



**HFMA Appalachian Chapter of Central Pennsylvania
EDUCATION SESSION**

What's Keeping CFOs Up At Night?

Tuesday, May 25, 2010

Meeting Information

PROGRAM OBJECTIVES: To provide senior and intermediate level education on: (1) Current Federal/State/Regional Regulatory issues; (2) Leadership Vision and Operational Strategies; (3) HFMA National Chairman Presentation; (4) CFO Panel Discussion; and (4) Compliance plan effectiveness.

TARGET AUDIENCE: Chief Executive Officers, Chief Financial Officers, Chief Operating Officers, Controllers, Reimbursement & Budgeting Directors/Managers, Revenue Cycle Directors/Managers, Patient Accounting Directors/Managers, and Patient Admissions Directors/Managers.

PREREQUISITES: Advanced Preparation is not required.

CPE CREDITS: 7.00 Other CPE hours

DRESS: Business Casual

LOCATION: Wildwood Conference Center, Harrisburg Area Community College, One HACC Road, Harrisburg, PA Phone: (717) 780-2678

Directions to this location available at the following link:
http://www.centralpahfma.org/Directions_HACC_WildwoodConfCenter.pdf



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AGENDA

- 8:30 a.m. Registration and Continental Breakfast**
- 9:00 a.m. Welcome and Announcements**
- 9:15 a.m. Federal/State/Regional Update**
Michael Lane, HAP
- 10:30 a.m. Take Care of Your Employees and They Will Take Care of Your Patients**
Nick Jacobs, International Director, SunStone Consulting, LLC
- 11:30 a.m. Break**
- 11:45 a.m. Installation of Officers and National HFMA Address**
Debi Kuchka-Craig, In-Coming HFMA National Chairman
- 12:30 p.m. Lunch**
- 1:30 p.m. CFO Panel Discussion – What's Keeping CFOs Up At Night?**
Nick Jacobs, International Director, SunStone Consulting, LLC --- Moderator
Charlie Santangelo, CFO, Susquehanna Health System
Bill Pugh, CFO, Pinnacle Health System
Joseph Felkner, CFO, Lehigh Valley Hospital
Richard Imbimbo, CFO, Memorial Health System
- 3:00 p.m. Break**
- 3:15 p.m. Compliance Effectiveness –Pitfalls and Landmines with Solutions**
John Beattie, Partner, ParenteBeard
George Bodenger, Esquire of Saul Ewing, LLP
- 4:45 p.m. Adjourn**

Biographies -

F. Nicholas “Nick” Jacobs, international director for SunStone Consulting, LLC, has more than 20 years experience in hospital management, with an acknowledged reputation for innovation and patient and employee-centered leadership. Throughout his career, Mr. Jacobs has developed a reputation for innovative leadership that focuses on effective delivery of service that puts the patient’s needs and concerns first. Before joining SunStone, Mr. Jacobs was president of Windber (Pa.) Medical Center and the co-founder of the Windber Research Institute.

The author of the book, “Taking the Hell out of Healthcare” and the first hospital CEO to publish his own blog (AskaHospitalPresident.com), Mr. Jacobs has contributed articles to healthcare and general interest publications and industry Internet sites.

Mr. Jacobs also served as a guest lecturer at various regional, state, and national conferences and workshops including: the American College of Healthcare Executives Annual Congress, the Picker Institute, the National Planetree Conference, the American Society on Aging, the U.S. Department of Health and Human Services, the World Health Organization, the American Hospital Association, and at numerous colleges and universities, as well as numerous colleges and universities.

Mr. Jacobs holds a master’s degree in public management/health systems management from Carnegie Mellon University, and master’s and bachelor’s degrees in education from Indiana University of Pennsylvania. He serves on numerous boards, committees, and councils for both healthcare, community service, and the arts.

Debora Kuchka-Craig, FHFMA, National Chair-Elect

Ms. Kuchka-Craig is the voluntary Chair-Elect of the Healthcare Financial Management Association (HFMA) during the 2009-10 term, beginning June 1, 2009.

Ms. Kuchka-Craig is Corporate Vice President, Managed Care, MedStar Health, Columbia, Maryland. A member of HFMA since 1993, Ms. Kuchka-Craig’s involvement with the National Association includes serving on the Managed Care Forum Advisory Council (1997-00), the Board of Examiners (2003-07), serving as chair during 2006-07, the National Advisory Councils (2005-06), the Strategic Planning Committee (2005-07 and 2008-10), serving as chair during 2008-09, the Board of Directors (2005-10), the Executive Committee (2006-10), and the Audit & Finance Committee (2007-10), serving as chair in 2008-09. Ms. Kuchka-Craig has also served the Maryland Chapter as Treasurer, Secretary, Vice President, President-Elect, and President. She has received the Follmer Bronze, Reeves Silver, Muncie Gold, and Medal of Honor merit awards.

Ms. Kuchka-Craig, a Fellow of HFMA, received her Bachelor of Arts degree in Biology from Lehigh University, Bethlehem, Pennsylvania, and a Master of Science degree in Health Planning and Administration from The Johns Hopkins School of Hygiene and Public Health, Baltimore, Maryland.

William H. Pugh, 55, Senior Vice President, Treasurer and Chief Financial Officer.

Mr. Pugh began his employment with the Pinnacle Health System in December 2007. Prior to joining the System, he was Executive Vice President and Chief Financial Officer of Frederick Memorial Healthcare System, Frederick, Maryland from 1997 to 2007. Mr. Pugh also served as the CFO of HydroWorx International between December 1996 and December 1997 and Director of Hospital Finance and Division Controller of Horizon/CMS Healthcare Corporation in Mechanicsburg, Pennsylvania, from January 1994 through November 1996. From August 1992 to April 1993, he was the Vice President of Operations at Memorial Hospital in York, Pennsylvania. Mr. Pugh also served as the Executive Vice President and Chief Financial Officer at Hanover General Hospital in Hanover, Pennsylvania from 1986 through 1992 and Controller from 1980 to 1986. He was the Director of Finance of Good Samaritan Hospital at Samaritan Health Service in Phoenix, Arizona, from 1978 to 1980.

Mr. Pugh began his career as an accountant with Ernst and Ernst in 1976 in Phoenix, Arizona. Mr. Pugh received his Masters of Business Administration Degree from Mount Saint Mary's College in 1986 and is a 1976 graduate of Pennsylvania State University with a Bachelor of Business Administration. He is a Fellow in the Healthcare Financial Management Association, and is a Certified Public Accountant.

Charles J. Santangelo, CPA, FHFMA

Charles Santangelo has been a health care financial officer for over 25 years, working for variety of Chief Financial Officer roles for major health care providers. He was recruited to Susquehanna Health System in 2001, where he now serves as Executive Vice President & CFO administering financial function and working with Senior Management in developing / implementing System financial strategies, financial planning, and all financing activities. Prior to joining SHS, he was Assistant Vice President for Finance & CFO for UMDNJ – University Hospital for 4 years. As CFO, he played in a key role in the turnaround process, aimed at eliminating a 10% operating loss at the University's safety net hospital.

Mr. Santangelo began his health care professional career at Harrisburg Hospital in 1975 and in 1980 became the CFO. When Pinnacle Health System was formed from the merger of Capital Health and Polyclinic Medical Center, Mr. Santangelo became the Vice President – Financial Operations.

Prior to his health care finance career, Mr. Santangelo was part of the health care audit team of Main Lafrentz & Co. (now part of KPMG Peat Marwick).

During his career, Mr. Santangelo has been very active in Healthcare Financial Managers Association (HFMA), having been President of the Appalachian Chapter of Central Penna. and a member of the national Board of Directors (1991-93). He is a Fellow in HFMA and also passed the Certification in Managed Care.

Mr. Santangelo, and his wife, Mary, reside in Loyalsock Twp.

Joseph G. Felkner

Joe is a Senior Vice President and the Chief Financial Officer of Lehigh Valley Health Network (LVHN). As the CFO, he serves as a strategic business partner to the senior management team at LVHN and the Board and is responsible for the financial operations for the Network, including all revenue cycle activities, controllership functions, treasury and investments, strategic financial planning, managed care contracting, and internal audit. Additionally, he is the senior leader responsible for the operation of the Lehigh Valley Physician Hospital Organization (LVPHO).

Prior to coming to the Lehigh Valley, Joe served in two different roles for Baptist Health Care Corporation, a four hospital system located in Pensacola, Florida. He was a Senior Vice President and the Chief Financial Officer at Baptist from August 1999 to May 2008 and led the financial turnaround of the Organization in 1999-2000. In May 2008, he assumed the role of Chief Strategy Officer and was charged with pursuing the acquisition of a large HCA hospital in the Pensacola marketplace. Additionally, he was charged with building a multi specialty employed physician group to further Baptist's mission in the highly competitive Pensacola region.

Prior to Baptist Health Care, Joe spent 14 years at Ohio Health, a multi hospital, integrated delivery system based in Columbus, Ohio. At Ohio Health, he served in numerous roles, including as the Chief Financial Officer of Grant/Riverside Methodist Hospitals, the flagship of Ohio Health covering two inpatient campuses with over 1400 beds, and as the Senior Vice President of Finance of Ohio Health providing corporate financial leadership to all Ohio Health entities. His many activities at Ohio Health included leading a financial turnaround at one of the subsidiary hospitals, reengineering, joint venture development, and creating a consolidated corporate services function.

Prior to joining Ohio Health, Joe served as a management consultant in the Columbus, Ohio office of Ernst & Young (E & Y). While at E & Y, he served a wide variety of health care clients on financial and strategic planning related issues.

Joe has an undergraduate degree in Accounting (1979) and a Masters Degree in Health Administration (1981) both from The Ohio State University. Additionally, he is a Certified Public Accountant. Joe and his wife, Cinda, have three daughters who are all currently pursuing undergraduate and graduate degrees in health related fields.

Richard Imbimbo

Richard has been the Chief Financial Officer at Memorial Hospital in York, PA since 2003. Prior to relocating to South Central Pennsylvania, he was the Regional Manager in charge of the Baltimore/Washington DC office of McBee Associates. Richard was the Chief Financial Officer at Sibley Memorial Hospital, Washington DC, and the Assistant VP Finance at Sinai Hospital of Baltimore. He also served as Healthcare Consulting Manager in the Harrisburg office of Coopers and Lybrand. As proof that all things come full circle --- Richard began his career in healthcare finance in 1982 as Cost/Budget Supervisor at Memorial Hospital, York, PA.

Richard earned a BA from Bucknell University, a MSW from the University of Pennsylvania, and an MBA from the Kellogg Graduate School of Management at Northwestern University. Richard also is a Certified Public Accountant.

Richard has been a member of HFMA since 1983. He was a member of the Appalachian Chapter from 1983 – 1994, where he served in the capacity as various committee chairs and board positions. In 1994 – 2003, Richard was a member and board member of the DC Chapter. On relocating back to York, PA, Richard has served as a board member with the Appalachian Chapter since 2003, and will be the Chapter President beginning in June 2010.

George Bodenger, Esquire,

As a Partner in the Business Department and Chair of the Health Law Practice Group, Mr. Bodenger concentrates his practice on healthcare law, with an emphasis in healthcare corporate/commercial law, healthcare compliance matters and administrative law matters involving federal and state healthcare-related regulatory agencies. Mr. Bodenger also has significant experience in serving as defense counselor for healthcare providers, vendors and suppliers in disputes with government enforcement agencies and insurance companies. In addition, Mr. Bodenger has significant experience in the development, implementation and monitoring of corporate compliance programs for hospitals and health systems. Mr. Bodenger also has significant experience in Medicare Part A and Part B payment matters, and dealings with state and federal licensing and enforcement agencies.

John A. Beattie, CPA, CFE

As a partner in the Healthcare Consulting practice of ParenteBeard, LLC, Mr. Beattie concentrates his practice on compliance risk identification, quantification and mitigation and fraud and abuse matters. Mr. Beattie has assisted law firms, hospitals, academic medical centers, clinical laboratories, physician practices and other provider types in determining subscription with coding, billing and documentation criteria and quantifying damages arising from claim disputes through compliance auditing. He has provided compliance effectiveness consulting service and conducted independent reviews of organizations with Corporate Integrity Agreements.



Tuesday May 25, 2010

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Registration Form

FAST FAX RESPONSE

TO: Carrie Frey
Memorial Hospital

FAX #: (717) 849-5755

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____ Email: _____ @ _____

HFMA MEMBER? Yes No

The following individual(s) also will attend:

Name: _____ Title: _____

HFMA MEMBER? Yes No

Name: _____ Title: _____

HFMA MEMBER? Yes No

Educational seminar fee includes materials and lunch.

HFMA Member – **\$65** Student/Retired/Unemployed Member - **\$30**

Non-HFMA Member - **\$90**

Make check payable to: HFMA APPALACHIAN CHAPTER

Please **Fast FAX registration form by May 16, 2010** and follow-up with a check to:

Carrie Frey, Reimbursement & Budget Manager

Memorial Hospital

325 S Belmont Street, York, PA 17403

Phone: (717) 849-5450 Fax: (717) 849-5755 Email: Cfrey@mhyork.org

Sponsoring Member Name: _____

Sponsoring Member Number: _____

Please Note: To avoid being charged the full registration fee, cancellations MUST be made 72 hrs prior to the meeting date by calling or emailing Carrie Frey. Thank you.