

# NEWSCAST

Metro NY HFMA

Spring/Summer 2022

Volume 52, Issue 1

## 2022-2023 EXECUTIVE BOARD



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**CHFP**



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**SEAN P. SMITH, CPA, FHFMA**



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# PAST PRESIDENT'S MESSAGE



Congratulations to our newly elected officers and board members. In passing the baton on to Cathy, I would like to take a few moments to highlight the accomplishments of the past year.

I call the past year – “a transitional year” for our Chapter as we tried to plan our educational events while navigating through the various COVID surges. It was a very challenging process to make the decision for any event to go in-person or stay virtual. Trying to plan an in-person event, while fears of being exposed to COVID still lingered and concerns of meeting in large crowds with or without masks, weighed on everyone’s mind. It was always at the forefront of our thoughts whether our members, vendors and corporate sponsors would be ready to support an in-person event.

We were very lucky this year or perhaps just very good as the education committees were able to plan virtual conferences and webinars as well as in person events by staying one step ahead or sometimes a step behind a COVID surge.

We kicked off my year as President with an in-person Annual Business Meeting – the turnout was smaller, as people were still uneasy about gathering in large events, but it gave us hope that we were slowly starting to see some sense of normalcy. In July we were able to celebrate Diane McCarthy’s past president dinner at the TWA Hotel and in August, after a 1-year hiatus we brought back the Golf Outing. The Golf Outing reminded me more of a high school reunion where everyone was reminiscing with one another after what seem like years of not seeing each other related to the Delta variant and the Governor’s healthcare workers vaccine mandate.

In December, we decided to move forward with a Holiday party. This was the first time the Chapter held such an event in over five years. It was overdue, and much needed. The mental strain of COVID was taking its toll as another holiday season was upon us and the

# PAST PRESIDENT'S MESSAGE

CDC was telling us to limit the number of family members we should have over. Then shortly after that the Omicron variant emerged and for two and half months we were debating if the Annual Institute, our premier event, should go to a virtual format or stay as an in-person event and if we did stay as in-person event would anyone come.

I am glad that we stayed the course and did go through with the Annual Institute in March as an in-person event. We had over three hundred in attendance and received a tremendous amount of positive feedback not only about the event, but about the joy of getting back to socializing with our colleagues.

We followed the Annual Institute with our Revenue Cycle Academy, another in-person event that exceeded everyone's expectations. The Revenue Cycle Academy was well received and attended, with over 150 attendees.

Finally, to top of this incredible year, the Metropolitan Chapter of New York, was one of only five chapters recently honored by our National Association in Phoenix, AZ. This year our Chapter was awarded for our growth in membership year over year. This year we saw an overall 18% increase in our membership, while other Chapters were seeing declines. None of this could have been accomplished this year without the support of the Executive team, led by Cathy Ekbohm, Andrew Weingartner, Shivam Sohan, Alyson Belz and now Leah Amante – who also co-chaired the AI Committee.

I'd like to give a special thank you to:

our General Education chairs Robert Braun, Bob Arnold, and Nick Bartolo, for their organization and leadership and keeping us on track;

Nick Rivera and James Linhart, chairing the Finance & Reimbursement Committee and overseeing Finance Fridays;

Nick Pertoso, setting up the webinars;

Christina Edwards, sending out those beautiful flyers;

Alicia Weissmeier for Editing Newcast; and

Matt Kamien, Sue Lim and Stephanie Gerez for overseeing the Revenue Cycle.

Lastly, I want to acknowledge our very generous Corporate Sponsors. Thank you to all our Corporate Sponsors for your sponsorships, sticking with us during these past two years and re-enforcing the value that this Chapter brings to our healthcare community.

# PAST PRESIDENT'S MESSAGE

I believe in the Ronald Regan doctrine on leadership “Surround yourself with the best people you can find, delegate authority, and don't interfere.” I believe I did I good job following this doctrine.

I want to congratulate Cathy Ekbohm on her upcoming year, and I wish her the best of luck next year. Cathy is in good hands as she has a talented team to lead her to success. I enjoyed my year as President and truly thank everyone who supported me and the Chapter during my Term.



# PRESIDENT'S MESSAGE



It is an honor and privilege to begin a new HFMA year as your chapter President. The Metropolitan New York chapter is comprised of exceptional leaders and together, with our outstanding members, we are what makes this chapter what it is today – extraordinary! Metro New York has the most dedicated volunteers that consistently bring our membership quality education and networking opportunities.

I would like to thank our corporate sponsors whose generosity enable us to provide community outreach and education to our members. Our Corporate Sponsors are the backbone of this organization, and we are lucky to have so many generous sponsors!

I welcome you to learn more about our rich traditions and history! Our chapter represents over 900+ members within Metropolitan New York, leveraging access to 63 National Chapters and 87,000 members. HFMA helps healthcare financial management professionals, and their organizations succeed. The benefits in becoming a member are endless as we encourage our professional and personal networking, educational value including industry certifications at no extra cost, Founder Point Program earning recognition for your volunteerism and fostering the building blocks for lifelong relationships and friendships.

As your chapter President, along with the entire Executive Team and Board of Directors we are committed to bringing value to our members and ask that you consider joining one of quality education and networking events. Our educational committee's such as our industry premier 63rd Joseph A. Levi Annual Institute, Compliance, Finance, Revenue Cycle (My Passion), Technology and many others will continue to excel into the future, remaining committed to putting on stellar education events that address local, national and regulatory guidelines and keeping our fingers on every changing pulse of our industry.

It started from a personal journey and an idea and we engage you to participate in our ever-popular Knowledge is Power series which has evolved into its 10th year - giving back to our members. In addition to help end food disparities have provided the community in partnership with Island Harvest over 3,500 meals to date.

Let me help you and together we will find that there is a fit for everyone in our chapter, no contribution is too small, time is valuable and whether it is joining a committee call, sending an email to a colleague, securing a speaker and or spearheading an event we all start somewhere. My call to volunteer program will be open the whole year through and I encourage you to contact me [cekbom@betzmitchell.com](mailto:cekbom@betzmitchell.com) and or a chapter leader to find out more on how to become active and involved.

I look to you all to please help me on my journey this year. As we embark together, we continue to be inspired. This year's theme from HFMA National Chair, Aaron Crane is "IGNITE THE SPARK" ...Aaron shares his message which is one that includes the courage to take a risk, go out of the box, and not letting perfection hold you back! With that mindset nothing is impossible. We at Metro New York understand this first hand.

# PRESIDENT'S MESSAGE

The pandemic and the challenges of the last few years has made us stronger teaching us as leaders to tap into our strength, stand tall face our issues head on and remain flexible to adapt to change - NOTHING is impossible. We are inspired to keep finding ways to "IGNITE THE SPARK" keep yourself challenged and the folks that you lead around you engaged. This theme is something we all need to embrace.

This year's theme encourages, healthcare finance professionals to get out of their comfort zone tackle the uncomfortable with grace and fortitude. When we commit to embracing change, our achievements-and the future that we are shaping-will surpass our expectations. In order to be successful in the future we as leaders in healthcare must change our way of thinking. Our industry is at a critical point and with new ideas and techniques we can expand the reach of HFMA both on a local and national level.

I am confident that together we stand up and reach the bar set by our Past Presidents but do so while we "Ignite the Spark." I pinch myself and say not sure where the time has gone when I reflect on my early HFMA days to current day. I look back with a sense of accomplishment, a smile and look forward to what is yet ahead of us.

I urge you all, share with your co-workers, colleagues and friends and participate in our success. Pursue leadership opportunities by volunteering; take advantage of local education; and participate in networking opportunities.

I look forward to this coming year and leading the Metropolitan New York Chapter toward meeting all our goals! "Ignite the Spark" Be involved, stay involved Knowledge is Power Wishing you to stay safe & healthy.

***Cathy***

Catherine Ekbom, CRCR, CHFP

President HFMA Metropolitan New York



# EDITOR'S MESSAGE

The Summer Edition of Newscast usually signifies the start of HFMA's new year. This year we are combining the Spring and Summer Editions of Newscast. With each year we bid a fond farewell to some old friends and colleagues that volunteered for the Chapter and give a robust hello to new volunteers. We express a sincere thank you to the Immediate Past President, Sean P. Smith, and welcome, the new President, Catherine Ekbom.



We are fortunate in that we can always highlight how well the Chapter performed under the Immediate Past President's leadership – this year will be no different! Sean and the Chapter had an amazing year. Our Chapter was honored by our National Association for our growth in membership year over year, being awarded the Success Award for Best Membership Growth. An amazing achievement considering most Chapters experienced a decline over the past year.

The 2021-2022 year's theme of bolder, brighter and better was certainly met by our immediate Past President and his team. In welcoming our new President, Cathy, we look towards the National Chairperson's theme, "Ignite the Spark." We know our Cathy and her team have already begun to Ignite the Spark and this year promises to be a great one.

The goal of Newscast is to not only provide educational content, but a positive perspective of perseverance through the ever-changing Healthcare landscape. This Edition is jammed packed with photospreads and relevant content that capture the spirit of perseverance for our Chapter. President Biden said in a recent interview that the pandemic was "over." But we know that the World Health Organization is responsible for officially declaring the pandemic "over" at some point – and that declaration has not yet come. It is my hope that we can celebrate such a declaration soon in a coming Edition of Newscast!

As a special note, I'd like to acknowledge Laura DeDomenico of Miller & Milone, LLC, a Med-Metrix Company for her assistance with this issue.

*Alicia*





# CHAPTER OFFICERS AND BOARD OF DIRECTORS

## OFFICERS 2022-2023

President	Catherine Ekbohm, CRCR, CHFP
President-Elect	Andrew R. Weingartner, FHFMA
Vice President	Shivam Sohan, FHFMA
Treasurer	Alyson Belz, FHFMA
Secretary	Leah Amante, CRCR
Immediate Past President	Sean P. Smith, CPA, FHFMA

## BOARD OF DIRECTORS

### **Class of 2023**

Daniel Corcoran	Laurie Radler, FHFMA
James Linhart	Alicia A. Weissmeier, Esq., FHFMA
Nick Rivera, CPA, FHFMA	

### **Class of 2024**

Robert Braun	Susane Lim
Stephanie Gerez, CHFP, CRCR	
Matthew Kamien, CHFP	Robin Ziegler

## PAST PRESIDENTS

2021-2022	Sean P. Smith, CPA, FHFMA
2020-2021	Donna Skura
2019-2020	Diane McCarthy, CPA, FHFMA
2018-2019	Mario Di Figlia, FHFMA
2017-2018	Maryann J. Regan
2016-2017	David Woods
2015-2016	Meredith Simonetti, FHFMA
2014-2015	Wendy E. Leo, FHFMA
2013-2014	David Evangelista

## 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  
Wendy Darwell,  
President & CEO, Suburban Hospital Alliance of  
New York State

## ***Newscast Committee***

### EDITOR:

Alicia A. Weissmeier, Esq., FHFMA

### COMMITTEE MEMBERS/CONTRIBUTORS:

Marty Abschutz, CPA, CGMA  
Catherine Ekbohm, CRCR, CHFP  
Donna Skura  
Robin Ziegler

## **Metro NY HFMA Newscast Fall Schedule**

**Electronic Publication Date**

**10/31/22**

**Article Deadline for Receipt by Editor**

**10/14/22**

# 2022-2023 CORPORATE SPONSORS

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# CHAPTER NEWS

## IMPORTANT DATES

### Upcoming Webinars

October 19, 2022	COMPLIANCE PRIVACY WEBINAR	12:00pm - 1:00pm
November 2, 2022	CYBER ATTACK AND RANSOMWARE	12:00pm - 1:00pm
November 10, 2022	MEDICAID E-MEDNY NAVIGATION OF NEW WEBSITE & TRAINING	
December 7, 2022	CYBER SECURITY WEBINAR	12:00pm - 1:00pm
January 25, 2023	PATIENT BILLING WEBINAR - REV CYCLE	12:00pm - 1:00pm

### Educational Seminars and Institutes

October 12-14, 2022 Verona, NY	REGION 2 CONFERENCE
October 27, 2022 Hauppauge, NY	CMS MEDICARE FUNDAMENTALS –SUBURBAN HOSPITAL ALLIANCE OF NEW YORK STATE -(FORMERLY NASSAU SUFFOLK HOSP COUNCIL)
October 28, 2022 New York Presbyterian	CMS MEDICARE FUNDAMENTALS
November 3, 2022 Microsoft Building	COVID EVENT
December 2, 2022	ANNUAL ACCOUNTING AND FINANCE UPDATE
January 19, 2023 Hofstra Club	REVENUE CYCLE ACADEMY & COCKTAIL HOUR SOCIAL
March 23-24, 2023 Uniondale Marriott	METRO NY HFMA- 63RD ANNUAL INSTITUTE
March 30, 2023	ANNUAL REIMBURSEMENT UPDATE

### Social Events

October 16, 2022	BREAST CANCER FUNDRAISER TEAM HFMA METRO NY
December 15, 2022	HOLIDAY PARTY- WESTBURY MANOR- 6:30 PM
February 23, 2023	LEADERSHIP SUMMIT RETREAT TBD
TBD BABYLON, NY	ARGYLE THEATER & DINNER OFF "BROADWAY" EXPERIENCE
TBD	GENERAL EDUCATION MEETING

**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 [www.hfma.org/seminars](http://www.hfma.org/seminars).**



# WELCOME NEW MEMBERS

*Included in your HFMA Membership*

## EDUCATION + NETWORKING

Connecting with your HFMA chapter means you have access to a community of local members for support, knowledge and networking.



*From all of us at MetroNY, Welcome.*

# 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.

### **MARCH 2022**

**NANISE CABRERA**  
Montefiore Health System

**JENNIFER DELACRUZ**  
Montefiore Health System

**MILDRED DIAZ**  
Montefiore Health System

**ELIZABETH DURANT**  
Montefiore Health System

**FRAN NUSSBAUM**  
Montefiore Health System

**ROBERTO MARTINEZ GUZMAN**  
Montefiore Health System

**DARA LI**  
Long Ridge Equity Partners

**KATHLEEN DESPOSITO**  
Stony Brook University Hospital

**THOMAS INSINNA**  
Stony Brook University Hospital

**CONNOR KASTENBAUM**  
Optum

**JUDY ZENG**  
Memorial Sloan-Kettering Cancer Center

**JAIME RAPPS**  
Grassi

**PERRY SHAM**  
The Marwood Group

**ANTHONY BROOKS**  
Montefiore Health System

**MICHELLE ULRICH**  
NYU Langone Medical Center

**JACQUELINE JOHNNY**  
One Brooklyn Health

### **APRIL 2022**

**FRANCIS ALLAREY**  
Columbia University

**ELAINE DUCK**  
Memorial Sloan-Kettering Cancer Center

**LAURA LEAHY**  
Montefiore Health System

**ESOSA OZIGBO**  
BDO

**RAJY JOHN**  
Mount Sinai South Nassau

### **MAY 2022**

**BETH YAGODA**  
Mount Sinai Health System

**SAMANTHA SEIDEMAN**  
SAP America

**FINLANDIA CABRERA**  
Montefiore Health System

**LAURA MCNAMARA**  
Stony Brook University Medical

**ANNA PHAN**  
Imagefirst

**JOHN CARUSO**  
Meduit

**ANTHONY AMADO**

**JOHN JACKSON**  
Cerner Corporation

**KELLY TAMBURELLO**  
Nassau Community College

**THOMAS WITT**  
Impendi

**LISA DOSS**  
FRR Recovery Inc.

### **JUNE 2022**

**SHEILA MCKOY**  
Medisys

**JANET NUSS**  
FRR

**CARLY SENANDE**  
FRR Recovery Inc.

**MICHAEL GAO**  
Smarter Dx.

**ALFRED PERLLESHI**  
Montefiore Health System

**DONNA BANNER**  
Medisys

**DOUGLAS PAGLIA**  
Memorial Sloan Kettering Cancer Center

**JOHN CLAUZEL**  
Oracle Cerner

**APPOLONIE ESSOMBA**  
Montefiore Health System

# NEW CHAPTER MEMBERS

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

SHARAL KOTLYAR  
Cerner Corporation

JAZLYN MARTIN  
Cerner Corporation

MATTHEW MCDONOUGH  
Montefiore Health System

MOHAMED ALSAIDI  
Cerner Corporation

CAYRA ROSARIO  
Montefiore Health System

PAUL DEANGELO  
Montefiore Health System

MEENAKSHI BHATT  
Montefiore Health System

MICHELLE HASSANI  
Cerner Corporation

SAAD ALSHAMMARI  
King Faisal Specialist Hospital & Research Center

LENNAE ADAMS  
Catholic Health of Long Island

ARONDA STARKS-BOWMAN  
Montefiore Health System

SHAMAR WILSON  
Maimonides Medical Center

PATRICIA WARD  
SUNY Downstate Hospital

### JULY 2022

PATRICK FARRELL  
Futura

TESHALA PRICE  
Montefiore Health System

BARBARA AMONSON  
Northwell Health

JOY MINAYA  
Montefiore Health System

EILEEN NIKLES  
KPMG

FIRSTO BLAMMO  
Encore Project

SAM LIN  
Cerner

### AUGUST 2022

MARY LAMATTINA  
Aon Hewitt

EVAN FERMOSELLE  
Marwood Group

EULENA DOYLE  
NYU Langone Medical Center

JOSEPH JACCARINO  
One Medical

PATRICIA LOMBARDO  
One Medical

WILLIAM HARRINGTON  
Northwell Health

CRAIG INGE  
Ensemble Healthcare Partners

OLIVIA LIN  
Allegheny Health Network

ERIC KLINGEL  
Chiesi USA

ALAAALDEEN ALHAWAMDEH  
Clemenceau Abdali Hospital

SHAMEEZA ALI  
Brookdale Hospital

ROSS GOLDSTEIN  
Jzanus Consulting, Inc.

CASEY DYE  
Guidehouse



# JOSEPH A. LEVI

# 62nd ANNUAL INSTITUTE

March 16 - 17, 2022



*Special Tribute by:  
Northwell  
Health Nurse  
Choir*



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HFMA Metro New York Chapter is approved as a New York State CPE Provider in the area of specialized knowledge and applications. In accordance with the standards of the National Registry of CPE Sponsors the total credits have been rounded down. CPE Credits have been granted on a 50-minute hour.

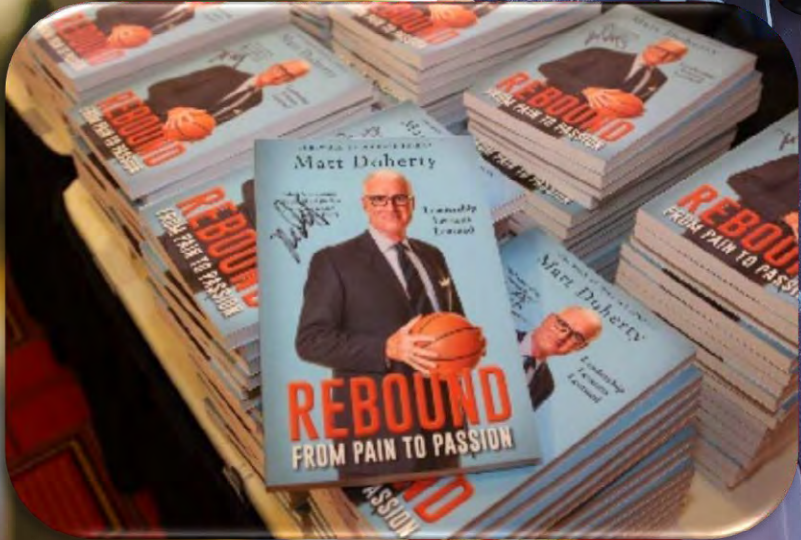
































# Local News

**New York Presbyterian Hospital** has been named one of the Nation's top 10 hospitals. A U.S. News and World report ranked the hospital No. 1 in cardiology and heart surgery in New York and No. 7 overall nation wide. It is for the 19<sup>th</sup> year in a row that New York Presbyterian has been ranked in the top 10. The hospital has also been recognized as the No. 1 Children's hospital by U.S. News. Ranking in the top 20 in 14 out of 15 specialties the hospital is considered one of the best in the nation.

**Northwell Health** has opened up a High-Risk Pregnancy and Fetal Health Center in New Hyde Park. The 12,400 square foot facility offers multidisciplinary care to patients with High Risk Pregnancies such as Diabetes, heart disease, lupus, high blood pressure or complications in previous pregnancies. The children's hospital also includes a level IV neonatal intensive care unit and neonatal surgery.

**St. Francis Hospital & Heart Center** (*a member of Catholic Health*) has been awarded a five star rating by the Centers for Medicare & Medicaid Services (CMS). St. Francis has been recognized for their excellent medical care and high patient scores for the third consecutive year. CMS posts the rankings on the Government's Care Compare website.

**Mount Sinai Health Systems** has been awarded the 2022 LearningElites Award by BetterWork Media Group. The award recognizes organizations that employ exemplary workforce strategies that benefit their organization. With more than 43,000 employees and eight hospitals Mount Sinai is one of the largest medical systems in New York. U.S. News and World ranked Mount Sinai No. 1 in geriatrics and top 20 in Cardiology/heart surgery.

**NYU Langone** was ranked the top hospital in New York and No. 3 in the country by U.S. News & World Report. CEO Robert I. Grossman, MD says "This recognition is reflective of one standard of care that is consistently supported by our faculty and staff across each of our hospitals". NYU Langone was also credited as the nation's best hospital for neurology and neurosurgery.

**NewYork Presbyterian Queens** has been awarded two American Heart Association Achievement Awards for implementing quality improvement measures for cardiovascular patients to receive quality care. With cardiovascular disease affecting nearly half of American adults the American Heart Association's mission is to reduce barriers to prompt treatment for events such as heart attack, stroke and heart failure.

To submit news items to be included in an upcoming edition of NEWSCAST, send information by email to [aweissmeier@millermilone.com](mailto:aweissmeier@millermilone.com)

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# Annual Business Meeting Westbury Manor May 11, 2022

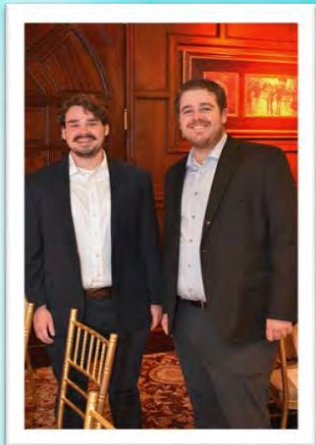












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# Metropolitan New York Chapter Leadership

# OFFICERS



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President



Andrew R. Weingartner, FHFMA

Director, Jzanus Consulting, Inc.  
President Elect



Shivam Sohan, FHFMA

Financial Operations, Catholic Health  
Vice President - Education



Alyson Belz, FHFMA

Exec. Director, Revenue Excellence, Change Healthcare  
Treasurer



Leah Amante, CRCR

Director, PFS, Long Island Community Hospital  
Secretary



Sean P. Smith, CPA, FHFMA

Senior Associate VP/Deputy CFO, SUNY Downstate  
Medical Center

Immediate Past President



# Board Members Class of 2023

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President & CEO, SafeQual



James Linhart

Deputy Corporate Comptroller, NYC Health + Hospitals



Laurie Radler, FHFMA

AVP, Chief Privacy Officer, Healthfirst



Nick Rivera, CPA FHFMA

Senior Manager, FORVIS



Alicia A. Weissmeier, Esq., FHFMA

Chief Operating Officer, Miller & Milone LLC



# Board Members Class of 2024

Robert Braun

Director, Finance and Performance Management, Catholic Health



Stephanie Gerez, **CHFP, CRCR**

Revenue Cycle Finance, Jamaica Hospital Medical Center



Matthew Kamien, CHFP

Payor Liaison , Montefiore Health System



Susane Lim

System Director, Revenue Realization Center, Catholic Health



Robin Ziegler

Director, Jzanus LTD







Leadership Training Conference  
Phoenix, Arizona  
April 2022



At this year's LTC MetroNY was acknowledged for Diane McCarthy's year 2019 – 2020 winning 6 Yerger Awards, Silver Award of Excellence for Education Quality, Bronze Award of Excellence for Certification. Under Sean P. Smith's year 2021 – 2022 the Chapter won the Success Award of Excellence for Membership Growth.

HFMA's 2022 Leadership Training Conference was held April 24-26 in Phoenix, Arizona. This conference was one for the record books! It was the first time in nearly three years that our many volunteer leaders were able to be in the same place at the same time and in person. For the first time awards were presented at the LTC rather than at the Annual Conference. This was done so more of our volunteers could be present.



“It was the first time we've announced awards live, without a chapter already knowing that they'd won,” said Brianna Engeseth, MBA, HFMA's volunteer experience manager. “This really brought out the competitive spirit of our volunteer leaders. People were cheering and doing drumrolls on the tables.”

***We are proud to support our clients and all healthcare providers. Thank you for your dedication, sacrifice, and perseverance during these unprecedented past two years.***

***To better days ahead!***



On the evening of Monday, June 13th, the NY Metro Chapter gathered for the first time this education year for the General Education Kickoff Event at Verona restaurant.



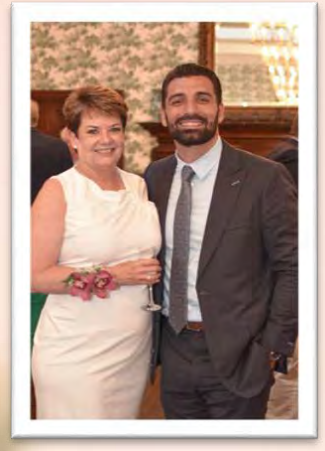
Surrounded by many new faces, the event's presentation was lead by Shivam Sohan, VP of Education for the chapter, Susan Lim, Chair of the Gen Ed committee, and Nicholas DiBartolo, Co-Chair. They discussed the general education team's role in assisting all other committees put on great events, and also touched on the importance of being active, joining committees, and getting certified. The event was a great time for all and the team is looking forward to another fantastic education year.



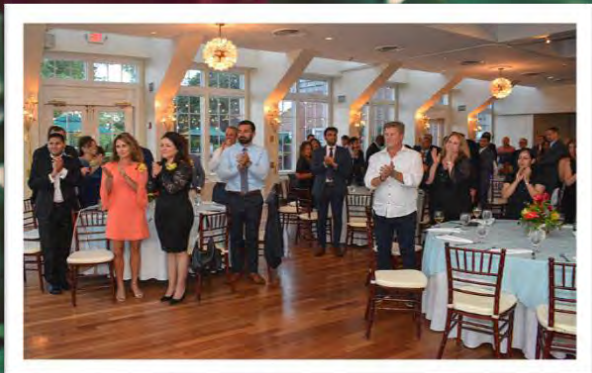
*Past President's  
Summer Cocktail Party 2022  
Honoring Donna Skura*

















# HFMA Metro NY joins forces with the American Cancer Society



Making Strides against Breast Cancer

Making Strides Against Breast Cancer events celebrate survivors and raise money to help the American Cancer Society save lives from breast cancer.



## WAYS TO SUPPORT

### DONATE

Visit the link below to donate:  
<http://main.acsevents.org/goto/hf-mametryn>

### WALK

Team together with us & register to walk.

## October 16th | Jones Beach, NY

Check out the full flyer with event details and find more ways to support!

For more information, contact:  
Catherine Ekblom at [cekblom@betzmitchell.com](mailto:cekblom@betzmitchell.com)

Visit our website below:  
[Metropolitan New York Chapter \(hfma.org\)](http://Metropolitan New York Chapter (hfma.org))

# The Value of Certification

Many healthcare organizations in today's challenging economy recognize their workforce as their most valuable assets.

Investment in developing the talents, knowledge and skill sets of staff is 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.

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/>

**Congratulations  
To Our  
Certified Members**

## 2021 CHFP

Richard McMullen, CHFP  
Matt Satyadi, CHFP  
Vivek Shah, CRCR, CHFP  
Priyanka Srinivasan, CRCR, CHFP

## 2022 CHFP

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Andreson Cuartas, CRCR, CHFP  
Catherine Ekbohm, CRCR, CHFP  
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## 2022 FHFMA

Robert Braun, CRCR, FHFMA

# HFMA's Online Membership Directory

Have you visited HFMA's Online Membership Directory lately? Log in at [www.hfma.org](http://www.hfma.org). When you select "Directory," not only can you search for members of the MetroNY Chapter, you can also search for all your HFMA colleagues by name, company and location – regardless of the Chapter! Using an online directory instead of a printed director 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.



# Building a Comprehensive Patient Financial Engagement Strategy to Increase Patient Payments and Satisfaction



by Jeff Nieman, Meduit CEO

**A**cross the country, we're seeing a trend in the number of hospitals that are realizing the comprehensive strategic value in improving the patient financial experience. This article provides a playbook for developing a broad patient financial engagement strategy that drives the end-to-end revenue cycle and motivates full and timely patient payments.

## THE BIG PICTURE

The rising cost of healthcare and prescription drugs, along with increasing health insurance deductibles, have put growing pressure on patients. Almost a third of working Americans have some kind of medical debt, with approximately 25% of those with outstanding balances owing \$10,000 or more on their bills, according to a recent report by CNBC.<sup>1</sup>

A staggering 81% of patients say they experience frustration related to their medical bills. Patients are less inclined to pay their bills when they don't understand them. These patients also tend to give lower scores on patient satisfaction surveys.<sup>2</sup>

For providers, patients have become the new payers, and they are struggling. Having a robust patient financial engagement strategy in place can help patients understand their medical bills and pay them in a convenient, efficient manner that supports a positive patient financial experience.

## THE PATIENT/PROVIDER DISCONNECT

Let's take a look at some of the factors causing a disconnect between patients and their healthcare providers.

### Consumers

**86% of consumers** want to make all their healthcare payments in one place

**71% of consumers** are confused by explanation of benefits (EOBs)

**72% of consumers** want e-statements for health plan and premium bills, yet 42% cannot receive e-statements from their health plan



## Healthcare Providers

**90% of providers** fall back on paper and manual processes for collections

**77% of providers** say it takes more than one month to collect any payment

Consumers are increasingly using their smartphones and tablets to pay for purchases and are looking to healthcare providers to offer convenient mobile options to access and pay their medical bills.<sup>3</sup>

## COMPONENTS OF COMPREHENSIVE PATIENT ENGAGEMENT

How do you provide patients with an integrated and seamless financial experience that incentivizes timely payments? Consider these elements of a best practice solution model:

- **Providing patients with digital statements**, texts and live representatives allows patients seamless communication regarding their bill and the option to make payments online 24/7
- **Offering a complete patient call center with live representatives** who can talk with patients, review their bill, answer questions and take payments delivers the support that patients need

Best practices dictate having a blended solution with the best of the above options. In our

**72% of consumers** want e-statements for health plan and premium bills, yet **42% cannot receive e-statements** from their health plan

internal analysis, the Meduit team has found that 45% of patients prefer self-service and online payment options. However, 55% request a live person to answer their questions.<sup>4</sup>

## GOING DEEPER, HERE ARE STEPS YOUR ORGANIZATION CAN TAKE TO DRIVE POSITIVE PATIENT FINANCIAL ENGAGEMENT:

- **Standardize billing statements** in one holistic, easy-to-understand bill that empowers patient communication across the health system. Include ways to pay and where and when to call along with where to access financial assistance guidance. Combine a summary of each service, date of service, cost of service, insurance adjustments and patient payment responsibility in the statement.
- **Structure digital communications to be available 24/7** without the necessity of talking to anyone. Include multiple payment options that are simple and easy to set up. Note, digital communications must include patient consent language in order for text, email, etc. to be deployed.



- **Determine who will handle incoming patient calls.** Many of the new digital vendors do not provide a call center to address patients with questions with a real human being, throwing the responsibility back to the healthcare system, which often increases the cost of the overall RCM service.
- **Offer patient financing options** that allow patients to set a monthly payment that fits their budget. Best practices dictate allowing patients to qualify with no credit check, no fees and no prepayment penalties. The lender should pay the healthcare provider what the patient owes upfront at no cost to the provider.

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## CONCLUSION

Digital solutions have already swept consumer practices across multiple industries. By adapting to these new technologies, healthcare providers can positively impact the patient financial experience to increase collections, shorten the time to collect and improve overall patient satisfaction.

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<sup>1</sup> <https://www.cnn.com/2020/02/13/one-third-of-american-workers-have-medical-debt-and-most-default.html>. Accessed 12.17.21.

<sup>2</sup> Meduit RCM data, 2021.

<sup>3</sup> <https://www.digitalcommerce360.com/2019/05/06/consumers-want-more-online-payment-options-for-healthcare/>. Accessed 12.17.21.

<sup>4</sup> Meduit internal analysis of patient behavior for self-service vs. access to a human, 2021.



### Jeff Nieman, Meduit CEO

Mr. Nieman leads Meduit's top-notch team of healthcare revenue cycle professionals to maximize performance and accelerate growth for hospitals, health systems and provider groups. Prior to joining the Meduit team, he was the chief operating officer for Navigant Cymatrix, a revenue cycle management company serving over 200 hospitals. He has also held leadership positions at Conifer Health Solutions, Humana and HCA (Hospital Corporation of America) and has a BA in economics from Bellarmine University in Louisville, Kentucky where he graduated Magna Cum Laude.



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metropolitan new york chapter

Welcome

# HFMA METRO NY EDUCATIONAL COLLABORATION COMMITTEE

Continued Education & Learning within the  
Healthcare Industry on key areas of Revenue Cycle  
*Finance, Healthcare Administration & More*

**CATHERINE EKBOM, CRCR, CHFP**  
HFMA Metro NY 2022-2023 President

## MEET THE COMMITTEE

- Catherine Ekbom, CRCR, CHFP
- Andrew Weingartner, FHFMA, CRCR
- Shivam Sohan, FHFMA, CRCR
- Alyson Belz, FHFMA
- Robin Ziegler



Metropolitan New York Chapter ([hfma.org](http://hfma.org))

HFMA METROPOLITAN NEW YORK

# 63RD JOSEPH A. LEVI ANNUAL INSTITUTE

UNIONDALE MARRIOTT

**HFMA Metro NY 2022-2023 President**

Catherine Ekbohm, CRCA, CHFP



## SAVE THE DATE

THURSDAY 3/23 & FRIDAY 3/24 | 2023

### Committee Chairs

Leah Amante

Robert Braun, FHFMA

Nick Rivera, CPA, FHFMA

Robin Ziegler



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For over 40 years Betz Mitchell has solidified our position as a leading healthcare receivable adjudication firm. Our firm's history of excellence is demonstrated through the long-term relationships forged with multiple hospitals, skilled nursing facilities and network hospital systems throughout the New York Metropolitan area. The trust and respect that Betz Mitchell has gained from our clients is a direct result of productivity, industry expertise, and a proactive approach when developing and implementing unique and effective programs to maximize revenue.

From Betz Mitchell's inception in New York in 1977, we have operated and grown successfully as an organization working initially with traditional collections. Through the spirit of vision, innovation, and execution, we have maneuvered our company into an organization providing specialized lines of revenue cycle services. We now have over 3 decades of experience in providing exceptional services for the entire revenue cycle, spanning from patient access to bad debt collections. Our portfolio of services is in place in 30 acute care facilities and over 10 skilled nursing facilities:

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- **Workers' Compensation and No-Fault Billing/Arbitration & Litigation**
- **Third Party Acceleration Billing & Follow Up**
- **Self-Pay Receivable Management & Bad Debt/Legal Collections**
- **Skilled Nursing/Long-Term Care Receivable Management**
- **Healthcare Consulting & Interim Staffing**

An integral part of our success is the diverse personnel on our team that work alongside our clients every day. We look forward to bringing our level of tenacity, and years of experience to your organization. We are confident that our innovative approach ensures we not only meet, but also exceed expectations. Please contact us to learn more about the solutions we provide.

