

The Bottom Line

JUNE 2025

www.hfma.org

MEET OUR LEADERS

hfma rochester regional chapter



Anna Moynihan
President: Networking & Community Service



Margaret Lally
President-Elect



Jessica Ruta
Vice President: Education Chair



Janelle Baldasare
Secretary



Andrew Hastings
Treasurer



Brenden Mance
Immediate Past President



Jason Welch
Membership Chair



Daw Wright
Communication Chair



Danielle Hobart
Social Media Coordinator

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PRESIDENT'S Welcome MESSAGE



As we begin a new chapter year at HFMA Rochester Regional, I am honored to serve as your Chapter President and excited for the opportunities that lie ahead. Our theme for this year is "Empowering Through Knowledge, Strengthening Through Collaboration." This vision reflects our deep commitment to advancing professional excellence, fostering meaningful partnerships, and delivering measurable value to our members and sponsors alike.

One of our primary focuses this year is to continue to increase the number of members who hold HFMA certifications. Whether you're an early-career professional or a seasoned healthcare leader, certifications such as the Certified Healthcare Financial Professional (CHFP) or Certified Revenue Cycle Representative (CRCR) offer powerful tools to validate your expertise and stand out in today's competitive landscape.

We recognize that time can be a barrier. That's why we're working hard to make certification more accessible than ever—through chapter-sponsored study groups and flexible, on-demand learning resources. Our goal is to increase the number of certifications held by the members in our chapter by the end of the year, and we're here to support you every step of the way.

Equally important is the value we deliver to our sponsors and partners. This year, we are expanding sponsorship benefits with more visibility, deeper engagement, and data-driven insights into sponsorship ROI. We're not just seeking support—we're building strategic partnerships that help shape the future of healthcare finance. Your contributions make it possible to offer high-impact education, networking, and professional growth for all our members.

Lastly, we're committed to collaboration—not only within our chapter, but across HFMA nationally and with neighboring chapters. Expect more joint events, shared resources, and unified efforts that expand our reach and enrich your HFMA experience.

To our members: this is your chapter. Your involvement, your voice, and your ideas will shape our success. To our business partners: thank you for your trust and investment—we're ready to deliver value that grows with you. Together, let's make this a year of purpose, progress, and professional excellence.

Anna Moynihan
President, HFMA Rochester Regional Chapter

Exciting News Just for you!

&

Education

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We are thrilled to announce that our Rochester chapter has received the prestigious 2025 Success Award Value! What an incredible honor!

SCAN HERE



hfma

Micro-C

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Certifica

Main Catalog

Click through
the Links!

ONLINE LEARNING

Meet Minds & make Connections!

You won't want to miss this chance!



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GOLF

Tournament

Mark your calendars for our annual golf tournament!

JULY 24 | **RAVENWOOD GOLF CLUB** | **TIME 11 AM**

929 LYNAUGH RD,
VICTOR, NY 14564

Which team will emerge victorious this year?



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For More Sponsorship Information:
JESSICA.RUTA@ROCHESTERREGIONAL.ORG

Mark your calendars for our annual fall conference, set to take place in November 2025!



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FALL

Conference

2025

20TH | November | **8am - 1pm**

ALH
Locust Hill Country Club

Join us on July 24th for a thrilling networking event where fun meets opportunity!

Today's Network, Tomorrow's Success!

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In recent months, we have been actively engaged in several key initiatives.

We successfully hosted a leadership conference in partnership with ACHE, organized a chapter outing in Bloomfield, NY, and conducted our annual spring seminar with MGMA.

Unlock the magic of membership - It's like VIP access, but cooler!

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WELCOME TO THE TEAM!



Joseph D'Angelo	My Ha Nguyen
Elijah Hendrix	Dillon Peterson
David Garcia Valle	Betsy Rodriguez
Ingrid Ireland-Delfs	Beth Ruthven
Dakotah Kaiser	Raymond Sedita
Thomas Latuga	Ursula Staneff
Gabrielle Messina	Tasha Thompson
Brian Mucino	

New Member Total: 665

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CONGRATULATIONS TO OUR NEW CERTIFIED MEMBERS!



Erin Pforter - CSAF
Kyle Lake - CHCR5
Catherine Elliotte - CHFP, CSAF
Alexander Torpey - CSAF
Kristi Wead - CRCR
Nichole Holder - CRCR, CSPPM, CIPR, CSBL, CHFP, CS API

New Members Welcome

Motivate your employees to become part of our team!

Sign your posting today



SCAN ME / SCAN ME / SCAN ME

Interested In Becoming Certified?

Explore a diverse selection of nationally recognized certifications by clicking or scanning the QR code.



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JOIN OUR LEADERS:

Unleash Your Potential!

This is your opportunity to step into a leadership role or participate in one of our committees.

LEARN MORE BY EMAILING



rochester@hfmalocal.org



Scan the QR code below now to embark on your journey!

HFMA Student Memberships

Are you or someone you know interested in healthcare and finance? If you are a recent graduate or someone seeking a career change, an HFMA student membership could be perfect!

- ◆ 1 free year of membership
- ◆ Limited access to certifications
- ◆ Reduced event and conference fees
- ◆ Networking events
- ◆ What is expected?
 - ▶ Volunteer and get involved in the HFMA community
 - ▶ Must have an .edu email domain

To learn more, email us at
rochester@hfmalocal.org



rochester@hfmalocal.org



Discover details about our chapter, sponsorship options, and additional information below.

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The Rochester Regional Chapter of HFMA strives to provide business partners with opportunities to support the HFMA mission while gaining exposure to a network of healthcare finance professionals through events, marketing, and content partnerships. The Rochester Regional Chapter is committed to providing meaningful education opportunities to their members along with purposeful Networking opportunities to bring healthcare professionals together to encourage new connections and collaboration. With an increase in online presence and in-person events over the past 2 years, the Rochester Regional Chapter is making changes in the 2025 – 2026 chapter year to dedicate the time and effort to increase value for corporate sponsors, for years to come.



SILVER	PLATINUM	GOLD
Entry-level support and exposure Perks:	Top-tier visibility & engagement Perks:	Strong brand presence and networking Perks:
✓ Recognition as a Silver Sponsor at all HFMA events ✓ Logo on sponsor page of HFMA Chapter website ✓ Social media mentions (1 occurrence per year) ✓ Listing in the sponsor section of the quarterly newsletter	✓ Recognition as a Platinum Sponsor at all HFMA events ✓ Opportunity to present or co-host a session (1 per year) ✓ Logo on sponsor page of HFMA Chapter website with hyperlink ✓ Featured profile/interview in one HFMA newsletter or LinkedIn post ✓ Table/booth/signage at all in-person events (Education and Social) ✓ 4 complimentary education event registrations annually ✓ Social media mentions (6 occurrences per year) ✓ Recognition in all email marketing ✓ Inclusion in HFMA member welcome packet – personalized email to each new member ✓ First right of renewal for following year	✓ Recognition as a Gold Sponsor at all HFMA events ✓ Logo on sponsor page of HFMA Chapter website ✓ Opportunity to provide educational content for newsletter (1x/year) ✓ Table/booth at 2 in-person events ✓ 2 complimentary education event registrations annually ✓ Social media mentions (3 occurrences per year) ✓ Recognition in Newsletter communications
\$1,000	\$4,000	\$2,500

Optional Add-Ons

- Sponsored Email Blast** \$500 per send
- Educational Event Sponsorship Only** \$750 single event
- Networking Event Sponsorship Only** \$500 single event

Education

2025 -2026

EventLineup



2025

NOVEMBER

Event COMMITTEE:
Education

Event Name:
Fall Institute

Locust Hill Country Club

2026

MARCH

Event COMMITTEE:
Education

Event Name:
Women in Leadership

Casa Larga Vineyards

2026

APRIL

Event COMMITTEE:
Education

Event Name:
Spring Conference

Locust Hill Country Club

Networking

2025 -2026

EventLineup



2025

JULY 26TH

Event COMMITTEE:
Networking

Event Name:
Annual Golf Tournament

Ravenwood Golf Club

2025

OCTOBER - DECEMBER

Event COMMITTEE:
Networking

Event Name:
Fall Happy Hour

Various

2026

MARCH - MAY

Event COMMITTEE:
Networking

Event Name:
Spring Happy Hour

Various

We appreciate you taking
the time to read this email!

want to see and share your experiences!
Snap a photo at our networking events
and send us your content for a chance to
be highlighted on our social media!

Let's Connect!
Scan below!

