

hfma™
region 2



ANNUAL FALL CONFERENCE

Dare to Explore + Transform

OCTOBER 16 - 18, 2024

Turning Stone Resort & Casino - Verona, NY

In today's challenging post-Covid world, healthcare financial managers must have the courage to explore new opportunities, manage new challenges and implement creative solutions. This year's HFMA Region 2 Annual Fall Institute will provide attendees with the insight and tools to "*Dare to Explore and Transform*" for a brighter future.

In order for healthcare financial management to continue to evolve, we must always look for innovative pathways to excellence, allowing us to make a meaningful difference in our organizations and communities.

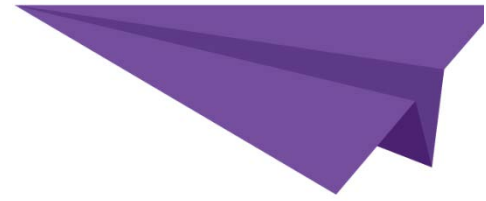
HFMA is leading the way to ensure its members have the information, knowledge, tools, insight, and contacts to actively participate in these transformative discussions.

Join us for the HFMA Region 2 Annual Fall Conference and get ready to *Dare to Explore and Transform* yourself to be THE healthcare finance leader of tomorrow and be a change leader in your organization's future and beyond!

Conference highlights include: 3 networking events, up to 13 CPE credits

Schedule at a Glance

Wednesday, October 16, 2024



12:00 – 4:30 pm | Pre-Conference Mini-Track

Revenue Cycle Overview, Exploring HFMA's Certified Revenue Cycle Representative (CRCR) Program
Barbara J. Piascik, FHFMA, Vice President/Chief Compliance Officer, Bergen New Bridge Medical Center
Christina M. Santullo, CRCR, Director, Client Services, Quality Billing Service, Inc.
Christy Spencer, CHFP, CRCR, AVP, Revenue Cycle and Decision Support, Planned Parenthood Hudson Peconic
Kristen Zebrowski, CPA, FHFMA, Senior Consultant, Healthcare Management Solutions LLC

1:30 – 2:45 pm | Pre-Conference

Comprehensive Financial Planning
Hugh P. Chisholm, CPA, FHFMA, Executive Vice President and Chief Financial Officer, Kaleida Health

3:00 – 4:30 pm | Pre-Conference

Tools for Successfully Implementing Change
Melissa Gagnon, MBA, Practice Administrator, Northeast Pediatrics & Adolescent Medicine

5:30 – 7:30 pm | Social and Networking Event

The GIG
For registered full conference attendees or preconference attendees only

Thursday, October 17, 2024

7:30 am | Registration and Breakfast

8:00 – 8:15 am | Welcome and Opening Remarks

Wendy Leo, 2023 – 2024 Regional Executive, HFMA Region 2

8:15 – 9:30 am | Keynote Session

Cost Saving Solutions for Health Systems
Georgia Thomas, RN, MBA, CPHQ, FACHE, Amazon Web Services Healthcare

9:30 – 10:00 am | Vendor Fair Break

10:00 – 11:00 am | Break Out Track

TRACK 1 – REVENUE CYCLE | How to Maximize Outcomes for Non-Performing Patient Accounts Receivable
Scott Schrader, President & COO, Pendrick Capital Partners

TRACK 2 – FINANCE | Turning Opportunity into Reality: A Collaborative Approach to Driving Sustainability
Susan Watkins, Senior Manager Healthcare Transformation, Freed Maxick
Brian Meade, Vice President, Healthcare Transformation, Kaleida Health

Thursday, October 17, 2024 (continued)

10:00 – 11:00 am | Break Out Tracks

TRACK 3 – STRATEGY | Opportunities for Artificial Intelligence in the Revenue Cycle

Gaurav Gupta, SVP, Product Strategy & Performance Management, Med-Metrix

11:00 – 11:30 am | Vendor Fair Break

11:30 – 12:30 pm | Break Out Tracks

TRACK 1 – REVENUE CYCLE | Dare to Explore and Transform Cash Position in an Era of Payment Risk Panel

Brina Desai, Director, Revenue Cycle, Bassett Healthcare Network

Vanessa Mackay, Network Vice President, WMC Health

Sarah Loeffler, VP, Thought Leadership & Content, Knowtion Health

Meredith Simonetti, FHFMA, VP, Revenue Cycle, Catholic Health Services

TRACK 2 – FINANCE | State of the Healthcare Finances and Strategies for Success

Nicholas C. Rivera, CPA, FHFMA, CHFP, Director, FORVIS

TRACK 3 – STRATEGY | Are Your Analytics an Asset or a Liability?

Les Rescorl, CEO, Sixth Sense Intelligence

Sixth Sense Intelligence

12:30 – 1:30 pm | Lunch and Vendor Fair Break

1:15 – 2:15 pm | Keynote Session

Sempre Avanti

Marc Scher, FHFMA, CPA, 2024-25 National Chair, HFMA

2:15 – 2:45 pm | Vendor Fair Break

2:45 – 4:15 pm | General Session

Dare to Explore & Transform the CFO of Tomorrow

Lymari Colón, CPA, Chief Financial Officer, Sistema de Salud Menonita

Mark Cronin, Chief Operating Officer, Accountable Health Partners

Rebecca Gould, VP of Finance/CFO, Cayuga Health System

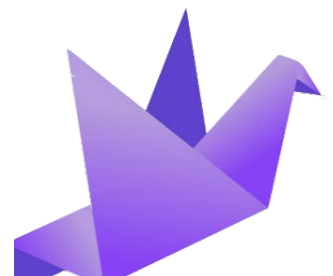
Stuart Wright, CPA, MBA, Chief Financial Officer, University Hospital

4:15 – 5:15 pm | Cocktail Hour and Vendor Fair Reception

9:30 – 11:30 pm | After Hour Networking Party

Tin Rooster

For registered full conference attendees only



Friday, October 18, 2024

7:30 am | Breakfast and Vendor Fair

8:00 – 8:15 am | Welcome and Opening Remarks

Katie Taylor, 2024 – 2025 Regional Executive, HFMA Region 2

8:15 – 9:30 am | Keynote Session **How to Screw Up, Stress Out, & Get Nothing Done**

Steve Bedwell, Motivational & Leadership Speaker, Executive Speakers Bureau

9:30 – 10:00 am | Vendor Fair Break

10:00 – 11:00 am | General Session

The Cost of Incivility

Estelle Barnes, Chief Client Officer, RSi

Kari Cornicelli, Managing Director, Warbird

11:00 – 12:15 pm | General Session

Business Resiliency Through Diversification in Revenue Cycle

Doreen Franks, Healthcare Product Manager Lead, PNC

Steven Honeywell, Associate Vice President for Patient Accounting, University of Pennsylvania Health System

12:15 – 12:30 pm | Lunch

12:30 – 1:30 pm | General Session

HANYS Update

Todd Ball, Director, State Fiscal Policy, Healthcare Association of New York State

Melanie Graham

1:30 – 1:45 pm | Closing Remarks



Wednesday, October 16 Session Information

Revenue Cycle Overview, Exploring HFMA's Certified Revenue Cycle Representative (CRCR) Program

Barbara J. Piascik, FHFMA, Vice President/Chief Compliance Officer, Bergen New Bridge Medical Center

Christina M. Santullo, CRCR, Director, Client Services, Quality Billing Service, Inc.

Christy Spencer, CHFP, CRCR, Director, Revenue Cycle, Planned Parenthood Hudson Peconic

Kristen Zebrowski, CPA, FHFMA, Senior Consultant, Healthcare Management Solutions LLC

This session will focus on HFMA's Certified Revenue Cycle Representative (CRCR) certification, which provides a high-level overview of the entire revenue cycle. This course will help supplement the resources within the guide and provides an opportunity to ask questions and share industry knowledge with others preparing for the exam. Revenue cycle topics include pre-service, time-of-service, and post-service functions. The facilitators will also cover how to access the guide, sample test questions, and how to obtain the certification.

Many organizations see the value of CRCR certified staff. Please encourage anyone within your organization to join this in-person session who may benefit from a broader view of the revenue cycle, obtain a better understanding of their role within healthcare, and become CRCR certified.

Revenue Cycle Overview, Exploring HFMA's Certified Revenue Cycle Representative (CRCR) Program is included in full conference registration.

Comprehensive Financial Planning

Hugh P. Chisholm, CPA, FHFMA, Executive Vice President and Chief Financial Officer, Kaleida Health

This session will delve into the critical role of budgeting and financial planning in shaping the future of healthcare. It emphasizes the necessity of aligning the annual budget process, monthly financial analysis, and long-term financial strategies with the organization's overarching goals. By integrating these analyses effectively, healthcare entities can optimize resource allocation while remaining responsive to evolving needs and economic dynamics. This alignment ensures that financial decisions support strategic objectives, whether it involves enhancing services, improving patient outcomes, or fostering innovation. Moreover, the discussion will underscore the importance of detailed insights into costs, revenues, and performance metrics, enabling informed decision-making and efficient resource management.

Tools for Successfully Implementing Change

Melissa Gagnon, MBA, Practice Administrator, Northeast Pediatrics & Adolescent Medicine

This presentation will provide leaders with strategies to successfully implement new programs or processes into preexisting practices and workflows. Attendees will learn how to utilize the PDCA cycle, and agile methodology to successfully execute needed changes. It is challenging to interrupt a well-established workflow and knowing how to start can be difficult. Understanding how to utilize these methods will provide leaders with an effective and efficient way to grow their organization.

Thursday, October 17 Session Information



Cost Saving Solutions for Health Systems

Georgia Thomas, RN, MBA, CPHQ, FACHE, AWS Healthcare

Healthcare leaders today face a multitude of challenges amidst an increasingly complex industry landscape. High patient demand strains providers already grappling with staffing shortages, escalating labor costs, and cumbersome administrative tasks. To cope, many healthcare systems are turning to technology to streamline operations and reduce expenses. Additionally, cybersecurity stands as a top priority among healthcare leaders, requiring robust measures to safeguard patient data amidst evolving digital threats. Georgia Thomas from Amazon Web Services (AWS) will provide insights into addressing these critical issues from Amazon's perspective.

TRACK 1 REVENUE CYCLE | How to Maximize Outcomes for Non-Performing AR

Scott Schrader, President & Chief Commercial Officer, Pendrick Capital Partners

As healthcare organizations continue to face myriad financial challenges, including the upward trend in healthcare bad debt, enacting strategies that maximize financial, operational, and patient experience outcomes for non-performing patient AR is imperative. This presentation will cover the benefits, drawbacks, and accounting considerations of different strategies for managing bad debt, how to maximize returns from debt recovery partners and innovative approaches to improving outcomes.

TRACK 2 – FINANCE | Turning Opportunity into Reality: A Collaborative Approach to Driving Sustainability

Susan Watkins, Senior Manager, Healthcare Consulting, Freed Maxick

Brian Meade, Vice President, Healthcare Transformation, Kaleida Health

Kaleida Health identified the need to improve its financial performance by \$300 million over a two-year period. This presentation will outline how the hospital system worked with its consultant, Freed Maxick, to stand up an Executive Project Management Office that coordinated improvement efforts across the enterprise. We will share our experience regarding the importance of a rigorous financial validation process, building workplans and tracking tools to support success, and measuring and reporting on outcomes.

TRACK 3 – STRATEGY | Opportunities for Artificial Intelligence in the Revenue Cycle

Gaurav Gupta, SVP, Product Strategy and Performance Management, Med-Metrix

A presentation on the value proposition of AI in the Revenue Cycle providing an overview of different “types” of AI, and how they can be applied to different user cases across the Revenue Cycle. Different types of technologies are being applied to opportunities for improved efficiency and quality across Patient Intake, Revenue Integrity, Billing, Denials, and Collections. The goal of this presentation is to provide participants a roadmap to understanding how they pick opportunity areas that make the most sense for their organization.

Thursday, October 17 Session Information (continued)

TRACK 1 – REVENUE CYCLE | Dare to Explore and Transform Cash Position in an Era of Payment Risk Panel

Brina Desai, Director, Revenue Cycle, Bassett Healthcare Network
Vanessa Mackay, Network Vice President, WMC Health
Sarah Loeffler, VP, Thought Leadership & Content, Knowtion Health
Meredith Simonetti, FHFMA, VP, Revenue Cycle, Catholic Health Services

Hospital revenue cycle teams are facing high denial rates, lagging reimbursement, and increased pressures to contain aging A/R, as their organizations confront broader financial pressures and depleted reserves.

This panel featuring local providers will discuss tactics for transforming denials management operations in this era of payment risk. Specifically, we'll explore:

- Revenue cycle and CFO alignment efforts given current pressures on cash position
- Strategies for containing aging A/R and improving revenue recovery
- Tips for enhancing denials management team effectiveness and efficiency
- Ways providers are using data to move the needle on payer relations

This session will also feature findings from Knowtion Health's 2024 research on Hospital Cash Position and Revenue Cycle Needs (CFO/rev cycle exec survey with June 2024 release) and will include comparative in-room polling.

TRACK 2 – FINANCE | State of the Healthcare Finances and Strategies for Success

Nicholas C. Rivera, CPA, FHFMA, CHFP, Director, FORVIS

While hospital margins are rebounding for some hospitals, health care providers still continue to face a host of financial challenges. Addressing and solving these issues such as workforce, supply chain challenges, environment of technology and cyberattacks, increasing denials and clinical documentation challenges, inflation and rising costs, and reimbursement pressures, is no small task and the role of the CFO and finance department has evolved to include focus on these operational types of matters impacting healthcare finances.

Join us during this session to hear an overview of the current health care financial landscape, discuss some of the challenges health care providers are facing, the evolution of the role of finance, and the key initiatives and long-term goals of healthcare executives. The session will include some strategies, tips, and best practices health care providers can take to best position their organization for financial success.



Thursday, October 17 Session Information (continued)



TRACK 3 – STRATEGY | Are Your Analytics an Asset, or a Liability?

Les Rescorl, CEO, Sixth Sense Intelligence

While data and analytics in healthcare have been around since the creation of spreadsheets, in the past few years analytics has been a hot topic because the amount of data being generated each day has dramatically increased without a comparable ability to distill this vast amount of data into something meaningful and consumable for decision makers. Which is exactly the goal of analytics: to transform data into actionable intelligence.

The path to transform raw data into actionable intelligence is not the same for every organization. It depends upon each organization's unique operating environment.

This session will share current industry best practice capabilities and provide you with a checklist of items to consider when evaluating the strength and durability of your analytics environment.

Keynote Session - Sempre Avanti

Marc Scher, FHFMA, CPA, 2024-25 National Chair, HFMA

Join HFMA's 2024-25 National Chair Marc Scher, as he discusses his leadership theme — Sempre Avanti, or "Always Forward"— which he hopes will be a call to action for HFMA, its members and the industry at large. He'll explain why he believes that healthcare finance professionals need to embrace innovation and be strategic in order to remain relevant in the face of new and unique disruptors entering the healthcare industry and also share tips on how to do it.

General Session – Dare to Explore & Transform the CFO of Tomorrow

Lymari Colón, CPA, Chief Financial Officer, Sistema de Salud Menonita

Mark Cronin, Chief Operating Officer, Accountable Health Partners

Rebecca Gould, VP of Finance/CFO, Cayuga Health System

Stuart Wright, CPA, MBA, Chief Financial Officer, University Hospital

With Covid 19 long behind in the rear-view mirror, the landscape of healthcare continues to evolve at a very fast pace. A host of economic concerns are forcing today's CFO to deal with many hard challenges, including staffing shortages, high labor costs, reduced reimbursement, decreased patients with insurance coverage, and the constant threat of cybersecurity. Because of these and many other issues, the CFO's role continues to change and require a diverse skillset not previously needed. In this complex healthcare environment of economic uncertainty, continued regulatory pressures, and potential advancements in AI technology that are already starting to affect all aspects of our healthcare landscape. How do you see yourself adapting to this new normal? As the organization's Finance leader, how are you guiding your organization to meet these challenges and ensure sustainable growth and outcome-based health care access to patients? What is the interaction with other internal and external leaders, physicians and board members to meet these challenges.

Friday, October 18, 2024 Session Information

How to Screw Up, Stress Out, & Get Nothing Done

Steve Bedwell, Motivational & Leadership Speaker, Executive Speakers Bureau

To succeed, we need to understand why we sometimes fail. During his signature presentation, Dr. Steve offers a hilarious, highly interactive masterclass in missing the obvious, distressing yourself and procrastinating like a pro! Drawing inspiration from a ping-pong ball, a dead housefly and Shania Twain, Dr. Steve will make your attendees laugh harder during a business meeting than they ever thought possible.

Then, after this roller coaster ride of “grab ’em by the eyeballs” fun, your audience will learn Habit Hacking: A three-step process for avoiding burnout and responding to workplace (and personal) challenges more mindfully. Simple, science-smart tactics explained in such straightforward terms that your audience can put them to work immediately; powerful and time-efficient.

The Cost of Incivility

Estelle Barnes, Chief Client Officer, RSi
Kari Cornicelli, Managing Director, Warbird

In this session, we will open the playbook to civility and provide tools on how to lead your organization to achieving its highest potential through collaboration and innovation. Civility is the foundation of all relationships. Respectful actions and gestures help us progress, gain influence, connect with others, and make a positive influence on people in our lives both personally and professionally. We will discuss the role of leaders in creating a culture of civility, mutual respect, and open communication. On the contrary, incivility impacts productivity, affects focus, and creates stressful environments. Incivility creates an unpleasant work environment, negatively impacts customer service, and creates organizational instability. Incivility has internal and external consequences which significantly increase organizational costs and erode its reputation.

Business Resiliency Through Diversification in Revenue Cycle

Doreen Franks, Healthcare Product Manager Lead, PNC
Steven Honeywell, Associate Vice President for Patient Accounting, University of Pennsylvania Health System

Given the most recent cyberattack disruption in the health industry, clearinghouse services have become more important than ever and an effort to push providers to diversify their clearinghouse vendors has been crucial for patient experience, financial security and business resiliency. PNC will cover a mix of revenue cycle and cybersecurity, highlighting reasons why providers obtaining a secondary clearinghouse is critical in feeling protected in several aspects in case of disruption.



Registration Information

Register for full conference online at:

<https://cvent.me/LXekvm>

Registration closes October 2, 2024.

Can't make the whole conference? The pre-conference is available for \$99! Register for the pre-conference (Wednesday only) at: <https://cvent.me/nM9OYY>

Early Bird pricing available for registrations paid by August 2, 2024.

	Provider		Business Partner	
	Early Bird	Standard	Early Bird	Standard
Certified Member**	\$355	\$400	\$369	\$440
Member	\$385	\$450	\$424	\$495
Non-Member	\$550	\$650	\$605	\$715

Pre-Conference Track (Wednesday only) \$99

**CHFP or FHFMA certifications only

Hotel

HFMA Region 2 has reserved a block of rooms at Turning Stone Resort and Casino, 5218 Patrick Road, Verona, New York, 13478. Room block will be honored through September 23, 2024. Rooms may be reserved by visiting:

<https://book.rquest.com/wbe/group/999/ts-book/auth>

Use: Group Code – HHFMA24
Password – guest

Cancellations

Cancellations received by October 1, 2024 will be refunded less a \$100.00 processing fee. Cancellations requested on or after October 2, 2024 will not be refunded and only registration substitutions will be accepted. Cancellations must be submitted in writing by email to: Region2@hfma.org

Schedule Changes

Although we do our best to avoid schedule changes, occasionally it may be necessary to re-schedule or cancel programs. Registrants will receive advance notice of such changes. HFMA Region 2 cannot be responsible for any penalties incurred as a result of any changes.

CPE Accreditation

HFMA Region 2 is approved as a New York State CPE Provider in the area of specialized knowledge.

Questions?

If you have additional questions, please contact Region2@hfma.org.

Photography Release

During the conference, HFMA and/or its designated representatives may take photographs or video recordings of conference attendees, and HFMA may use these materials for its editorial or marketing purposes. Conference attendees acknowledge that their image, likeness, or voice may appear in these materials. By attending the HFMA conference, attendees' consent to HFMA's use of their image, likeness, or voice for HFMA's editorial or marketing purposes in connection with any materials in which attendees appear.

HFMA Code of Conduct

We value the participation of each member of the community. Our goal is to foster a supportive community where professionals from all backgrounds can come together to learn, collaborate, and advance the field of healthcare financial management. We remain committed to creating an inclusive and respectful environment at our events, where all attendees feel welcomed, supported, and valued.

All attendees, speakers, organizers, volunteers, partners, vendors, and staff at any HFMA events are required to observe the following Code of Conduct.

- Conference participants are expected to conduct themselves with integrity, courtesy and respect for others and maintain the highest level of professionalism at all conference programs and events.
- All communication should be appropriate for a professional audience including people of diverse backgrounds and cultures. Sexual language and imagery are not appropriate for the conference.
- Be kind to others. Refrain from demeaning, discriminatory, or harassing behavior and speech.

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