



HFMA Appalachian Chapter of Central Pennsylvania

EDUCATION SESSION

Legislative, Regional, National Updates, Impact to Hospitals Due to Current Economic Climate Friday, May 29, 2009

Meeting Information

PROGRAM OBJECTIVES: To provide senior and intermediate level education on: (1) trends in healthcare finance and payment reform that will shape our future; (2) current slowing economy and its impact on Pennsylvania hospitals; HAP's legislative priorities; labor union movement; (3) a look at Russian healthcare and a better appreciation of our country's healthcare delivery system; (4) Washington's plans for healthcare reforms and a review of leading policy concepts; and (5) new pension legislation on funding requirements, understanding the link between investment strategy and liabilities; a case study involving various investment strategies to help minimize risk in your portfolio without sacrificing potential return. Included will be the induction of officers and a presentation by HFMA National's incoming president, Catherine Jacobson.

TARGET AUDIENCE: Chief Executive Officers, Chief Financial Officers, Legislative Services staff, Controllers, Tax Managers/Directors, Accountants, Internal Audit Directors/Managers, Patient Accounting Managers, and Reimbursement & Budgeting Directors/Managers, Directors, and 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 Phone: (717) 780-2678

Directions to this location available on the Chapter's website at:
http://www.centralpahfma.org/Directions_HACC_WildwoodConfCenter.pdf



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AGENDA

- 7:30 a.m.** **Board Meeting**
- 8:30 a.m.** **Registration and Continental Breakfast**
- 8:55 a.m.** **Welcome and Announcements**
- 9:00 a.m.** **Induction of Officers, *Catherine Jacobsen, Incoming President, HFMA***
- 9:15 a.m.** **Making Connections, Meeting Challenges, *Catherine Jacobson***
- 10:00 a.m. Break
- 10:15 a.m.** **State Legislative Update, *Timothy Ohrum, Director of Legislative Services, The Hospital & Healthsystem Association of Pennsylvania***
- 11:15 a.m.** **A First Hand Look at Russian Healthcare, *Cheryl Cohen, Vice President, Pantheon Capital and John Dalton, Senior Advisor, Besler Consulting***
- 12:15 p.m. Lunch
- 1:15 p.m.** **Washington Update on Healthcare Reform, *Nancy Bell, Senior Managing Director, Healthcare Finance, and Scott Malan, Executive Director, Federal Affairs, Stevens & Lee***
- 2:15 p.m. Break
- 2:30 p.m.** **Pension Plan Legislation; Understanding the Link Between Investment Strategy and Liabilities; Solutions to Help Minimize Risk, *Louise Loehwing, Director Business Development, and Brian Maxwell, Area Vice President, Yanni Partners***
- 3:30 p.m.** **Implications of National Economic Trends on Regional Economy *Scott Ehrig, Vice President and Regional Portfolio Manager, M&T Investments***
- 4:30 p.m.** **Day End Raffle and Announcements/Adjournment**



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Speaker Biographies

Cheryl H. Cohen, MBA, FHFMA, *Pantheon Capital*

Cheryl H. Cohen has more than twenty-five years' experience in healthcare finance. She is currently a Vice President with Pantheon Capital LLC, a leading provider of innovative, cost effective solutions for the financing needs of healthcare organizations.

Prior to joining Pantheon Capital, Cheryl was a Regional Vice President for a large healthcare equipment finance organization. She also spent several years as Director of Finance for a major northeast Health Maintenance Organization. In that role, she was responsible for managing daily financial operations.

As a former Vice President of Finance for a New Jersey hospital, Cheryl was responsible for all aspects of the hospital's financial operations. During her tenure, she developed and implemented strategic plans, converted financial and clinical information systems, and substantially improved the hospital's financial condition. Cheryl's earliest healthcare experience was with a consulting firm specializing in hospital revenue maximization.

Cheryl holds the distinction of Fellow in the Healthcare Financial Management Association (HFMA). She earned a Master's Degree in Business Administration from Rider University and a Bachelor of Science degree from Stockton State College.

Cheryl is currently on the National and NJ State Advisory Councils of HFMA. She was recently elected to be the Regional Executive for HFMA Region 3. Under Cheryl's leadership as immediate past President of the New Jersey Chapter, she received six awards within various improvement categories. She has individually received the Medal of Honor, Muncie Gold, Reeves Silver, and Follmer Bronze Merit Awards, in addition to the President's Award in recognition of her many valuable contributions to HFMA. She has chaired numerous committees.

John J. Dalton, MBA, FHFMA, *Senior Advisor, Besler Consulting*

John Dalton has more than 35 years experience in healthcare operations and finance. He spent 1970 to 1986 with Deloitte, including seven years as healthcare consulting partner for the Tri-State Region. Significant projects included the design of New Jersey's first hospital cost reporting and rate setting system, including the conceptual design of the DRG payment system that ultimately evolved into Medicare's IPPS. He also headed up a project to reorganize the finance function at the New York City Health and Hospitals Corporation and served on a U.S. team evaluating the health care delivery system in the Kingdom of Saudi Arabia.

(continued)

During 1986, John formed Healthcare Business Specialists, Inc. (HBS) to provide revenue cycle consulting and accounts receivable management services to healthcare providers, serving as its President and CEO until HBS was acquired during 1992. Significant projects included facility management of business offices and resolution of remaining receivables for hospitals that had ceased operations. From 1993-2005, he served as Vice President, Sales and Marketing for NCO Financial Systems and predecessor companies, providing eligibility assistance, clinical appeals and receivables recovery services to hospitals.

John's years of HFMA activity have included leadership roles with both the national organization and the New Jersey chapter. John served on the National Matrix (1990-91), the National Board of Directors (1994-96), and was selected by HFMA as its 2001 recipient of the Frederick C. Morgan Award for lifetime achievement in healthcare finance.

He has served on the board of trustees of Children's Specialized Hospital, Mountainside, New Jersey, since 1986, including a three-year term as Chairman, and became an honorary trustee during 2005. Currently, he serves as Vice Chairman of the St. Joseph's Healthcare System, Paterson, New Jersey.

John earned a Master's of Business Administration degree with a major in finance from the Stuart School of Management at Illinois Institute of Technology. He also holds a bachelor's degree in mechanical engineering from Stevens Institute of Technology.

Timothy L. Ohrum, *Director of Legislative Services*
The Hospital & Healthsystem Association of Pennsylvania (HAP)

Tim Ohrum is responsible for overseeing and developing grassroots advocacy programs and legislative initiatives for member hospitals and health systems in western Pennsylvania. Additionally, he coordinates the association's state and federal political action (HAPAC) activities and newsletters. As HAP's legislative director, Tim also maintains the congressional relations team program. He serves as liaison and provides field presence in western Pennsylvania in cooperation with the American Hospital Association (AHA), and the Hospital Council of Western Pennsylvania (HCWP).

Prior to joining HAP, Tim served as Finance Director for Congressman Phil English from 1997 to 1999, as well as serving as Congressman English's Executive Assistant from 1994 to 1997. He was Director of District Office Operations for State Senator Melissa Hart from 1990 to 1994, and has been involved in a variety of political campaigns at the state and federal level.

Mr. Ohrum holds a Bachelor of Arts degree from Indiana University of Pennsylvania.



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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 ATTENDING LUNCH? Yes No

The following individual(s) also will attend:

Name: _____ Title: _____

HFMA MEMBER? Yes No ATTENDING LUNCH? Yes No

Name: _____ Title: _____

HFMA MEMBER? Yes No ATTENDING LUNCH? Yes No

Educational seminar fee includes materials and lunch.

HFMA or AAHAM Member - \$65 Student/Retired/Unemployed Member - \$30

Non-HFMA Member - \$65

Make check payable to: HFMA APPALACHIAN CHAPTER

Please Fast FAX registration form by May 19, 2009 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.