

# Local Notes

Central New York HFMA Chapter

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To get your company name listed here  
Contact Eric Fehrman at

## Have you attended an event recently?

The past few months have been full of HFMA events:

**JUNE:** The National ANI was a hit – and so was the CNY chapter. Matt and Anita, your president and president-elect collected five awards on behalf of our chapter.

- ❖ Silver for certification
- ❖ Silver for Growth and Retention
- ❖ Bronze for New Member Retention
- ❖ A Hottum Award for “educational performance improvement”
- ❖ A Yerger Award for “outstanding performance in improvement”

Keep up the good work!!

**JULY:** The Skychiefs baseball game was another successful networking event for 2006. HFMA members and their families all got to enjoy a doubleheader on a great day for baseball.

**AUGUST:** Everyone’s favorite HFMA golf tournament was held in August. The Links at Erie Village was again the site for the 7<sup>th</sup> Annual Radeker Open. There was a great turnout and we lucked out on yet another beautiful day for a HFMA event.

**SEPTEMBER:** The Region II conference was held at Turning Stone Casino and Resort for its come-back year. The lineup of educational events was stellar and the seminar as a whole was a huge success. This is definitely a “can’t miss” seminar!

Check out the pictures later in the newsletter. There are many more events coming up in the next few months, so watch for those announcements!

# **Do you know what DCMS is?**

By Mel Dyster, Region 2 Regional Executive

DCMS is the acronym for Davis Chapter Management System, the system used by National HFMA to ensure that each HFMA chapter is delivering services to its members. DCMS activities, a requirement of the chapter charter, must be adopted and documented by HFMA chapters.

Does DCMS directly affect chapter members? No, but it does indirectly. By setting DCMS charter requirements, National HFMA has put into place a system that defines a minimum standard of service that each chapter must meet in order to fulfill the DCMS requirement under their charter obligations. So, DCMS does indirectly affect members in that it ensures that your chapter is required, under the chapter's charter to provide a standard level of services to you, the HFMA member.

The charter requirements under DCMS include the following:

- Chapters are required to hold four educational sessions each year.
- Chapters are required to publish four member communications each year.
- Chapters are required to publish and distribute a chapter membership directory.
- Chapters are required to have a strategic plan in place, which is submitted to National by June 1 of each year.
- Chapters are required to send at least one officer to the annual Fall Presidents Meeting and two officers to the annual Leadership Training Conference.
- Chapters are required to conduct a minimum of four Board meetings each year.
- Chapters are required to conduct a financial review to test and validate its fiscal integrity and operating guidelines.
- Chapters are required to submit to HFMA National an annual operating budget and financial information for IRS Form 990.

The Davis Chapter Management System also provides for an awards and recognition program designed to provide incentives and recognition of chapter activities. These chapter awards recognize achievements in Education, Certification, Membership Growth and Retention, New Member Retention and Educational Performance Improvement. There is also the Helen M. Yerger Special Recognition Award and the Robert M. Shelton Award for Chapter sustained excellence.

I believe it to be important for chapter members to understand DCMS from the perspective of their chapter's leadership. Your volunteer leaders work each day to achieve these requirements with many going well beyond the minimum required. Each of us has a very long "to do" list, with almost seemingly daily deadlines within our own workplace. Yet your volunteer chapter leaders take on the additional burden of meeting DCMS requirements. They do so with passion and a commitment to providing value to your HFMA membership. So next time you meet one of your chapter volunteers, you will now know that this individual is someone that goes beyond the expected to achieve the unexpected.

*More on DCMS later in the newsletter...*

# Welcome to the Chapter!

Eugenia Zan  
Associate  
PriceWaterhouseCoopers

Avi Lazerowitz  
Senior Manager  
Weiser LLP

Vicki Perrine  
Vice President for Clinical Services  
Claxton-Hepburn Medical Center

Laurie Welker  
Account Representative  
Standard Register

Denise Jury  
VP of Accounts Receivable Management  
Medical Management Resources

Cindy Carter  
Staff Accountant  
OSU Physicians

Theresa April  
Accounting Supervisor  
A.L. Lee Memorial Hospital

William D. King  
Director of Fiscal Services  
Oswego Health, Inc.

Marylynn Reid  
Managing Partner  
Burr & Reid LLP

Arthur Schoen, Jr.  
Syracuse, NY

Jason Young  
President  
Maxim Healthcare Solutions, LLC

Manuel Jimenez  
Regional Network Manager  
Empire BlueCross BlueShield

## Want to Volunteer?

If you would like to join one of our many committees, please feel free to contact any of the board members or the committee chairs. More information can be found at

[www.cnyhfma.org](http://www.cnyhfma.org)

Get Involved!!

# Certification

Is Certification for you??

The CNY chapter is focusing on getting CNY members certified this year. HFMA's certification programs lead to the designations "Certified Healthcare Financial Professional: (CHFP) and "Fellow of the Healthcare Financial Management Association" (FHFMA.) Meeting the HFMA Certification requirements helps prepare you for the increasingly responsible positions in the healthcare industry and demonstrates your dedication to professional development.

Why get certified? Survey results indicate a relationship between certification and career advancement. Certified members of HFMA tend to earn a higher annual salary and are more likely to be hired for upper level positions in healthcare finance. They are respected members of the healthcare leadership team.

Current members who are certified include...

William D. Corbin, FHFMA, CPA  
John P. De Koff, FHFMA, CPA  
Joseph DeMeo, FHFMA, CPA  
John J. Grey, FHFMA, CPA  
Michael J. Haile, FHFMA  
John D. Milligan, FHFMA, CHE, CPA  
Brain T. Regan, FHFMA, CPA  
Paul R. Snyder, FHFMA  
Roberta A. Warner, FHFMA, CPA

And our latest fellow...

Linda Ann O'Donnell, FHFMA  
Congratulations Linda!!

To find out more about joining our distinguished members listed above, contact the Chapter's Certification Chairperson John Milligan at [jmilligan@fcc-cpa.com](mailto:jmilligan@fcc-cpa.com) or visit the HFMA website at [www.hfma.org/certification](http://www.hfma.org/certification).

#### Member News...

We are always looking for updates on members or your places of business. If you have something that you would like to suggest for the newsletter, please contact Michele Mecomonaco at [michelemecomonaco@cgh.org](mailto:michelemecomonaco@cgh.org).

## **DCMS changes approved unanimously by Regional Executives**

*New DCMS Effective in 2007-08*

At its meeting on Nov. 6, 2006, HFMA's Regional Executive Council adopted the recommendations of the 2005-07 Chairman's Task Force on the Davis Chapter Management System. The DCMS Task Force proposal articulated the goal of reducing variation in chapter performance in order to increase service quality to members. The Regional Executive Council unanimously approved the recommendations with some minor modifications.

One of the key changes in the new DCMS involves the establishment of a Chapter Balanced Score Card. The CBSC emphasizes key chapter performance elements directly aligned with HFMA National strategic priorities and research findings on chapter effectiveness, including:

- \* Registrant hours per member
- \* Membership retention
- \* Financial executive member count
- \* Percentage of provider representation among chapter officers and board
- \* Member overall satisfaction
- \* Minimum days cash on hand
- \* Maximum days cash on hand
- \* DCMS compliance
- \* Seamless system of service
- \* Chapter goal achievement

Prior to the beginning of each calendar year (i.e., Jan. 1), the Regional Executive Council will update and/or confirm the CBSC elements and weights and a threshold performance level, which will serve as the minimum threshold of eligibility for chapters to receive awards. Performance below the level will trigger certain actions intended to support chapter performance turnaround.

### **Chapter Awards**

During the first year, there will be no actions taken for failure to meet the threshold performance level. In addition, Regional Executives determined that multi-chapter awards will not be affected by CBSC performance.

Criteria for the Robert M. Shelton Award for Sustained Excellence will gradually change over the next five years, as data from chapter performance on the CBSC become available. In addition, a new award for Improved Chapter Performance will replace the current New Member Retention award.

### **New Program Planning Tool**

The new DCMS also establishes use of a program planning tool, which creates the opportunity to integrate planning, monitoring, and support/intervention in the near term, and holds the longer-term potential to integrate with chapter budgeting. Beginning in 2007-08, the requirement to hold four annual programs will be eliminated in favor of a system that uses the new tool to plan for achievement of a "registrant hours per member" goal.

### **DCMS Requirements**

In addition, a chapter goal-setting requirement, directly linked to the CBSC metrics, will replace the current DCMS requirement for completing and submitting a strategic plan. Also, chapter membership directories

will be optional, but each chapter will be required to maintain a web site and participate in chapter member satisfaction surveys.

### **Historical Background**

The purpose of DCMS is to ensure the delivery of services to members that satisfies their quality requirements while contributing to the growth of HFMA's human and financial resources. It provides a structure that supports the continuity of chapter operations, and it provides timely information to help chapter and HFMA National leaders monitor and manage chapter performance.

Some chapter practices are designed to insure the continued viability of HFMA and are therefore deemed to be requirements within DCMS. The requirements were developed to represent minimum standards and do not vary between chapters. For instance, chapter leaders complete IRS 990 reporting information and a financial review each year, they develop a budget, and they publish at least four newsletters and hold at least four educational events.

DCMS also includes an awards program which provides incentives and recognition of chapter activities. It's designed to focus chapter leaders on important activities that add value for members and the Association.

In June 2005, HFMA's then-National Chairman, Richard Rodriguez, approved a task force to ensure that DCMS continues to support the mission of HFMA and is a positive influence on the performance of chapters in the service of the membership. The task force spanned a two-year term, and completed its report in October 2006.

Draft recommendations were presented to the Regional Executive Council and to the HFMA National Board of Directors at their June 2006 meetings, and were subsequently presented to chapter presidents and presidents-elect during the 2006 Fall Presidents Meetings. In addition, a webcast was presented on Aug. 3, 2006, as an overview of the draft proposal.

Traditionally, DCMS is reviewed by a chairman's task force every five years. The intention of the 2005-07 task force recommendations was to ensure that DCMS fully aligns chapter activities with system-wide strategic goals. HFMA is now in the second year of a five-year strategic plan to take HFMA "to the next level," which includes:

\* Reducing variation in chapter performance while elevating overall chapter performance

## **CAREERS**

**Looking for a job?  
Do you have one to post?**

Then check out the CNY HFMA website!

There are several positions listed currently:

### **CFO**

Amsterdam Memorial Healthcare  
Amsterdam, NY

### **VP Finance and Controller**

Anne Arundel Health System  
Annapolis, MD

### **Supervisor – Physician Billing**

Crouse Hospital  
Syracuse, NY

### **Controller**

Clifton Springs Hospital and Clinic  
Clifton Springs, NY

### **Revenue Cycle and Reimbursement**

#### **Analyst**

FF Thompson Hospital  
Canandaigua, NY

### **Contract Representative**

Preferred Care  
Rochester, NY

(cont)

- \* Creating opportunities to reduce the administrative burden on chapter volunteers
- \* Developing systems that provide early warnings if chapters are struggling to meet annual service delivery goals so that assistance may be offered

More postings...

Reimbursement Coordinator and Financial Analyst  
St. Joseph's Hospital Health Center

Grant Internal Auditor  
Albany Medical Center

For more information on any of these positions, please visit [www.cnyhfma.org](http://www.cnyhfma.org) and click on the "careers" link.

If you would like to post a position, please put your listing into either a Word or pdf file and email it to either Matt Huber at [Matthew\\_T\\_Huber@Keybank.com](mailto:Matthew_T_Huber@Keybank.com) or Michele Mecomonaco at [michelemecomonaco@cgh.org](mailto:michelemecomonaco@cgh.org).

Check back to the site frequently as we post positions as requested. Also, if you have submitted a position, please let us know when it has been filled.

In addition, the task force recognized that the Regional Executive Council has been successfully utilizing chapter performance metrics for several years. The task force aimed to continue on that course by creating a more systematic approach to using metrics as a tool.

The initial meeting of the task force was held during the 2005 Annual National Institute. Input from volunteers was solicited during the June 2005 and November 2005 Regional Executive Council meetings, as well as during the 2005 Fall Presidents Meetings.

The task force held its final meeting in October and modified its initial report based upon chapter leader feedback so that it could present its final recommendations to the Regional Executive Council in November. The task force was led by Robert L. Broadway, FHFMA; its members included Ira L. Alexander (Southern California Chapter – Region 11), Joseph F. Corfits, Jr., FHFMA (Iowa Chapter – Region 8), Sarah G. Hull, FHFMA (Wisconsin Chapter – Region 7), Michael S. Johns, FHFMA, CPA (Tennessee Chapter - Region 5), James E. Miller (Indiana Pressler Memorial Chapter – Region 7), and Michael Nowicki, EdD, FHFMA, FACHE (South Texas Chapter – Region 9). Thank you to all of the HFMA volunteers for their valuable input!

Membership Committee Update

Membership Directories were mailed out to current members the first week of November. The directory is also available online through both the main HFMA site and the local chapter site. If you have corrections to any of your information, please correct it through your member profile. If you would like to assist on the Membership Committee or if you have any suggestions for obtaining or retaining new members, please contact Karen Carter at [KarenCarter@LACNY.com](mailto:KarenCarter@LACNY.com).

Education Committee Update

There are several sessions being planned for early next year including the Medicare and Medicaid update session. Agendas and brochures will be sent out via email as the events draw closer. If you have any suggestions for topics you would like presented either at a conference or as a session of its own, please contact Anita Anderson at [anita.anderson@sjhsyr.org](mailto:anita.anderson@sjhsyr.org).

# Smile !!



The five awards the CNY chapter earned for 2005-06.

# Baseball!





**Happy Holidays!!**