

Lead Your Facility Down the Path to Profitability

Skilled Nursing Facility Training For Administrators & Financial Managers



Join your colleagues for a day and a half of comprehensive learning including financial and operational topics vital to your facility's future prosperity.

October 3rd & 4th, 2005
The Lodge at Woodcliff • Rochester, NY

Recommended for administrators and financial managers within not-for-profit, proprietary and governmental nursing homes

Sponsored by:



New York State
Health Facilities Association



About the Conference:

Day One - October 3, 2005

7:30 - 8:15am Continental Breakfast

8:15 - 8:30am Introduction

Stephen Holt, CPA, John Kropski, CPA

8:30 - 10:30am Session I

Legal Update

Legal counsel will discuss the admission agreement as a contract, how resident intake information may be used in the collection process, and how to avoid resident account collection pitfalls. You will learn about the various collection devices, court jurisdiction for debt collections, how to enforce money judgments, and how resident rights impact the admission process and debt collection processes. In addition, you will learn about the recent developments on both the federal and state level regarding efforts to expand Sarbanes Oxley into the not for profit healthcare environment. Legal counsel will clarify the duties and obligations of officer and director, and discuss potential liability they face in decision making.

Ross Lanzafame, Esq.

10:30 - 10:45am Break

10:45am - Noon Session II

Who's Knocking on Your Door

Customer service begins well before the admission process. How well do you know your customers? This session will provide participants with the tools to help them focus on customer service, build relationships, and improve communication techniques. As an attendee you will better understand the customer service chain, discover how to identify the external and internal systems that need to be in place for feedback. Participants will learn how to utilize that information to improve quality of services.

William Gillick, President, Gillick Advisors, LLC

Noon - 1:00pm Lunch

1:00 - 2:00pm Session III

Impact of Process and IT on SNF Revenue Cycle Effectiveness

The revenue cycle incorporates data management and functional responsibilities. Each ultimately affects claim submission and payment and encompasses admissions, nursing and business office practices. An effective revenue cycle relies on the "front-end" to populate the claims database, allowing the "back-end" to concentrate on submission and follow-up. Understand how the effectiveness of this cycle is linked with investments in information systems and training. This program will demonstrate how to establish and maintain process and technology expectations that results in an effective revenue cycle.

Karen Donovan, Clinical Informatics and Operations Director, IMSolutions

Maureen Weir, Revenue Management Director

2:00 - 3:15pm Session IV

Long-Term Staffing for Long-Term Care

Recruiting and retaining long term care staff is a challenge and a well trained and maintained staff is the lifeblood of the nursing home. Ms. Galle will demonstrate how facilities overlook many important personal success factors in the scramble to fill positions, and highlight how assessing traits of personnel can reduce turnover and improve morale.

Kim Galle, President, PI Resources

3:15 - 3:30pm Break

3:30 - 5:00pm Session V

Medicaid Cost Report Completion and the Medicaid Rate Sheet

The proper completion of a Medicaid cost report is one of the most important responsibilities of a nursing facility. This session will provide you with an overview of the vital components of the cost report, and demonstrate how these reports are used by the NYS Dept of Health in developing Medicaid rates as well as how the quarterly Case Mx Index influences the Medicaid rate. Learn how you can receive the reimbursement you are entitled to receive.

Stephen Holt, CPA, John Peterson, CPA, Bill Woldarczyk, CPA, John Kropski, CPA

5:00 - 6:00pm Cocktail Reception

Day Two - October 4, 2005

8:00 - 8:30am Continental Breakfast

8:30 - 10:30am Session I

Medicaid/ Medicare and Case Mix Payment Methodology/Survey Issues

This program will provide the participant with a greater understanding of the Medicare Part A and Part B rules and regulations. The operational systems and procedures that are necessary to effectively deliver quality therapy services will be reviewed. The program will reinforce the improvement in quality of care with the development and implementation of a Medicare program. Participants will learn common documentation errors in the selection of the RUGs categories and how they impact payment and learn how to turn therapy hours into dollars and the "right" way to document to prevent an audit by Medicare.

Bonnie Gifford, RN, Gail Polanski, RN, BSN

10:30am - 12:30pm Session II

Financial Trends in the Long-Term Care Industry

This session will focus on issues facing the long-term care industry. Gain a greater understanding of key financial indicators and how they impact the viability of a nursing home. This session will also include an in-depth discussion of the efforts to enact Medicaid reform and their potential effect on reimbursement. Lastly there will be a discussion involving positioning your facility for success in the current operating environment.

Stephen Holt, CPA, John Peterson, CPA, Bill Woldarczyk, CPA, John Kropski, CPA

12:30 - 1:30pm Farewell Lunch

Freed Maxick University Faculty

Ross P. Lanzafame, Esq.

A Partner with Harter, Secrest & Emery LLP, Mr. Lanzafame counsels long-term and acute health care providers on various business, corporate and government regulatory matters. He advises on federal and state regulations governing facility operation, corporate compliance, medical records and patient/resident data confidentiality, patient/resident accounts management and collection, and the Medicare and Medicaid reimbursement programs. Well versed in the economic, methodological and technical analysis of reimbursement issues, he provides technical and tactical support for facility rate litigation.

Kim Galle

President of PI Management Resources, Ms. Galle has over sixteen years in both public accounting and private industry. This has allowed her to implement the PI personality assessment system with a keen awareness of how business decisions affect the bottom line. She is engaged in workplace problem resolution utilizing her skills in leadership, management, teamwork, problem solving, decision-making and coaching.

Stephen D. Holt, CPA

Mr. Holt is a Director with Freed Maxick & Battaglia, CPAs, PC. He advises nursing home clients in a variety of areas, including rate reimbursement analyses, Medicaid and Medicare cost report preparation, appeals, research, and rate projections. Mr. Holt has developed an expertise in the area of Medicare and Medicaid revenue maximization, which entails collaborating with providers to create innovative methods to improve documentation and capture reimbursable costs.

John S. Kropski, CPA

As a Director with Freed Maxick & Battaglia, CPAs, PC, he has over 25 years of diverse experience and primarily consults in the health care services industry. He has an exceptional awareness of local and national financial issues impacting medical practices as well as long-term care, and home health care.

Freed Maxick University Faculty & Registration

John E. Peterson, CPA

Mr. Peterson is a Senior Manager in the Accounting and Auditing Department of Freed Maxick & Battaglia, CPAs, PC, and focuses on audits and consulting with nursing homes and home health agencies. Mr. Peterson assists clients with their base year Medicaid cost reports. He has performed the function of corporate controller for nursing facilities and is the author of an article on asset-based lending in the periodical, "Security Lender".

William Wlodarczyk, CPA

Mr. Wlodarczyk is a manager in the Accounting & Auditing Department at Freed Maxick & Battaglia, CPAs, PC. He has a broad background in the healthcare industry with considerable experience in conducting healthcare audits. He is Treasurer of UNYPHED, a consortium of payors, providers, and vendors assisting the healthcare industry with HIPPA implementation.

William Gillick

Bill Gillick has held leadership positions in the health care field for over twenty-five years, the most recent with ElderWood Senior Care for the past fifteen years. As of March 2004, Bill founded Gillick Advisors, LLC, a consulting and services firm, targeted to the senior care population and those organizations who provide services across the continuum of care. In September 2005, Bill opened a Homewatch CareGivers franchise on western New York.

Bill has developed customer service programs at the skilled, assisted living and home care levels.

A graduate of Colgate University (B.A.) and the George Washington University (MHA). Bill currently serves on the Board of Directors of St. Joseph's Hospital foundation and Board of Directors for the Colgate University Alumni Corporation, and will serve as co-chair of the WNY Alzheimer's Association Memory Walk.

Gail Polanski, RN, BSN

Ms. Polanski is a nurse consultant with over 25 years experience who offers distinguished expertise in the area of Medicare and Medicaid clinical reimbursement and regulatory matters for skilled nursing facilities. As a nurse consultant, Ms. Polanski provides specialized consulting assistance related to healthcare provider financial related matters, profit enhancement, compliance program management and operational cost control methodologies.

Bonnie Argona-Gifford, RN, BSN

Ms. Gifford has over 20 years of Health care experience, 15 years in a management capacity. She has served as Director of Nursing in both long term and Acute Care, as well as a Nursing Educator, and a staff nurse. Ms. Gifford accomplishments include structurally designing and developing clinical operations of a new 250 bed state of the art, long term care facility. As a nurse educator, she has broad, standard based experience in the area of clinical practice. This dual strength in clinical and managerial capacities has given her expertise in the development of long term care programs and services. Ms. Gifford also has extensive knowledge of Federal and State Regulations, along with JCAHO standards.

Karen Donovan, Director of ITC Operations

Karen's expertise lies in the development of best operational practices, quality indicators, customer and regulatory compliance. She applies her knowledge of diverse information system capabilities to create solutions that cater to specific provider needs. She has implemented, integrated and terminated a number of different systems that have affected all clinical and operational functional areas. Karen has approximately 15 years of clinical process and data management experience, with information systems administration responsibilities and eventually becoming responsible for implementation and administration roles after designing a number of clinical databases used in measuring performance and identifying quality successes and deficiencies. Karen is also responsible for user education and training and functions with front-end revenue cycle implications. Her role on projects is interactive with facility administration, clinical and related departmental leadership.

Maureen Weir, Revenue Management Director

Maureen has over 25 years of health care claims management experience. She specializes in business office restructurings, revenue capture improvement, mitigating collection and credit risks, cash recovery, improving business office productivity and training in the fundamentals of SNF billing. Her role on projects is interactive with facility leadership to ensure alignment with the goals of projects. She has been a business office manager at a number of health care organizations, including Catholic Health System, Kaleida Health and others.

Mail In Registration Form

Name: _____

Title: _____

Facility: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Fax: _____

Email: _____

_____ Freed Maxick University \$329
(Overnight accommodations not included in registration fee.)

_____ Freed Maxick University \$299
(NYAHS & NYSHEA Members)
(Overnight accommodations not included in registration fee.)

_____ NYS Residential Healthcare Facility \$30
Accounting and Reporting Manual

_____ TOTAL ENCLOSED

Please complete this form (or a copy) by September 16th and send a check payable to:

Freed Maxick University
800 Liberty Building
Buffalo, New York 14202
Ph: 716.332.2612
Fax: 716.847.0069

Hotel Information

Hotel Address: Woodcliff Drive, Box 22850
Rochester, NY 14692
phone (585) 381-4000
fax (585) 381-2673
(Call ahead for reservations. Rooms reserved through September 9th.)

Rates: \$109 per night (plus tax)

Guarantee: All reservations are guaranteed for late arrival. Guests must call 24 hours prior to day of arrival to cancel, otherwise, No-Show Bill will be processed.

For additional information contact Mac Hartman at 716.332.2615 or email at mac.hartman@freedmaxick.com

This program has been approved for 13 continuing education hours.

Driving Directions To The Lodge at Woodcliff

From the airport and downtown Rochester:

Take 390 North to 490 East. Take Exit 28 to Rt. 96. Turn left onto Rt. 96, go east approximately 1/4 mile to the first traffic light and turn left onto Woodcliff Drive. Turn left at the top of the hill.

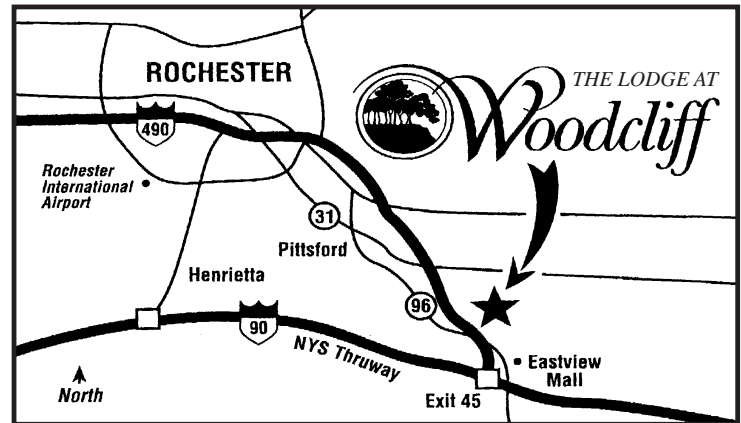
From the New York State Thruway:

Take Exit 45 to the Victor Exit and follow Rt. 96 North. Drive beyond Eastview Mall (on left) approximately 1 mile to Woodcliff Drive. Turn right onto Woodcliff Drive. Turn left at the top of the hill.

Note:

While driving north on Rt. 96, if you reach Rt. 490 you have gone too far.

Woodcliff Drive • Box 22850 • Rochester, NY 14692
phone (585) 381-4000 • fax (585) 381-2673



Featuring a majestic hilltop setting, the vista of greater Rochester and the Bristol Hills will take your breath away. The woods and meadows of Woodcliff border a nine-hole golf course and offers spectacular views of the countryside.



800 Liberty Building
Buffalo, NY 14202
www.freedmaxick.com