fall and Winter Editions. Everyone has been waiting patiently for the photo spreads of our Chapter's signature social events – the Annual Golf Outing and the Past President's Dinner Dance – and I hope they don't disappoint!

This year's golf outing was a blast. Several new experiences were introduced and all were well-received by the golfers! The mulligans were an unexpected treat for those of us who may not have quite the skills that Ben Hogan possessed. I, for one, was happy to dip into my pocket for the opportunity to take an extra swing – or two.

The 53rd Past President's Dinner Dance, honoring Mario Di Figlia, was a great celebration with many other past presidents in attendance. Everyone enjoyed kicking up their heels with Mario and his family.

Since the beginning of our Chapter year in May, we have welcomed 53 new members to our Metro NY HFMA family. We draw new members' attention to the Marvin Rushkoff Scholarship, which awards two \$1,000.00 scholarships each year. Our members, their spouses, and/or dependents are eligible to apply. Awards are weighted based on four criteria: an essay, community/professional experience, field of study, and GPA from the most recent semester. Applications must be received no later than June 1st so look over the qualifications in this Newscast issue or visit our Chapter's website.

Looking ahead, mark your calendars for March 12 & 13 for the 61st Joseph A. Levi Annual Institute at the Uniondale Marriott. This year's Planning Committee has put together an event-filled agenda that you won't want to miss. Take a few minutes to register, if you haven't already done so. Here's another bonus to attending: you'll earn 15.5 CPEs in one shot! For our members who are CPAs, that gets you nearly a third of the way to your annual requirement.

With flu season upon us and the novel coronavirus rapidly spreading in some parts of the globe, we wish you a healthy Winter and look forward to seeing you in March!

Alicia



#### CHAPTER OFFICERS AND BOARD OF DIRECTORS

2017-2018

OFF	<b>ICERS</b>	201	9-2	020
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President	Diane McCarthy, CPA, FHFMA
President-Elect	Donna Skura
Vice President	Sean P. Smith, CPA
Treasurer	Catherine Ekbom
Secretary	Tracey A. Roland
Immediate Past President	Mario Di Figlia, FHFMA

#### **BOARD OF DIRECTORS**

#### **Class of 2020**

Leah Amante Shivam Sohan, FHFMA
Susane Lim Andrew Weingartner, FHFMA

Christina Milone, Esq.

#### **Class of 2021**

Alyson Belz Daniel Corcoran James Linhart Laurie Radler

Alicia A. Weissmeier, Esq., FHFMA

# PAST PRESIDENTS Maryann J. Regan

	v
2016-2017	David Woods
2015-2016	Meredith Simonetti, FHFMA
2014-2015	Wendy E. Leo, FHFMA
2013-2014	David Evangelista
2012-2013	Palmira M. Cataliotti, FHFMA, CPA
0011 0010	Inland Contant DUIDMA

2011-2012 John I. Coster, FHFMA 2010-2011 Edmund P. Schmidt, III, FHFMA

2009-2010 Cynthia A. Strain, FHFMA

#### **EX-OFFICIO**

All Past Presidents of the Metropolitan New York Chapter, HFMA Bea Grause, R.N., J.D., President, Healthcare Association of New York State

Kenneth E. Raske,

President, Greater New York Hospital Association Kevin W. Dahill,

President & CEO, Nassau-Suffolk Hospital Council

#### **Newscast** Committee

#### **EDITOR:**

Alicia A. Weissmeier, Esq., FHFMA

#### **COMMITTEE VICE CHAIR:**

Marty Abschutz, CPA, CGMA

#### **COMMITTEE MEMBERS:**

Kiran Batheja, FHFMA Wendy Leo, FHFMA Cynthia Strain, FHFMA

### **Metro NY HFMA Newscast Spring Schedule**

**Electronic Publication Date Article Deadline for Receipt by Editor** 

4/30/20

3/31/20

# **2019-2020 CORPORATE SPONSORS**

#### **PLATINUM**

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MCS Claim Services, Inc.

# **CHAPTER MEMBER NEWS**

#### **IMPORTANT DATES**

## **Upcoming Educational Seminars and Institutes**

February 12, 2020 1:00 pm	FREE WEBINAR: CYBERSECURITY	
February 24, 2020	ANNUAL REIMBURSEMENT UPDATE	Hofstra University Hempstead, NY
March 12-13, 2020	JOSEPH A. LEVI 61ST ANNUAL INSTITUTE	Long Island Marriott Uniondale, NY
March 16, 2020	KNOWLEDGE IS POWER	Hofstra University Club
6:00pm-9:30pm	TAKE CHARGE OF YOUR DIABETES	Hempstead, NY
March 26, 2020	REVENUE CYCLE ACADEMY	Hofstra University Hempstead, NY
April 3, 2020	WOMEN IN LEADERSHIP	Hofstra University

#### **Events**

Hempstead, NY

August 5, 2020 METRO NY HFMA GOLF CLASSIC Harbor Links
Port Washington, NY

**EMPOWER HER** 



HFMA Seminars provide timely, in-depth strategies and metrics to help you keep pace with the healthcare finance topics you care about the most. View all upcoming HFMA Seminars and register at <a href="https://www.hfma.org/seminars">www.hfma.org/seminars</a>.

## **NEW CHAPTER MEMBERS**

# The Metropolitan New York Chapter of HFMA Proudly Welcomes the Following New Members!



By Robin Ziegler, Membership Committee Chair

MetroNY HFMA is pleased to welcome the following new members to our Chapter. We ask our current membership to roll out the red carpet to these new members and help them see for themselves the benefits of HFMA membership. Encourage them to attend seminars and other Chapter events. We ask these new members to consider joining a Committee to not only help the Chapter accomplish its work, but to expand their networks of top notch personal and professional relationships. See the list of MetroNY HFMA Committee Chairs, along with their contact information, listed in this eNewsletter.

#### **JULY 2019**

**MARCIA RICKETTS** 

KARA BORODKIN, CHFP, CSAF ToneyKorf Partners, LLC

P NAVESH KANDIYIL Change Healthcare

CHRIS KARAMBELAS, CHFP ToneyKorf Partners, LLC

**ROBERT CARONIA** 

DENNIS FARRELL Morgan Stanley

JESSICA SELLITTO KPMG

TONIEA BROWN Parallon

JOCELYN LEVINE Mount Sinai Health System

Alexandra Domatov Mount Sinai

Nancy Heininger Athena Health

#### **AUGUST 2019**

JOSEPHINE TSO RSM US

WILL CUNNINGHAM RSM US

JACQUELINE SMITH
Peconic Bay Medical Center

TAYLOR RUSSO King's College Student

#### **SEPTEMBER 2019**

PAUL MULE, CRCR Northwell Health

JOHN RAGNO SUNY Downstate Medical Center

BRIANA KEARNEY Phreesia

CHIKE OHAYIA
Bank of America Merrill Lynch

LAUREN SHOCKLEY
Bank of America

FRANCISCO SANTOS Mount Sinai Health System

NICHOLAS DIBARTOLO, CRCR Winthrop University Hospital

WESLEY BARRON Hospital for Special Surgery

#### **OCTOBER 2019**

JOHN DRISCOLL Alvarez & Marsal

PAUL SANTORO North American Partners in Anesthesia

GERARD BROGAN JR Northwell Health BRUCE BONYUN PatientBond

ANDREW MURPHY
Baker Tilly Virchow Krause,
LLP

ERAS CHONG Montefiore Health System

JAMES ZHANG Northwell Health

#### **NOVEMBER 2019**

HASANAH ABDUL-MANI

**SAMANTHA PHILLIP** 

POLONIA DAVILA
Weill Cornell Medical College

ADNAN IGRA, CICA

MONIQUE MORRIS New York Presbyterian Hospital

JUAN SANCHEZ
General Vision Services

**PRINCE KOHLI** 

**DEANNA LOYOLA** 

LAUREN FREGONESE Alvarez & Marsal

**AUSTIN CHENG, CRCR Gramercy Surgery Center** 

#### DECEMBER 2019

LINH BERNSTEIN

Episcopal Health Services Inc

**BOWEI LI** 

**Gramercy Surgery Center** 

STUART CUNNINGHAM

Mount Sinai Health Network

PATRICK MCCARTHY

ARIEL MORALES
Affiliated Healthcare
Management Group

GLENNA HARRIS BKD LLP

GRACE HARRIS BKD LLP

**NOEMI OSORIO** 

PARMI SHAH

Visiting Nurse Service
Of New York

MARK SCHMIDT, CHFP Morgan Stanley

HUI CHANG FENG

**Gramercy Surgery Center Inc** 

**CIJI THOMAS** 

**Health Resources Optimization Inc** 

NATASHA ZIVANOV ILIEVSKI Mount Sinai Medical Center



# Congratulations to the Metro NY Chapter on earning 7 Yerger Special Recognition Awards!

#### 3 Individual Chapter Yerger Awards

- A National HFMA-sanctioned event planner, DeMarse Meetings and Events, was hired to assist with the Annual Institute, elevating the level of professionalism and reducing the burden on volunteers and managers.
- In-Service Education at Local Hospitals Experts from the New York State Medicare intermediary and National Government Services were brought in to deliver on-site education to two local hospitals.
- Innovative Seminar on Frontiers in Healthcare The Technology Committee gathered experts working in Technology, Clinical Practice and Finance to discuss current and future issues in the industry.

#### 3 Region 2 Yerger Awards

- Puerto Rico Hurricane Relief Fundraiser A fundraising campaign was created to help provide support to the Puerto Rico Chapter (a Region 2 Chapter).
- The Region 2 Webinar Committee was established to provide easily accessible education to members on relevant industry topics and to develop collaborative efforts among the Regional Chapters.
- Annual Region 2 Institute 2018 Conference Another successful conference featuring keynote speakers, breakout sessions, and National HFMA leadership.

Sister Mary Gerald Bronze Award for Education Excellence – signifies over 16 education hours per member for 2018-2019



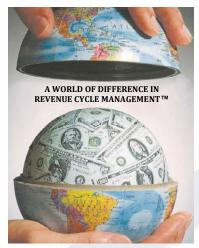
When it comes to revenue cycle management and recovery of your patient accounts, **POM Recoveries, Inc.**® is a leader in the Healthcare Industry since 1983.

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# THE VALUE OF CERTIFICATION

Many healthcare organizations in today's challenging economy recognize their workforce as their most valuable asset. As such, these organizations tend to hold workforce development as a primary business strategy. Investment in developing the talents, knowledge and skill sets of staffs are critical to organization success. HFMA's Healthcare Financial Pulse research identified this dynamic and noted that successful organizations today commit to the "bread and butter" of financial management, i.e. technically strong and comprehensive financial management.

Likewise, many individual financial managers today recognize the importance of assuming personal responsibility for their career's success. More than ever before, individuals understand the importance of acquiring and maintaining comprehensive skill sets to ensure their ability to provide the financial management demanded today. These individuals frequently seek out relevant professional development opportunities.



The larger business environment resulting from these forces is a heightened interest in workforce development initiatives including certifications and credentialing. Credentialing programs have exploded across the past couple of decades and include:

- Professional associations offering certifications
- Community colleges offering curriculum-based certificates
- Corporate sponsored in-house credentials for employees
- Technology companies providing proprietary credentials to customers

HFMA certification provides a fundamental business service to our industry, namely HFMA certification offers:

- Assessment of job-related competency
- The opportunity for an individual to demonstrate skills and knowledge Independent verification of the skills and knowledge
- Confirmation that an individual is current in the practice field

The value of HFMA certification can be seen in several reported "value-adds":

- Increased departmental cooperation
- Heightened self-confidence among participants
- Increased performance against selected metrics
- Verification of staff knowledge and skills
- Assistance in structuring career paths

HFMA is committed to being the indispensable resource that defines, realizes and advances healthcare financial management practice. As such, HFMA provides professional certifications to achieve this purpose in today's business environment. This makes HFMA Certification a smart workforce investment strategy.

For more information on HFMA Certification, visit http://www.hfma.org/certification/.



# HFMA's

# Certified Healthcare Financial Professional (CHFP)

Take the
next step in YOUR
professional
development

HFMA's Certified Healthcare Financial Professional (CHFP) designation is designed to meet the changing needs of the healthcare industry.

The CHFP certification provides the broad range of business and financial skills essential for succeeding in today's high-value healthcare environment:

- Business acumen
- Collaboration
- Financial strategy
- Understanding future trends

"I would recommend the CHFP to anyone who is interested in their ongoing professional development. Health care is changing rapidly and it is so important to understand this change from all sides as we shift toward value-based health care. Having a strong sense of how finance works in our industry is essential to being a healthcare leader."

Pete Sabal Regional Vice President, Provider Solutions Anthem Blue Cross and Blue Shield



# CHFP is Designed for a New Era in Health Care

#### Module 1: HFMA Business of Health Care®

Healthcare finance overview, risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance, and managing financial resources.

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HFMA's

Exercises and case studies on the application of business acumen in health care.

#### Why Become Certified?

#### For You:

- Validate your knowledge and skills
- Learn best-practice recommendations
- · Earn the credibility and recognition you deserve
- Support your professional development and advance your career

#### For Your Organization:

- Demonstrate your knowledge through team communications and work projects
- Drive performance improvements in your organization
- Develop business-savvy fiscal literacy and enhance collaboration with colleagues
- · Advance your projects and master specialized skills
- Become a healthcare finance leader in your organization

"Our goal is to provide healthcare leaders in all sectors a deep understanding of the new financial realities of health care along with the foundational skills and knowledge necessary for leading change."

Joseph J. Fifer, FHFMA, CPA, President and CEO of HFMA



Learn more at hfma.org/chfp



Newscast welcomes opinion articles from its members. The views and opinions expressed in this article are those of the author and do not necessarily represent the views, policies or opinions of Newscast, its Editor, HFMA MetroNY, its Board or Directors.

# Is Healthcare in the USA a Commodity, a Service, a Privilege or an Entitlement?

## No, It Is a Public Utility

By

Charles J. Pendola, CPA, ESQ, CMC, FHFMA, FACHE, CFE, CFF, CGMA

A *commodity* is a product that can be acquired by anyone who has the financial means to obtain it. It might be a bar of soap, a new car or a newspaper.

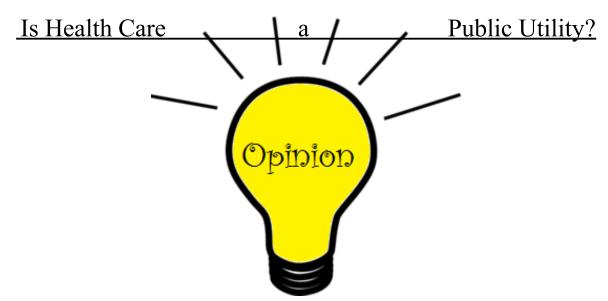
A <u>service</u> can also be obtained by anyone who has the financial means to obtain it. It might be a repair to an appliance, a consultation with a doctor, lawyer or accountant or the mowing of one's lawn.

A <u>privilege</u> is something conferred on someone based on their individual standing based on merit, membership or designation. It might be based on merit received as a consequence of rank or promotion; membership in a club, a union or a church; designation established by rules, regulation or law such as a driver's license.

An <u>entitlement</u> is a product or service or use of that product or service that derives from society's decision to provide that product or service to the entire population or specific members of the society. The entitlement may be based on a financial condition, legal disability or to recognize prior service or lack thereof to or from society at large.

A <u>public utility</u> is generally agreed to be any business that has been declared as such by a government authority and not denied as such by the courts. A public utility usually provides a service or commodity in the public interest that can neither be stored nor deferred for any lengthy period of time by its consumer.

The Federal and various state governments are continuing their concerted movement toward total and absolute regulation of the health care delivery system. Whether these controls take the form of price restrictions, such as Medicare, or funding and entitlement programs, such as Medicaid, the end result is control. Therefore, the question must be asked –



The similarities between health care and the services provided by recognized public utilities are striking. Although the literature is not overburdened with clear definitions as to what a public utility actually is, it is generally agreed that a public utility is any business that has been declared as such by the *legislature* and not denied as such by the *courts*. A public utility usually provides a service or commodity in the public interest that can neither be stored nor deferred for any lengthy period of time by its consumer. Health care generally speaking is defined as the provision of those services or activities directed toward the preservation, enhancement or restoration of the physical and/or mental well-being of people. It would appear that health care could be considered by some to be a service or commodity that can neither be stored nor deferred for a long period especially in an emergency or acute episode. Many today believe that health care is already a commodity that is bargained for by the payor (insurance company), government (Medicare or Medicaid), or a self-insured plan with the provider of care. It appears that unlike all other recognized legitimate businesses health care sees its beneficiary merely as a conduit to the bargained for business transaction.

Our Government order is fractured with both major parties commandeering the manner and means to fund health care. Just like social security and Medicare funding disputes overall recognition of health care as a right or privilege lingers. Life, Liberty and the Pursuit of Happiness, in my opinion, can be interpreted to mean a heathy life of free (liberty) choice in the preferred direction of personal happiness. Our Country is founded on the notion of individual freedoms that as long as they do not unnecessarily infringe on another's right are valid. Ultimately Congress and a President will reach a compromise on health care as aright or a privilege. That compromise will be legally challenged and the Supreme Court will issue a determination. In the meantime I offer the preamble to that future compromise by offering up the notion that health care in fact in our society is a PUBLIC UTILITY and should be administered as such.

In order to highlight some of the more salient characteristics of public utilities and health care I present the following:

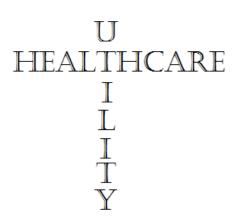
#### PUBLIC UTILITY CHARACTERISTICS

- Provides a service necessary for the public welfare:
- Its users are dependent by virtue of their
- Need or
- Choice of lifestyle
- Essential for future economic growth and development:
- Transportation
- Communication
- Reliable energy sources
- Large user of capital resources vs. labor resources:
- · High degree of fixed costs
- Usually a monopoly as to major services provided
- · Ownership can be private or public
- Highly regulated:
- Federally and
- Locally

#### HEALTH CARE CHARACTERISTICS

- Multiple markets:
- Emergency
- Acute
- Chronic
- Long term
- Home based
- Preventive care dependent on:
- Environment/Housing
- Family income
- Medical History
- Educational level
- Lifestyle habits
- Perceived as essential by society
- Large user of labor vs. capital resources
- Somewhat immune to normal economic factors:
- Competition
- Supply and demand

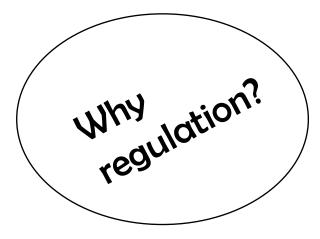
Were we to agree that, health care looked like a public utility; we would still want to investigate why a need exists for a utility's regulation. At the same time we note why health care is perceived as being in need of "over" regulation.



What follows is that comparison:

# PUBLIC UTILITY REASONS FOR REGULATION

- Protection of consumers
- Protection of open access
- · Control of potential monopolies
- Control of distribution of governmental funds
- Allocation of utility resources:
- Economic
- Social



# HEALTH CARE REASONS FOR REGULATION

- · Protection of consumers
- Potential for control by:
- Limited number of providers
- · Limited number of insurers
- Access-Quality-Cost
- Geographic limitations:
- Rural setting
- Sole community provider
- Government is major purchaser of services:
- Medicare
- Medicaid
- Allocation of resources:
- Economic
- Social
- Subsidy:
- Type of care:
- Renal dialysis
- Group of people
- Over 65
- Dependents

If there is a need for regulation, are we regulated? Seemingly a rhetorical question, but many regulators see themselves as also promoting the well-being of those they regulate.

#### PUBLIC UTILITY REGULATORS

- Federal Communications
   Commission
- State Public Service Commissions:
- Power
- Water

#### HEALTH CARE REGULATORS

- Medicare
- Medicaid
- State cost control legislation
- National health insurance?

Despite their efforts to safeguard the consumer the regulator has often found itself stirring ire in that same consumer. Consider the case some years ago in New York State where they attempted to ban the sale of phosphates and at the same time mandated that the sale of baby pajamas be limited to those that were fire retardant. It was subsequently determined that the phosphates in the water served as a maintainer of the pajamas' retardant characteristic after the washing. Case closed. Therefore, utilities, no matter in what industry, are faced with certain challenges. What follows is a comparison of some of those challenges.

#### PUBLIC UTILITY CHALLENGES

- Technology
- Public opposition to nuclear power plants
- Environmental restrictions imposed by various governmental agencies:
- Waste management
- Cost of financing:
- Reliance on:
- Bonds
- Loss of investor confidence
- defaults
- Taxes
- Sales
- Sin
- Tobacco
- Liquor
- User fees
- Potential for a national energy crises
- Reliance on foreign supplies
- Curtailment of construction programs
- · Community resistance
- Environmental concerns
- Bad luck
- Blackouts
- Three Mile island
- Love Canal
- Aviation-737 MAX

#### HEALTH CARE CHALLENGES

- National concern
- Poor public image:
- Doctor fees
- Health maintenance organizations/Managed Care
- · Limited or no choice of physician
- Pharmaceuticals
- Costs
- Experimental drugs
- High cost of technology
- Duplicative regulatory influences
- Reimbursement complexities for providers:
- Administrative burden of forms and back office
- · Dramatic increase in costs
- Reduction in coverage for health care by employers
- Growing number of uninsured and under-insured
- Litigation



The preceding only touches the surface of the interesting parallels of health care and a public utility. However, I believe the similarities are striking if not merely coincidental – what do you think?

- Charles J. Pendola, CPA, ESQ, CMC, FHFMA, FACHE, CFE, CFF, CGMA

# HFMA's Online Membership Directory





Have you visited HFMA's Online Membership Directory lately? Log in at www.hfma.org. When you select "Directory", not only can you search for members of your Chapter, you can also search for all your HFMA colleagues by name, company, and location – regardless of Chapter! Using an online directory instead of a printed directory ensures that you always have the most up-to-date contact information.

It's vital that HFMA has your correct information, so please take a moment to review your record now. By doing so, you'll ensure that HFMA continues to provide you with valuable information and insights that further your success.





#### "The Collection Authority"

# Bad Debt Recovery Programs, Litigation Services, WC & NF Billing, and Medicaid Eligibility Services

CBHV is a full service agency with 40 years of experience in the collection industry. Our services include precollection, third-party bad debt collections, and litigation. Privately owned and operated, we are licensed to collect in all 50 states, PCI certified, An ACA International PPMS Certified and SSAE 18 SOC 1 Type II certified. We meet the needs and requirements of our 600+ clients nationwide.

CBHV continues to be active in the New York State Collectors Association and ACA International and remains committed to maintaining the professionalism of its industry. We advise our clients about the latest collection techniques and provide guidance concerning evolving federal and state collection law.

We believe your business will benefit from our customized solutions, effective collection techniques, and professionalism.



# PAST PRESIDENT'S DINNER DANCE

Honoring

## MARIO DIFIGLIA





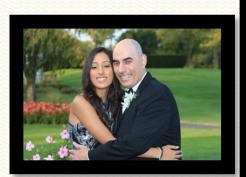
ALL CHAPTER PAST PRESIDENTS

North Hempstead County Club























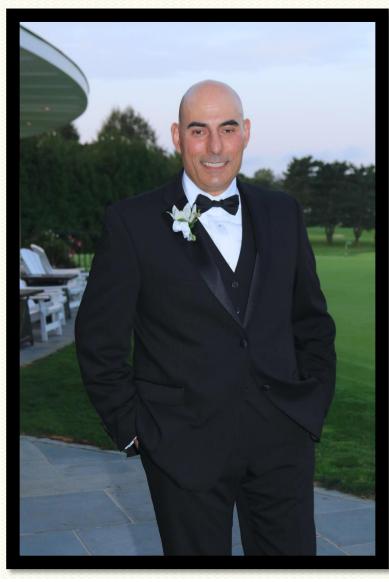












































# THANK YOU TO THE 2020 ANNUAL INSTITUTE PLANNING COMMITTEE

Chair: Shivam Sohan FHFMA Co-Chair: Tracey Roland

Vice Chairs: Kiran Batheja, FHFMA and Wendy Leo, FHFMA

**Alyson Belz** 

**Jonathan Bond CHFP** 

**Robert Braun** 

Palmira Cataliotti, CPA, FHFMA

Mario DiFiglia, FHFMA

**David Evangelista** 

Albert M Farina, CPA

**Juby George-Vaze** 

**Matthew Kamien** 

Diane R. McCarthy, CPA, FHFMA

Laurie Radler, FHFMA

Gordon Sanit, CPA, FHFMA

Donna Skura

Sean Smith, CPA

**Cindy Strain, FHFMA** 

**Andrew Weingartner, FHFMA, CRCR** 

**David Woods** 

**Robin Ziegler** 

## REGISTRATION HOURS EXHIBIT HALL HOURS

Thursday, March 12

7:30 a.m. - 6:00 p.m.

Friday, March 13

7:30 a.m. - 2:00 p.m.

**Thursday, March 12** 

7:30 a.m. - 8:15 a.m.

10:30 a.m. - 11:00 a.m.

12:00 p.m. - 1:00 p.m.

3:15 p.m. - 3:45 p.m.

Friday, March 13

7:30 a.m. - 8:15 a.m.

10:15 a.m. - 10:45 a.m.

12:00 p.m. - 1:00 p.m.

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# THURSDAY, MARCH 12

7:30 a.m 8:15 a.m.	Registration with Continental Breakfast
8:15 a.m 8:30 a.m.	Welcome and Opening Remarks
8:30 a.m 9:30 a.m.	National HFMA Chairman's 2019 - 2020 Theme: Dare U 2 Move
	Speaker: Michael Allen ,CPA, FHFMA National HFMA Chair 2019-2020
9:30 a.m 10:30 a.m.	After Value: Healthcare Delivery in 2020 and Beyond
	Speaker: Arthur A. Gianelli, President, Mt. Sinai St. Lukes, Chief Transformation Officer, Mt. Sinai Health System
10:30 a.m 11:00 a.m.	Networking Break and Vendor Fair
11:00 a.m 12:00 p.m.	A Candid Discussion with Sara Rothstein
	Speakers: David Evangelista, Corporate Director of Managed Care, MediSys Health Network
	Sara Rothstein, Director, 32 BJ Health Fund
12:00 p.m 1:00 p.m.	Lunch with Dessert in Vendor Fair
1:00 p.m 1:15 p.m.	Afternoon Opening Remarks
1:15 p.m 2:15 p.m.	Future of Healthcare
	Speaker: Simon Gisby, Principal, Deloitte Corporate Finance LLC
2:15 p.m 3:15 p.m.	Impact on Healthcare in an Election Year- The New York Perspective
	Gordon Sanit, CPA FHFMA, Managing Director, Deloitte
	Panelists: M. Beatrice Grause, President & CEO, Healthcare Association New York State
	Kenneth E. Raske, President & CEO, Greater New York Hospital Association
	Bill Hammond, Director of Health Policy, Empire Center
	Eric Linzer, President and CEO, New York Health Plan Association
3:15 p.m 3:45 p.m.	Networking Break and Vendor Fair
3:45 p.m 4:30 p.m.	Realizing the Success of Artificial Intelligence in Health Care
	Speaker: Yindalon Aphinyanaphongs, MD, PhD
4:30 p.m 6:00 p.m.	CFO's: Visionary Leaders of Tomorrow's Healthcare Finance
	Moderator:
	Joseph Fifer, CPA, FHFMA, President & CEO, Healthcare Financial Management Association
	Panelists:
	Colleen M. Blye, CPA, Executive Vice President & CFO, Montefiore Medical Center
	Mike Breslin, CPA, Executive Vice President, CFO & Treasurer, New York Presbyterian Hospital
	Michele L. Cusack, CPA, Senior Vice President & CFO, Northwell Health  Report Relaying, CRA, Senior Vice President and CFO, One President Health Center
	Robert Palermo, CPA, Senior Vice President and CFO, One Brooklyn Health Center  Donald Scanlon, CPA, Executive Vice President & CFO, Mount Sinai Health System
6:00 nm - 7:15 nm	CONTINUE
6:00 p.m 7:15 p.m.	President's Reception

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# FRIDAY, MARCH 13

[ ]	
7:30 a.m 8:15 a.m.	Registration with Continental Breakfast
	Presentation on the benefits of HFMA Membership
8:15 a.m 8:30 a.m.	Welcome & Open Remarks
8:30 a.m 9:15 a.m.	National HFMA Update: Strateges for Transforming the Business of Health Care
	Speaker: Joseph Fifer, CPA, FHFMA, President & CEO, Healthcare Financial Management Association
9:15 a.m 10:15 a.m.	Motivational Speaker
	Speaker: Matt Jones, Owner, MJ International
10:15 a.m 10:45 a.m.	Networking Break and Vendor Fair
10:45 a.m 12:00 p.m.	Transforming Healthcare
	Speaker: To Be Announced
12:00 p.m 1:00 p.m.	Lunch with Dessert in Vendor Fair
1:00 p.m 2:15 p.m.	Today's CEO- What Keeps Them up At Night?
	Moderator: William Allison, Executive Vice President for Administration & COO, Mount Sinai South Nassau
	Panelists:
	Alexander S. Balko, President & CEO, Metropolitan Jewish Health System
	Richard Park, MD, Vice Chairman of the Board, Summit City, MD
	Bruce J. Flanz, President & CEO, MediSys Health Network
	Talya Schwartz, President & CEO, Metroplus
2:15 p.m 2:30 p.m.	Presentation of the 2019 Barbara Principe Volunteer Recognition Award
	Honoree: Robin Ziegler
2:30 p.m 3:00 p.m.	Closing Remarks

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#### JOSEPH A. LEVI 6IST ANNUAL INSTITUTE GIVES BACK

Each year, through the Annual Institute, the Metro NY Chapter gives back to our communities by supporting a cause. This year, we are embracing Mike Allen's theme of "Dare You To Move".

We have formed an HFMA team to participate in the 2020 NYC MS Climb To The Top event on Sunday March 8th. We ask you to support the members who are responding to the challenge and will complete a vertical 5k and ascend more than 1,000 stairs to the top of One Bryant Park. The proceeds from the event will benefit those are affected by MS. We are asking you to support our members — and MS — by donating to members of the "HFMA Dare You To Climb" team using the URL below and choosing helping a team member reach their \$250 fundraising goal:

https://secure.nationalmssociety.org/site/TR?team\_id=607955&pg=team&fr\_id=30913

Are you up for the challenge? For information on joining the team please contact

Alyson Belz at ABelz@R1RCM.COM

# Long Island Marriott 101 James Doolittle Blvd Uniondale, NY

HFMA has reserved a limited number of rooms at the group rate of \$176 per night. Rooms can be booked by calling 1-800-228-9290 and using the group code HFJ.



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# **COMMITTEES 2019 - 2020**

**ADVISORY COUNCIL** 

**61<sup>ST</sup> ANNUAL INSTITUTE** 

**AUDITING** 

**BYLAWS** 

**CENTRAL REGISTRATION** 

CERTIFICATION/CERTIFIED MEMBERS NOMINATING

**COMMUNITY OUTREACH** 

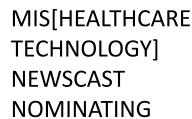
**CONTINUING CARE** 

CORP COMPLIANCE/

INTERNAL AUDIT

**VOLUNTEER** 

CPE'S



**MENTORING** 

**REVENUE CYCLE/PFS** 

MEMBERSHIP MSP

REVENUE CYCLE ACADEMY





DCMS/

**BALANCED SCORECARD** 

**EXEC. COMM. & PLANNING** 

FINANCE/REIMBURSEMENT/AUDIT

**FOUNDERS AWARDS** 

**GENERAL EDUCATION** 

INNOVATIONS/WOMEN IN

LEADERSHIP CONFERENCE

**INVESTMENT** 

KNOWLEDGE IS POWER SERIES

**LEGAL AFFAIRS** 

**MANAGED CARE** 

**PPDD** 

**WEBMASTER AND** 

PERSONNEL PLACEMENT

**REGION 2 COORDINATOR** 

**REGION 2 COLLABORATION** 

**ROADSHOW** 

**SOCIAL MEDIA** 

SPECIAL EVENTS

**SPONSORSHIP** 

**WEBINARS** 

YERGER AWARD



Accenture is committed to using innovation to improve the way the world works and lives, and we are honored to sponsor the Metro NY HFMA Chapter.

