

# WINTER NEWSLETTER

SEPTEMBER  
2025  
EDITION

# THE BOTTOM LINE

## EDUCATION

Our platform features a comprehensive selection of online webinars that you can conveniently access with a single click or scan!



## NETWORKING

Save the date for our eagerly awaited annual fall gathering! Don't forget to subscribe to our email newsletter to keep up with all the latest updates and announcements! We are excited to share that our annual golf event was a tremendous success! Keep an eye out for your opportunity to secure your place in the HFMA Rochester annual golf chapter event!

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rochester regional chapter

## FALL Conference



20TH | November | 8am - 1pm

Locust Hill Country Club



HFMA

WEBINAR

FAVORITE E-LEARNINGS

Medicare Outpatient Reimbursement Fundamentals

Live Webinars

- Sept 23: Reducing the Real Costs of Denials and A/R Impact
- Sept 24: ROI of AI: Maximizing Your RCM Processes
- Sept 25: Maximizing Leverage in Payer Negotiations using Payer Transparency Data
- Sept 30: Keeping Pace: Leveling Up Revenue Cycle Leadership for Financial Survival

Mark your Calendar

				20		
				SEPTEMBER		25
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

While you're in your calendar, be sure to navigate to November for the Fall Conference!

Live Events

- Sept 25-26, 2025 | Washington, D.C. HFMA Thought Leadership Retreat 2025
- March 18-20, 2026 | Dallas, TX HFMA Revenue Cycle Conference 2026
- April 26-28, 2026 | Austin, TX HFMA Leadership Summit 2026
- June 7-10, 2026 | National Harbor, MD HFMA Annual Conference 2026

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25 GOLF TOURNAMENT



Thank you to all participants!

## NETWORKING ... CONTINUED

THE  
**BOTTOM LINE**

While we never fail to congratulate our tournament champions, we often wonder...

For three consecutive years, this group of gentlemen has successfully secured the title in our golf tournament! Is there anyone out there, or anyone you know, who is willing to challenge these champions? Our upcoming newsletter will contain all the information you need for your best chance at victory!

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**CHAMPIONSHIP DEFENDED**

**K**

**3 YEARS IN A ROW!**

## MEMBERSHIP

THE  
BOTTOM LINE

We have welcomed new members, celebrated newly certified individuals, and introduced a new Enterprise since our last newsletter. The achievements of our chapter continue to impress our leaders! We are optimistic that the future will flourish for both our current and prospective members!

NEW  
MEMBERS

New  
Membership  
Total  
688

Welcome to the Rochester Chapter!

## Members:

- Portia Smith
- Nancy Edic
- Nicholas Slattery
- Fnu Myat Wut Kyi
- Nichole Hudson
- Amanda Ransom
- Kristina Loughlin
- Jim Smith
- Yvonne Fitzgerald
- Jessica McCall
- Charles Weaver
- Casey Norris
- John L'Hommedieu
- Kurtis VonBergen
- Michelle Clegrove
- Desirae Adams
- Jennifer Carlson
- Ruth Donk
- Jason Briggs
- Jennifer Mainne
- Stefanie Smaldone
- Kathi Bell
- Josiah Dailey
- Amanda Eschmann
- Dorothy White
- Beth Zapets
- Julie Dowd



Are you interested in  
becoming the next  
member? Discover more  
about how to join below!

New  
Members  
Welcome

Motivate your employees to  
become part of our team!

Begin your journey today

NEW CERTIFIED  
MEMBERS

## Members:

- Joseph D'Angelo CHFP
- Nichole Holder  
CRCR,CSPPM,  
CSPR,CSBI,  
CHFP,CSAPM,EHRC
- Daniel Redmond CRCR
- Stephanie Newman  
CHFP,CSAF



Are you curious about  
obtaining certification?  
Check out the details  
below for more  
information.

Interested In  
Becoming Certified?

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



## 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

# MEMBERSHIP

THE  
**BOTTOM LINE**

Our leaders are truly thankful for the ongoing arrival of new enterprise members. As we continue to grow, the impact our chapter can make will become even more substantial!!

## Welcome to our latest Enterprise Professional Member Organization!!



The Finger Lakes Area Counseling and Recovery Agency has welcomed 19 new members to our Chapter since July!



# WINTER ISSUE

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## LEADERSHIP

THE  
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### ANNA MOYNIHAN

ROCHESTER  
REGIONAL **HEALTH**

MBA: Manager, Treasury  
& Investment Operations

President &  
Networking Chair

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### MARGARET LALLY

**Loretto**  
Exceptional People. Extraordinary Care.

Vice President, Finance  
Operations & Revenue

President-Elect

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### JESSICA RUTA

ROCHESTER  
REGIONAL **HEALTH**

CHFP: Manager,  
Accounting &  
Financial Reporting

Vice President

rochester regional chapter

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### JANELLE BALDASARRE

ROCHESTER  
REGIONAL **HEALTH**

AcLead Accountant,  
Accounting & Financial  
Reportingcountant - Lead

Secretary

rochester regional chapter

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### ANDREW HASTINGS

ROCHESTER  
REGIONAL **HEALTH**

Sr. Director, Financial  
Reporting & Accounting

Treasurer

# LEADER

# WIS

# ON

SEPTEMBER  
2025  
EDITION

# LEADERSHIP

THE  
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## JASON WELCH

ROCHESTER  
REGIONAL HEALTH

Senior Project Manager:  
SS ENTERPRISE PROG  
MGMT OFFICE

Membership  
Chair



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## DAN WRIGHT

ROCHESTER  
REGIONAL HEALTH

Vice President, Finance  
- Acute Care Hospitals

Communication  
Chair



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## DANIELLE HOBART

ROCHESTER  
REGIONAL HEALTH

CPC: HIM- Medical  
Coder: Outpatient

Social Media  
Coordinator



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### JOIN OUR LEADERS:

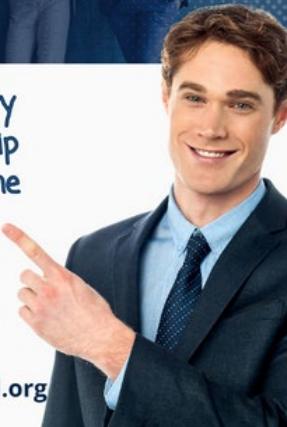
Unleash Your Potential!

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

LEARN MORE BY EMAILING



rochester@hfmalocal.org



HFMA welcomes individuals from every area of health care. As the originator of this newsletter, I was embraced even prior to gaining any understanding of the workings within the finance department. I urge your colleagues or those under your supervision to connect and join as members today! This organization will empower your employees to excel in their positions by motivating them to become the best versions of themselves!

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**2025**

**SPONSORSHIP**

**PACKAGES**



rochester regional chapter

## Mission:

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 increase value for corporate sponsors, for years to come.

# SPONSORSHIP

THE  
**BOTTOM LINE**

## SILVER

Entry-level support and exposure 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

**\$1,000**

## PLATINUM

Top-tier visibility & engagement Perks:

- ✓ 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

**\$4,000**

## GOLD

Strong brand presence and networking Perks:

- ✓ 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

**\$2,500**

Valuable!

## Optional Add-Ons

\$500  
per  
send

**Sponsored  
Email Blast**

\$750  
Single  
event

**Educational  
Event  
Sponsorship Only**

\$250  
Single  
event

**Networking  
Event  
Sponsorship Only**

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# 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

2025 -2026

## EventLineup

# Networking



**2025**

OCTOBER – DECEMBER

**Event COMMITTEE:**  
Networking

**Event Name:**  
Fall Happy Hour

Various

**2026**

MARCH – MAY

**Event COMMITTEE:**  
Networking

**Event Name:**  
Spring Happy Hour

Various

# NEWSLETTER

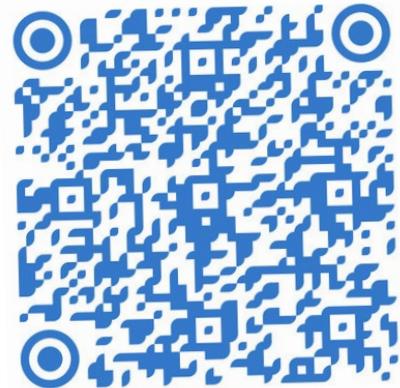
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## Connect With Us:

**LinkedIn** 



Email Us!