

The Appalachian Trail

July 2011

HFMA's 2011 ANI

By Stephanie Hollick

The HFMA Healthcare Finance Conference was held June 26 through June 29 at the Gaylord Palms Resort and Convention Center in Orlando, Florida. The keynote speakers included: Maureen Bisognano, President and CEO, Institute for Healthcare Improvement, speaking on "It Takes Quality Leadership to Produce Quality Results;" Mike "Coach K" Krzusweksi, Head Coach of Duke University and U.S. Olympic championship basketball teams, speaking on "Victory Through Teamwork and Leadership;" Peter Orszag, former Director, Office of Management and Budget, speaking on "Reforming America's Health Care: An Insider's Perspective," and; Mark Thompson, Author, *Success Built to Last*, speaking on "Success Built to Last." As in prior years, our chapter was represented by **Joanne Judge**, FHFMA, former Chapter President and National Chair, who provided the legal update, "Maintaining Compliance During Times of Change."

As part of ANI, there is a Chapter Presidents' Dinner and Awards Ceremony. This was held Tuesday evening of ANI. Under the guidance of **Richard Imbimbo**, our chapter won the following awards for the year:

- C. Henry Hottum Award for Educational Performance Improvement
- Charles F. Mehler Gold Award for Excellence in Education
- Gold Award of Excellence for Certification
- Silver Award of Excellence for Membership Growth and Retention
- Helen M. Yerger Special Recognition Award for our Tax and Audit Education Roadshow meeting.

Our chapter strives each year to meet the requirements to earn the above awards. We are one of only a handful of chapters receiving awards in every area available.

If you would like to attend next year's ANI, block your calendar for June 24 through June 27, 2012. The 2012 event will be held at Mandalay Bay Resort and Convention Center in Las Vegas, Nevada. •



Outgoing National Chair Debi Kuchka-Craig, outgoing Chapter President Richard Imbimbo, and National Chair Gregory Adams.

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of Central Pennsylvania

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President's Message

Michael Rupert, FHFMA Chapter President 2011/2012



It is hard to believe we are already in mid-July. I would like to start my year as Chapter President by thanking and congratulating **Richard Imbimbo** on a very successful year. Richard has certainly left me with some huge shoes to fill. During June, Richard and I attended HFMA's ANI, where Richard went on stage to accept the many awards our chapter earned under his leadership. Three of these awards really stand out.

- We scored 100 points on the Chapter Balanced Score Card for the second consecutive year. The balanced score card is the metrics HFMA uses to measure and monitor a chapter's success.
- Charles F. Mehler Gold Award of Excellence for Education. This award recognizes chapters performing at the highest levels in educational programming. To earn this award, a chapter must have had a minimum of 19.8 hours of education per member. Our chapter finished the year with 26.6 hours per member—the second highest in HFMA.
- C. Henry Hottum Award for Educational Performance Improvement. This award is given to any chapter who had an increase of more than 6 percent in education hours.

Richard took Debi Kuchka-Craig's theme to heart and "Stepped-Up." Richard, thank you again for everything you do and have done for the Central Pennsylvania Chapter.

As I look at the accomplishments above I say, how are we going to do this again?



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Thursday, July 28, 2011
Healthcare Reform:
Where Are We Now?

AGENDA

- 7:30 a.m. **Chapter Board Meeting**
- 8:30 a.m. **Registration and Continental Breakfast**
- 9:00 a.m. **Welcome, Announcements & Chapter Updates**, *Michael Rupert, FHFMA, Chapter President*
- 9:15 a.m. **Healthcare Reform Overview/ Update**, *John Colmers, Vice President, Health Care Transformation and Strategic Planning, Johns Hopkins Medicine*
- 10:15 a.m. **Reform at the State Level**, *Robert Greenwood, Vice President, Health Care Finance and Insurance, HAP*
- 11:00 a.m. Break
- 11:15 a.m. **Preparations for the Insurance Exchanges**, *Matthew O'Donnell, Esq., Policy Director, Pennsylvania Insurance Department*
- 12:00 noon Lunch
- 1:00 p.m. **New 990 Requirements—Section 9007**, *Julie Trocchio, Senior Director, Continuing Care Ministries, Catholic Health Assoc.*
- 2:00 p.m. **ICD-10 Update**, *Kristen Pulio, Manager, Advisory-Regulatory Compliance, KPMG*
- 3:00 p.m. Break
- 3:15 p.m. **Meaningful Use Update with Geisinger Case Study**, *Martin Ciccocioppo, Vice President, Research, HAP; Jean Adams, AVP, Epic IT, and; Dr. Charles Sawyer, Geisinger*
- 4:30 p.m. **Day End Raffle and Announcements/Adjournment**



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Sponsor Spotlight



Sunstone Consulting

SunStone Consulting offers a full portfolio of reimbursement, regulatory, and strategic consulting solutions to clients throughout the United States. The firm, headquartered in Harrisburg, PA, maintains offices throughout the country. Everyday, we work with teaching hospitals, large health systems, community and critical access hospitals, inpatient specialty providers, skilled nursing facilities, and physicians.

Sponsor Spotlight



Insight Financial Services

Insight Financial Services (IFS) is an independent lessor specializing in providing hospitals and physician practices with flexible leasing solutions for EMR, IT, and medical equipment. Our leasing clients benefit from the most flexible master lease terms and conditions in the industry, combined with competitive lease rates and online asset tracking.

May Meeting Highlights

By Stephanie Hollick

The Central Pennsylvania Chapter's May meeting was held May 23, 2011, at the Wildwood Conference Center at HACC. The outgoing president, **Richard Imbimbo**, kicked the meeting off with some opening notes and presentation of certificates for those who recently became Certified Healthcare Financial Professionals ("CHFP"). The following members were mentioned as recently becoming certified:

- Dan Angel, Geisinger Health System
- Danielle Cerminaro, Geisinger Health System
- Mark Erath, Geisinger Health System
- Stephanie Hollick, CPA, ParenteBeard LLC
- Tina Kunselman, Geisinger Health System
- Angela Long, Geisinger Health System

The CHFP is designed for mid-level healthcare finance professionals who aspire to the executive level or desire confirmation of financial management expertise. Candidates must have a minimum of 3-5 years of healthcare financial management experience, successful completion of the CHFP certification examination, and current and active regular or advanced HFMA membership in order to receive the CHFP designation.

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Richard Imbimbo, Immediate Past President, proudly showing his very-deserved President's Plaque



Installation of 2011/2012 Chapter Officers (left to right): Jim Jones, Angela Long, Margie Minnich, Jim Van Etten, Gary Miller, Stephanie Hollick, Carrie Frey, Donna Muller, and Michael Rupert.

May Meeting Highlights

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Gregory Adams, the HFMA incoming National Chairman continued the meeting with the installation of officers for our local chapter. The incoming officers took the vow to continue our chapter down the path of excellence that outgoing president **Richard Imbimbo** and past presidents have traveled. **Mike Rupert**, incoming President, presented Richard with the President's Plaque for his leadership, commitment, and dedication to our chapter.

After the installation of officers, Gregory Adams presented his presentation based on his theme for HFMA of "Believe to Achieve." Blue Cross gave an industry update by Nick Guarneshelli and Jay Simmons. Timothy Ohrum from HAP gave a state legislative update, and Scott Malan from Stevens & Lee provided a federal legislative update. A unique presentation was given on Maintaining Workflow Agility through Major Workflow Disruptions, given by Shirah Cohen and Gary Dickelman at EPSScentral LLC. •



Incoming National Chairman Gregory Adams.



*CHF certificate presentation:
Richard Imbimbo and Angela Long.*



*CHF certificate presentation:
Richard Imbimbo and Stephanie Hollick.*

President's Message

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This year's HFMA Chairman Greg Adams has chosen the theme "Believe to Achieve."

For the 2011/2012 year, my goals for the chapter are:

- Score 100 points on the Chapter Balanced Score Card for the third year in a row.
- Earn gold awards in ALL categories—Education, Certification, and Membership.
- Have the highest education hours per member in HFMA.
- Begin online meeting registrations and the acceptance of credit card payments.
- Continue to grow and further develop our annual two-day March meeting.

I believe we have the best members in HFMA and together we can achieve these goals. I want to thank all of our board and committee members for their hard work and dedication toward meeting the needs of our members. If you would like to get involved in a committee, please see me or any of our board members.



Believe to Achieve

Sponsor Spotlight



PNC Healthcare

At PNC, we're redefining healthcare administration with our innovative approach to maximizing the healthcare revenue cycle and minimizing administrative costs. As a one-source provider with over twenty years of industry expertise, we combine banking strength, security, and standards with integrated, full-service information technology resources for hundreds of healthcare providers and payers.

Sponsor Spotlight

PSC Info Group

PSC Info Group's patient payment solutions help ease the pain of rising postage costs while increasing collections up to 200%. Our proven revenue acceleration solutions include DATAExpress™ statement/letter printing; PAYMENTExpress™ online payment processing and eStatement delivery; and TELEExpress™ outbound IVR for automated pre-collection calls and inbound pay-by-phone.

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SAVE THE DATES!



September 22, 2011 **Reimbursement, Capital/ Construction**

The morning will be our Annual Reimbursement Update, while the afternoon will be devoted to Capital and Construction. *HACC*

November 17, 2011 **Accounting and Auditing Update** *TBD*

January 26, 2012 **Accounts Receivable & Finance** *TBD*

March 22 & 23, 2012 **Two-Day Hospital/Physician Collaborative Lancaster** *Convention Center*

May 22, 2012 **State and Federal Update, Induction of New Chapter Officers, National Chair** *HACC*



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Phone Number: 610-345-1092
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New Member Introduction: Ingrid Lammerree

Where do you work and what do you do? I work for National Recovery Agency as a Client Service Manager. I develop new relationships with clients, as well as spend time on the road servicing existing clients. I am also an Emergency Room Technician for Pinnacle Health (in my spare time).

What was your very first job as a teen? Bank teller.

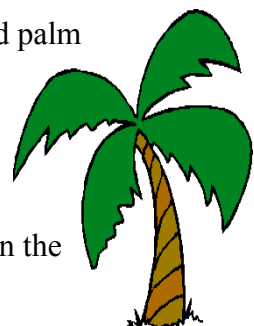
What is the best part of your current job? I love meeting new people and traveling.

A job I would enjoy doing without pay is.... anything helping children.

My favorite place is.... anywhere you can find palm trees!

I will not eat.... anything that looks the same as when it is alive. i.e. a whole lobster.

If I'm not at work you will find me.... either in the E.R. or at home in my kitchen. •



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Group**

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