

**Lumsden & McCormick, LLP supports the
Western New York Chapter of the
Healthcare Financial Management Association**

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Lumsden & McCormick, LLP is pleased to support the Western New York Chapter of the Healthcare Financial Management Association (HFMA) as a 2009-2010 gold sponsor of the chapter and a sponsor of the Third Annual Spring Institute on April 30, 2009 at the Millennium Airport Hotel on Walden Avenue. Our own Jill M. Schaefer, CPA, CHFP is this year's event Chairperson and has been involved in the coordination of the event including the conference sponsors, speakers and agenda.

The keynote address, "If healthcare is about well being, then why am I so stressed out? 21st Century Tools and Practices for Dramatically increasing Productivity and Reducing Stress" is being presented by Jerry Bridge of Bridge Practice Management Group in San Diego, California and will kick the event off.

Other Conference presentations include:

- *Observation: The Challenges of Coverage and Compliance/RAC Attack, Utilizing Observations to Reduce Exposure with 1 Day Stays*, presented by Day Egusquiza.
- *Get Paid Now! Maximize Revenue from Insurers & Patients*, presented by Jerry Bridge.
- *HANYS Update*, presented by Steve Harwell or Bob McLeod.
- *Patient Friendly Billing: Improving Processes in an Era of Consumerism*, presented by Chad Mulvany.
- *Medicare/Medicaid Legal Hot Topics*, presented by Bethany Hills and Ellen Weissman.
- *Patient Access, A/R and Effective Cash Flow Management*, presented by Day Egusquiza.
- *Medicare Bad Debt*, presented by Dana Keefer.
- *Understanding Coordination of Benefits Rules to Boost Cash Flow*, presented by Troy Roth.
- *Charity Care - Impact, Changes, Segmentation and Solutions*, presented by Yvonne Perez.
- *Revenue Cycle Management Strategies*, presented by Janet Gorman.
- *Medicare Basics: Payments*, presented by Bill Richburg.

The full day conference will take place on April 30, 2009 at the Millennium Airport Hotel on Walden Avenue in Buffalo, near the Walden Galleria Mall. Continuing professional education will be provided to those who qualify. For more information or to register contact Jill M. Schaefer, Lumsden & McCormick, LLP at 716-856-3300 or see the [attached registration package](#). Registration is required.