



FINANCE AND REIMBURSEMENT

CODING AND DIAGNOSIS
RELATED GROUPS

QUALITY

PLANNING AND MARKETING

DATAGEN ACADEMYSM

2009 COURSE CATALOG



INTRODUCTION

The need to focus on leadership development in health care has never been more important. Health care managers grapple with many challenges including complex regulations, financial pressures, market and community needs, and workforce shortages as they strive to fulfill their mission of delivering quality patient care.

HANYS Solutions, a subsidiary of the Healthcare Association of New York State (HANYS), created DataGen AcademySM in 2004, a first-of-its-kind learning initiative to train management and staff in the tactical and strategic application of financial, quality, workforce, community health, and marketplace data. DataGen Academy offers health care providers practical approaches to understanding the vast array of health care data to foster improved decision-making and successful positioning in the marketplace.

Since its inception, DataGen Academy has become a resource for health care leaders seeking industry-specific training for their organizations' health care professionals. During the last five years, nearly 300 health care organizations have participated in DataGen Academy offerings.

HANYS will send detailed program and registration information for each class in advance of each program.

TO REGISTER:

To register for programs described in this catalog, go to www.ehanys.com/datagenacademy. You may also call (888) 994-4373.

CE CREDITS:

Continuing education credits will be made available for each DataGen Academy program. Details will be provided in individual program brochures.



FINANCE AND REIMBURSEMENT

Reimbursement from government and private payers for patient care is a hospital's main source of revenue. However, health care reform at both the state and federal levels has resulted in permanent changes to a complex reimbursement system that makes accurate billing and reim-

bursement a tremendous challenge. DataGen Academy finance and reimbursement workshops address the latest issues and changes to reimbursement and provide sound solutions for improving processes and procedures for accurate billing.

INTRODUCTION TO MEDICARE TWO-DAY WEBCONFERENCE

**Monday, May 11
and
Tuesday, May 12**

**1-2:30 p.m. both days
Eastern Standard Time**

INTRODUCTION TO MEDICARE

This Webconference will examine the complexities of Medicare reimbursement, explore the relationship between clinical and financial information, discuss new legislation affecting Medicare reimbursement, and provide helpful information to communicate the importance of Medicare to communities and the media. Various Medicare hospital payment systems will be discussed, including cost-based, prospective, and fee schedule systems.

**Monday, May 11 and Tuesday, May 12
1-2:30 p.m. (EST) both days**

Participants will receive sample reports highlighting utilization of inpatient, outpatient, and skilled nursing services, with comparisons to statewide utilization. *Introduction to Medicare* is offered as a Webconference over two days. The program material is different each day and participation in both days is encouraged for maximum value.

FINANCE AND REIMBURSEMENT (continued)

INTRODUCTION TO MEDICAID

Wednesday, December 9
10 a.m.-Noon (EST)

This program will examine the complexity of Medicaid eligibility, benefits, and reimbursement.

Introduction to Medicaid will provide basic information on Medicaid hospital reimbursement systems, bad debt and charity care distributions, graduate medical education payments, workforce

recruitment and retention funding, and other payments to providers. In addition, it will explore Medicaid's relationship to the Health Care Reform Act and how it affects state and local government budgets, and the political interaction between states and the federal government as it pertains to Medicaid funding.

"This program (Introduction to Medicaid) is essential for anyone who needs background on Medicaid."

— DAVID MENASHY

Director of Corporate Reimbursement Services,
New York City Health and Hospitals Corporation

*"It (Introduction to Medicaid) was very informative and insightful.
It enabled me to link the bits and pieces of information."*

— GRACE WONG

Vice President, Managed Care,
SUNY Downstate Medical Center

**INTRODUCTION
TO MEDICAID**
WEBCONFERENCE

**Wednesday,
December 9**

10 a.m.-Noon
Eastern Standard Time

FINANCE AND REIMBURSEMENT (continued)

CONNECTING
THE DOTS
WEBCONFERENCE

Monday, June 22

1-3 p.m.

Eastern Standard Time

CONNECTING THE DOTS: How Quality of Care and Hospital Finances Inter-Relate

Monday, June 22

1-3 p.m. (EST)

"Better care should be rewarded . . . it is time that we pay for the quality of the health care provided to our beneficiaries, not simply the amount."

These comments from Mark McClellan, past Administrator of the Centers for Medicare and Medicaid Services (CMS), reflect the current and future impetus for health care leaders to make the direct connection between the quality of care delivered

in their facilities and the payment they receive for that care. This session will review quality measures and hospital reporting requirements, discuss the philosophy and history of pay-for-performance initiatives, and look toward future initiatives including new and proposed public reporting requirements and Medicare value-based purchasing.

CODING AND DIAGNOSIS RELATED GROUPS

With Medicare regulations and coding rules always changing, staying current with this complex, cumbersome, and ever-evolving reimbursement system can be a challenge. The recent change to using Medicare Severity Diagnosis Re-

lated Groups (MS-DRGs) was the most drastic in decades, and provides new challenges for data analysis. DataGen Academy coding and DRG workshops explain how to use and compare data to anticipate cash flow.

INTRODUCTION TO UNDERSTANDING ADMINISTRATIVE DATA AND CASE MIX

**Tuesday, April 21, 10 a.m.-Noon (EST) and
Wednesday, September 23, 10 a.m.-Noon (EST)**

This Webconference will explain data definitions and how administrative data are collected and submitted to Statewide Planning and Research Cooperative System (SPARCS), with an emphasis on coded data (International Classification of Disease codes and procedures). The curriculum will also provide participants core information about New York State and CMS DRGs that will help in understanding the two DRG systems' methodologies, benefits, and limitations for comparing data.

This program will also explain how to analyze and compare inpatient hospital statistics and provide an understanding of basic case-mix concepts.

Faculty will provide an in-depth explanation of the benefits of case-mix analysis and the use of sample financial reports and case-mix index to predict expected cash flow. Emphasis will be placed on the differences between New York State and CMS case mix, with details on why and how these two types of case mix should be tracked independently.



INTRODUCTION TO UNDERSTANDING ADMINISTRATIVE DATA AND CASE MIX WEBCONFERENCE

**April 21
10 a.m.-Noon
Eastern Standard Time**

**September 23
10 a.m.-Noon
Eastern Standard Time**

CODING AND DIAGNOSIS RELATED GROUPS (continued)

**CONNECTING
THE DOTS**
WEBCONFERENCE

**Wednesday,
December 2**

10 a.m.-Noon
Eastern Standard Time

CONNECTING THE DOTS: How Quality of Care and Health Information Management Inter-Relate

Wednesday, December 2
10 a.m. - Noon (EST)

This session will review the “connection” between data that are coded in health information management (HIM) departments and used by various audiences to determine quality of care provided by an institution. CMS, the New York State Department of Health, and other audiences are relying on coded data to drive their “report cards” of quality of care provided by an institution. The session will demonstrate to HIM and quality professionals how the data that they share with one

another is critical to portraying the hospital's complete quality picture. The session will focus on the importance of pay-for-performance initiatives, which are driven by coded data. Additionally, participants will learn about the significance of hospital-acquired conditions in quality and reimbursement. This session will discuss different data initiatives and the importance of both departments working together to understand the intricacies of the data.

QUALITY

Hospitals and other health care providers have always strived to provide the highest quality and safest care possible. Over the past decade, the quest to deliver quality care and enhance patient safety has emerged as a national priority. State and federal government agencies, coupled with insurance companies, have advanced an agenda

that focuses on providing the public comparative health care provider information to drive informed health care decision-making. The heightened accountability that public reporting brings makes it imperative that health care providers understand the use of quality information for public reporting.

INTRODUCTION TO QUALITY

Introduction to Quality examines descriptive statistical techniques used in the identification, display, and analysis of data; performance improvement processes; and outcome measure analysis. Faculty will highlight state and national data sources and discuss the implications for data accuracy in various sources of benchmarking and comparative databases. Instruction will include practical case exercises and illustrate control and comparison charts.

Wednesday, June 10 and Wednesday, June 17
1-3 p.m. (EST) both days

This program will be offered as a Webconference over two days. The program material is different each day and participation in both days is encouraged for maximum value.

"This session (Introduction to Quality) was valuable when presenting core measures data, especially explaining results to the medical staff."

~ MERLE ROBINSON
Quality Manager, Elmhurst Hospital



**INTRODUCTION
TO QUALITY**
TWO-DAY WEBCONFERENCE

**Wednesday,
June 10
and
Wednesday,
June 17**

1-3 p.m. both days
Eastern Standard Time

Q U A L I T Y (c o n t i n u e d)

CONNECTING
THE DOTS
WEBCONFERENCE

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1-3 p.m.

Eastern Standard Time

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that care. This session will review quality measures and hospital reporting requirements, discuss the philosophy and history of pay-for-performance initiatives, and look toward future initiatives including new and proposed public reporting requirements and Medicare value-based purchasing.

QUALITY (continued)

QUALITY STATISTICS: *Using and Communicating Health Care Quality Data* **Wednesday, July 8; Wednesday, July 15; and Wednesday, July 22** 10 a.m.-Noon (EST) all three days

This Webconference is designed to provide a refresher course in statistical analysis techniques, including risk-adjustment strategies, to help hospital quality management personnel evaluate internal quality data and fully understand external public reports. *Quality Statistics: Using and Communicating Health Care Quality Data* will provide the foundation for improved communication

regarding hospital quality and patient safety to hospital frontline staff, executives, governing boards, and, ultimately, the public.

This program will be offered over three days. Participation in all three days is required. This course builds upon *Introduction to Quality*.

CONNECTING
THE DOTS
THREE-DAY
WEBCONFERENCE

Wednesday, July 8
Wednesday, July 15
and
Wednesday, July 22

10 a.m.-Noon
all three days
Eastern Standard Time

**CONNECTING
THE DOTS**
WEBCONFERENCE

**Wednesday,
December 2**

10 a.m.-Noon
Eastern Standard Time

Q U A L I T Y (c o n t i n u e d)

CONNECTING THE DOTS: How Quality of Care and Health Information Management Inter-Relate

Wednesday, December 2
10 a.m. - Noon (EST)

This session will review the “connection” between data that are coded in HIM departments and used by various audiences to determine quality of care provided by an institution. CMS, the New York State Department of Health, and other audiences are relying on coded data to drive their “report cards” of quality of care provided by an institution. The session will demonstrate to HIM and quality professionals how the data that they share with one another is critical to portraying the hospital’s

complete quality picture. The session will focus on the importance of pay-for-performance initiatives, which are driven by coded data. Additionally, participants will learn about the significance of hospital-acquired conditions in quality and reimbursement. This session will discuss different data initiatives and the importance of both departments working together to understand the intricacies of the data.

HEALTH CARE MARKETING AND PLANNING

To flourish in today's tumultuous health care environment and secure a health care organization's future, health care providers must develop and deliver programs that benefit patients and communities. However, even the best research

and planning can be ineffective and fail if unreliable, inaccurate data are used. These sessions will help leaders focus on the right health care information for informed decision-making.

INTRODUCTION TO PLANNING

This Webconference will provide a primer for understanding census, demographic, and clinical data classifications and how these data can be used effectively to provide accurate, competitive analyses and patient trends, and to assist in projecting future resource utilization. The program will identify the many sources of health care data

and illustrate how key elements should be incorporated in preparing an effective market analysis. The curriculum will also provide core information for understanding market share and competition and, through the use of illustration, describe the steps and process for performing a competitor analysis.

"What I learned from attending Introduction to Planning will help me save a lot of time in feasibility study compilation."

— LISA CORCORAN

Executive Services Associate, St. Francis Hospital, Poughkeepsie



INTRODUCTION TO PLANNING WEBCONFERENCE

Thursday, October 29

1-2:30 p.m.
Eastern Standard Time

HEALTH CARE MARKETING AND PLANNING (continued)

INTRODUCTION TO HEALTH CARE MARKETING WEBCONFERENCE

**Tuesday,
November 10**

**1-3 p.m.
Eastern Standard Time**

INTRODUCTION TO HEALTH CARE MARKETING

**Tuesday, November 10
1-3 p.m. (EST)**

This Webconference will explain how to effectively use data from reliable sources to capture the public's attention and drive media and mail campaigns to enhance your facility's image and market position. Using actual reports and success stories, this session will address the effective use of demographic and census data drilled down to the block group level, for the development of direct mail, media plans, and fundraising campaigns guaranteed to increase the rate of return on your marketing dollars. *Introduction to Health Care Marketing* will provide the fundamentals needed to understand U.S. Census data, PRIZM® New Evolution lifestyle clusters, and Simmons Market Research Bureau media data.

Faculty will explain the PRIZM Lifestyle Segmentation methodology; discuss how and why to analyze the propensity of sub-segments to use specific service lines or exhibit certain behaviors; and describe ways for health care organizations to target communications to reach the most responsive users.

HEALTH CARE MARKETING AND PLANNING (continued)

INTRODUCTION TO MAPPING

Wednesday, December 9 and Thursday, December 10
1-3 p.m. (EST) both days

Visualization is an effective way to analyze large amounts of data, revealing trends and patterns that might otherwise be locked within the minutiae of huge databases containing millions of records.

Typically, visualization involves the creation of charts and graphs. Increasingly, health care data are rendered in maps to show patterns of care. These tools are some of the best ways to share information and establish “big picture” perspectives.

This session provides an overview of spatial analysis, which is the process of overlaying data onto maps. Faculty will train planning professionals to

develop geographic-spatial analyses from standard data reports using mapping software. This course will explain basic mapping, information suitable for mapping, and how to create a map for translating data into usable information.

This Webconference will be offered over two days. The program material is different each day and participation in both days is encouraged for maximum value.

*INTRODUCTION
TO MAPPING*
TWO-DAY WEBCONFERENCE

**Wednesday,
December 9
and
Thursday,
December 10**

1-3 p.m. both days
Eastern Standard Time



MYData Academy CUSTOMIZED TRAINING

MYData Academy

Training and development to meet the needs of your organization

Health care leaders across the country are instituting internal training initiatives to develop and prepare staff throughout their organizations to be agents for change, effective leaders, and informed decision-makers.

DataGen Academy courses can be customized and/or combined as a track of courses as part of your organization's corporate university or staff development initiative. Each program provides a unique, industry- and facility-specific curriculum and incorporates lecture and case exercises that reinforce the application of data and other information. DataGen Academy courses are led by health care experts and senior DataGen staff.

Courses are available in the areas of:

- finance and reimbursement;
- quality;
- marketing and planning;
- billing and coding; and
- continuing care.

To learn more about incorporating DataGen Academy programs into your hospital's corporate university or leadership development initiatives, contact Rachel Hajos, Senior Director, Learning and Development, at (518) 431-7838.

LEADERSHIP DEVELOPMENT



Now, more than ever, the changing health care environment requires “breakthrough performance” from the professionals charged with moving their organizations in the right direction. Leaders within hospitals and health systems must be equipped to face today’s daunting challenges and other tests that will emerge in 2009 and beyond.

Health care leaders need knowledge and resources to navigate through financial crises not seen in generations, to adapt to shifting public health policies with a new administration in Washington, D.C., and to attain higher levels of quality care and operational efficiency, while meeting the health care needs of their communities.

To help health care organizations advance their leadership capabilities and breakthrough per-

formance, the Healthcare Association of New York State (HANYS) and The Johnson Graduate School of Management at Cornell University have collaborated to offer *The Academy for Healthcare Leadership Advancement*.

The Academy combines nationally recognized data analytics excellence and in-depth health care

“The Academy for Healthcare Leadership Advancement with Cornell is a great opportunity for decision-making managers to be exposed to many aspects of the increasingly complex world of health care administration. It combines personal interaction with colleagues and faculty at Cornell University with the convenience of teleconferencing from their homes and offices. I appreciate having been able to send one of my key individuals to The Academy for this wonderful opportunity to be more prepared to address the hospital administration issues of the future.”

— ANN GILPIN
President and Chief Executive Officer, Oswego Health

THE ACADEMY FOR HEALTHCARE LEADERSHIP ADVANCEMENT

PROGRAM I:

**Opening Session at Cornell:
September 16, 17, 18**

Seven Virtual Sessions:
Held weekly from September
30 through November 11

**Closing Session at Cornell:
November 15, 16, 17**

PROGRAM II:

**Opening Session at Cornell:
September 20, 21, 22**

Seven Virtual Sessions:
Held weekly from September
30 through November 11

**Closing Session at Cornell:
November 18, 19, 20**

LEADERSHIP DEVELOPMENT (continued)

"So rarely do I get an opportunity to be in a learning environment of such caliber and then have an opportunity to directly apply it. This program really is giving me an opportunity to make a difference. There are entities out there that are referred to as incubators, a place where a professional can learn and create and act upon new ideas. That is my impression of this experience. Not only will my capstone be helpful to my organization, but I have connected with other professors at Cornell with whom I will be collaborating on other projects. This is an opportunity I never would have had without The Academy!"

— TINA H. SERNICK, ESQ.
Vice President,
Quality Initiatives and
Risk Management,
Long Island College Hospital
2008 Alumni, The Academy
for Healthcare Leadership
Advancement

system knowledge of DataGen Academy with the executive education and business expertise of Cornell's Johnson School—one of the nation's premiere universities and business schools.

The eight-week Cornell certificate program will provide participants with the skills, insight, and knowledge to effectively lead their organizations in today's complex and changing health care environment. As fiscal, regulatory, and quality pressures mount for health care providers, chief executives should consider *The Academy's* program as a key element of their organizational development and workforce planning for leadership.

"At Continuum Health Partners, we believe that an investment in leadership development can make the difference between good performance and exceptional performance. The HANYS/Cornell Academy for Healthcare Leadership Advancement is an important component of our leadership development strategy since our experience with the inaugural program was excellent. The program supports Continuum Health Partners' dedication to developing our rising leaders. We look forward to continuing our participation."

— GAIL DONOVAN
Executive Vice President and Chief Operating Officer, Continuum Health Partners

The Academy's opening and closing on-site classroom sessions at Cornell University are offered in two sections to accommodate the overwhelming demand and maintain the integrity of the small classroom setting.

Participants are asked to select Program I or II as part of the registration process.

Early registration is strongly encouraged. Details of *The Academy* are available online at www.hanys.org by selecting "Education and Events," or by contacting Rachel Hajos, Senior Director, Learning and Development, at (518) 431-7838.

FACULTY

TODD BALL

Director, Economics, Finance, and Information Healthcare Association of New York State

Mr. Ball is responsible for researching proposed statutory and regulatory changes and modeling their financial impact on New York hospitals. His activities have focused on the major changes in reimbursement emanating from new state and federal laws. He is responsible for analyzing and sum-

marizing the legislation and administrative rules related to payment systems and developing models to measure the impact of these changes on New York hospitals. Before joining HANYS, Mr. Ball was the Reimbursement and Revenue Cycle Director at St. Clare's Hospital, and Reimbursement Manager at St. Peter's Hospital. Mr. Ball received his Bachelor of Science degree in Economics from the State University of New York at Albany.



PATRICIA JOHNS, M.P.A., R.N., C.P.H.Q.

Director of Quality Rochester General Hospital

Ms. Johns is currently an emergency room nurse by clinical practice. In her 35-year career in health care, Ms. Johns has held a variety of positions in nursing administration, directing many clinical areas. In 1998, Ms. Johns began working in quality improvement. She was a member of the first Patient Safety Improvement Corps sponsored by the Veterans' Administration and the Agency for Healthcare Research and

Quality. Her job responsibilities include addressing medical errors and facilitating others in finding solutions that will minimize the likelihood of reoccurrence. She has facilitated numerous teams in conducting root cause analyses and has coached and taught other professionals in the process. In 2001, she earned her Master's degree in Public Administration from the State University of New York at Brockport; her thesis focused on quality in health care.



FACULTY (continued)



STEPHEN HARWELL
**Vice President, Economics, Finance, and Information
Healthcare Association of New York State**

Mr. Harwell is responsible for directing research analyses and developing economic impact estimates to evaluate federal and state health care policy initiatives. He is one of the key

staff at HANYS involved in developing policy alternatives on health care financing and economic issues. Before joining HANYS, Mr. Harwell was a health care consultant with Coopers & Lybrand and Orion Consulting. Mr. Harwell graduated from the University of Oklahoma and received his Master of Science degree from Rensselaer Polytechnic Institute.



WALTER KOSHYKAR
**Vice President, Data Products
HANYS Solutions**

Mr. Koshykar directs all software product distribution, client training, software installation, and client support activities related to HANYS Solutions' data product lines for strategic planning, marketing, and finance. Mr. Koshykar is also responsible for establishing and maintaining relationships with various vendors/partners for integration of their products

into the HANYS Solutions product line. He has more than 25 years experience in health care information technology, including overseeing software development, expansion of health care databases, implementation of Internet strategies, and operations of computer systems. His career also includes broad programming and systems analysis experience in the acute care and telecommunications environment. Mr. Koshykar received his Bachelor's degree in Mathematics from Siena College.

FACULTY (continued)

GLORIA KUPFERMAN **Vice President, National Information Products** **DataGen**

Ms. Kupferman has more than 25 years of experience in the fields of health economics and health care financing. In her current position, Ms. Kupferman oversees DataGen's national information product line. Throughout her career, she has analyzed and modeled various hospital reimbursement alternatives, conducted extensive research and analysis on

hospital marketbasket indexes, and developed a series of reports and analyses on health maintenance organization finances and premiums. Previously, Ms. Kupferman worked at HANYS, the New York State Department of Health, and the Dormitory Authority of the State of New York. Ms. Kupferman received a Bachelor of Arts degree in Mathematics and a Master of Business Administration degree from the State University of New York at Albany.



EMILY LECKMAN-WESTIN, PH.D. **Assistant Professor in Epidemiology, State University** **of New York at Albany's School of Public Health**

Dr. Leckman-Westin is a research scientist at the New York State Office of Mental Health and an Adjunct Assistant Professor in Epidemiology at the State University of New York at Albany's School of Public Health. Her research interests include evaluation of health care quality; implementation of evidence-based health services; and the integration of outcomes assessment, clinical services, and management

decision-making. She conducts quality-related research analysis and develops educational tools and quality reports to enhance patient care. Previously, she worked at HANYS and was responsible for the preparation, development, and distribution of HANYS' *Comparative Hospital Report*. Dr. Leckman-Westin also supported HANYS' analysis of data-related quality initiatives, including the CMS Hospital Quality Alliance and the Institute for Healthcare Improvement 100,000 Lives Campaign. She received her Doctorate in Epidemiology from Columbia University.



FACULTY (continued)



EDWARD MCGILL
Director, Economics, Finance, and Information
Healthcare Association of New York State

Mr. McGill has more than 20 years experience in health care finance. Mr. McGill analyzes and presents on hospital financial and operational issues. He has led the creation of published reports on the deteriorating financial condition of hospitals in the state and the value of Medicaid to vulnerable populations. These reports are used in advocating for increased state and Medicaid funding and avoiding provider taxes. He has represented HANYS on initiatives including im-

plementation of the state's Ambulatory Patient Group (APG) payment methodology, the CMS Recovery Audit Contractor program, the Medicare Hospital Liaison Committee, the State Uniform Billing Committee that aided hospitals in converting to Health Insurance Portability and Accountability Act (HIPAA), and modeling provider indigent care pool payments. His efforts to assist hospitals with HIPAA queries, payer relations, and other billing issues related to the hospital revenue cycle are informed by his experience with the Department of Health, a Capital Region health maintenance organization, and with a hospital information system vendor.



ERIC NIEHAUS
Vice President
HANYS Solutions

Eric Niehaus directs the activities of HANYS Solutions' technical support team, which markets, sells, installs, trains, and supports software products for health care providers. Mr. Niehaus has been a presenter at numerous conferences on issues relevant to health information management, such as

Statewide Planning and Research Cooperative System (SPARCS) requirements and DRG reimbursement. He has also represented HANYS Solutions on technical advisory committees involving regulatory data requirements. Mr. Niehaus received a Master of Business Administration degree from the State University of New York at Albany and a Bachelor of Science degree in Industrial Distribution from Clarkson University.

FACULTY (continued)

MARY THERRIAULT, R.N., M.S.N.

Senior Director, Quality and Research Initiatives Healthcare Association of New York State

Ms. Therriault coordinates HANYS' activities related to the Centers for Medicare and Medicaid Services Hospital Quality Initiative, which includes developing an education plan for members, coordination of regional efforts, and communication of important information that can be used by health care facilities to improve performance. Ms. Therriault directs the Quality Indicator Project, a national performance measurement initiative with more than 130 participating New York State health care facilities. She also coordinates HANYS'

activities related to the New York Patient Occurrence Reporting and Tracking System (NYPORTS), which includes advocacy, member education, and communication. Ms. Therriault represents HANYS' membership at national and state forums and assists in the development of educational tools and information members can use to measure and enhance quality of care. Before coming to HANYS, she spent years as a quality management specialist, critical care nurse provider, and nurse instructor at St. Peter's Health Care Services in Albany. She received a Bachelor of Science degree in Nursing and a Master of Science in Nursing Education from Excelsior College of New York.



W. LAWRENCE THOMPSON IV

Vice President, Market Expert® HANYS Solutions

W. Lawrence Thompson IV is Vice President, Market Expert®. In this capacity, he directs the activities of a team that markets, installs, trains, and supports more than 70 HANYS Solutions' clients using Market Expert, which has provided clinical, planning, marketing, and demographic data to New York's health care community for more than

20 years. Mr. Thompson is also involved in many of HANYS Solutions' research and development efforts and has served New York's health care providers for more than two decades in a variety of fee-for-service and membership activities. Before joining HANYS Solutions, Mr. Thompson was Senior Research Analyst with the New York State Senate Health Committee, where his primary areas of responsibility were public health funding, state budgeting, emergency medical services, and local government.



D A T A G E N A C A D E M Y A L U M N I

Adirondack Medical Center
Albany Medical Center
Albany Memorial Hospital
Albert Lindley Lee Memorial Hospital
Alice Hyde Medical Center
Alice Hyde Nursing Home
Amsterdam Memorial Hospital
Arnot Ogden Medical Center
Arnot Ogden Medical Center Residential Health
Care Facility
Auburn Memorial Hospital
Aurelia Osborn Fox Memorial Hospital
Bassett Healthcare
Bassett Hospital of Schoharie County
Bellevue Hospital Center
Bellevue Woman's Center,
a division of Ellis Hospital
Benedictine Hospital
Bertrand Chaffee Hospital
Beth Israel Medical Center—Milton and Carroll
Petrie Division
Bishop Henry B. Hucles Episcopal Nursing Home
Bon Secours Charity Health System
Bon Secours Community Hospital
Bronx-Lebanon Hospital Center
Bronx-Lebanon Hospital Center—
Concourse Division

Brookdale University Hospital and
Medical Center
Brookdale University Hospital and Medical
Center Certified Home Health Agency
Brookhaven Memorial Hospital Medical Center
Brooks Memorial Hospital
Cabrini Medical Center
Calvary Hospital
Canton-Potsdam Hospital
Carthage Area Hospital
Catholic Health East
Catholic Health Services of Long Island
Catholic Health System
Catholic Medical Center of Brooklyn and Queens
Catskill Regional Medical Center
Cayuga Medical Center at Ithaca
Champlain Valley Physicians Hospital
Medical Center
Chenango Memorial Hospital
Claxton-Hepburn Medical Center
Clifton Springs Hospital and Clinic
Clifton-Fine Hospital
Cobleskill Regional Hospital
Coler-Goldwater Specialty Hospital and
Nursing Facility
Columbia Memorial Hospital
Community General Hospital of Greater Syracuse
Community Hospital at Dobbs Ferry

Community Memorial Hospital
Coney Island Hospital
Connecticut Hospital Association
Continuum Health Partners
Corning Hospital
Cortland Regional Medical Center
Cortland Regional Medical Center Nursing Facility
Crouse Hospital
Danbury Hospital
Dr. Susan Smith McKinney Nursing and
Rehabilitation Center
Eastern Long Island Hospital
Edward John Noble Hospital of Gouverneur
Elant Choice, Inc.
Elant, Inc.
Elizabethtown Community Hospital
Ellis Hospital
Ellis Hospital McClellan Campus
Elmhurst Hospital Center
Episcopal Health Services
Erie County Medical Center
F. F. Thompson Hospital
Faxton-St. Luke's Healthcare—St. Luke's
Memorial Campus
Finger Lakes Health
Florida Hospital Association
Flushing Hospital Medical Center
Forest Hills Hospital

D A T A G E N A C A D E M Y A L U M N I (c o n t i n u e d)

Franklin Hospital
Geneva General Hospital
Georgia Hospital Association
Glen Cove Hospital
Glens Falls Hospital
Good Samaritan Hospital, Suffern
Good Samaritan Hospital Medical Center,
West Islip
Guild Home for Aged Blind
Guthrie Cancer Center
Harlem Hospital Center
Health Quest
Highland Hospital of Rochester
HIP Health Plan of New York
Hospital for Special Care
Hospital for Special Surgery
Hudson Valley Hospital Center
Huntington Hospital
Huntington Living Center
Inter-Community Memorial Hospital
Inter-Lakes Health
Iowa Hospital Association
Jack D. Weiler Hospital of the Albert Einstein
College of Medicine
Jacobi Medical Center
Jamaica Hospital Medical Center
John Dempsey Hospital
John T. Mather Memorial Hospital

Jones Memorial Hospital
Kaleida Health
Kenmore Mercy Hospital
Kentucky Hospital Association
Kings County Hospital Center
Kingsbrook Jewish Medical Center
Lakeside Memorial Hospital
Lawrence Hospital Center
Lenox Hill Hospital
Lewis County General Hospital
Lincoln Medical and Mental Health Center
Lockport Memorial Hospital
Long Beach Medical Center
Long Island College Hospital
Long Island Health Network
Long Island Jewish Medical Center
Long Island State Veterans Home
Lutheran Medical Center
Maimonides Medical Center
Masonic Geriatric Healthcare Center
Massena Memorial Hospital
McAuley-Seton Home Care Corporation
Medina Memorial Health Care System
Memorial Sloan-Kettering Cancer Center
Mercy Hospital of Buffalo
Mercy Medical Center
Metropolitan Hospital Center
Michael Allen Company

Michigan Health and Hospital Association
Minnesota Hospital Association
Montefiore Medical Center
Montefiore Medical Center Home Health
Agency
Moses-Ludington Hospital
Mount Sinai Hospital of Queens
Mount Sinai Medical Center
Mount St. Mary's Hospital and Health Center
Mount Vernon Hospital
Mountainside Residential Care Center
Nassau-Suffolk Hospital Council
Nathan Littauer Hospital
New Island Hospital
New Parkway Hospital
New York City Health and Hospitals Corporation
New York City Health and Hospitals
Corporation—Adult Day Care Services
New York Community Hospital of Brooklyn
New York Downtown Hospital
New York Eye and Ear Infirmary
New York Hospital Queens
New York Methodist Hospital
New York University Medical Center Affiliate
Network
Newark-Wayne Community Hospital
NewYork-Presbyterian Healthcare System

D A T A G E N A C A D E M Y A L U M N I (c o n t i n u e d)

NewYork-Presbyterian Hospital—Columbia
University Medical Center

NewYork-Presbyterian Hospital—New York
Weill Cornell Medical Center

Niagara Falls Memorial Medical Center

Nicholas H. Noyes Memorial Hospital

North Central Bronx Hospital

North General Hospital

North Shore Home Care

North Shore University Hospital

North Shore University Hospital Stern Family
Center for Extended Care and Rehabilitation

North Shore-Long Island Jewish Health System

Northeast Health

Northern Dutchess Hospital

Northern Dutchess Residential Care

Northern Westchester Hospital

Norwalk Hospital

Nyack Hospital

NYU Langone Medical Center

NYU Medical Center

O'Connor Hospital

Olean General Hospital

Oneida Healthcare Center

Oneida Healthcare Center Extended Care Facility

Orange Regional Medical Center

Oswego Health

Our Lady of Lourdes Memorial Hospital

Our Lady of Mercy Medical Center
Park Ridge Living Center

Parker Jewish Institute for Health Care
and Rehabilitation

Peconic Bay Medical Center

Peninsula Hospital

Phelps Hospice

Phelps Memorial Hospital Center

Pinnacle Healthcare

Putnam Hospital Center

Queens Hospital Center

Richmond University Medical Center

River Hospital

Rochester General Hospital

Rome Memorial Hospital

Roswell Park Cancer Institute

Rusk Institute for Rehabilitation

Saint Francis Hospital and Health Centers

Saint Vincent Catholic Medical Centers
of New York

Saint Vincent Catholic Medical Centers
of New York—Staten Island Region

Samaritan Hospital

Samaritan Keep Nursing Home, Inc.

Samaritan Medical Center

Saratoga Hospital

Schervier Pavilion

Schuyler Ridge Residential Health Care

Seneca View Skilled Nursing Home

Seton Health

Seton Health Home Care

Sound Shore Health System

Sound Shore Medical Center of Westchester

South Carolina Hospital Association

South Nassau Communities Hospital

Southampton Hospital

Southside Hospital

St. Barnabas Hospital

St. Cabrini Nursing Home

St. Catherine of Siena Medical Center

St. Charles Hospital

St. Elizabeth Medical Center

St. Francis Hospital—The Heart Center

St. Francis Hospital, Poughkeepsie

St. James Mercy Hospital

St. John's Riverside Hospital—Andrus Pavilion

St. John's Riverside Hospital—Park Care Pavilion

St. Joseph's Hospital Health Center

St. Joseph's Hospital of Elmira

St. Luke's Cornwall Hospital

St. Luke's Home Residential Health Care Facility

St. Luke's-Roosevelt Hospital Center

St. Luke's-Roosevelt Hospital Center—Roosevelt
Division

St. Mary's Hospital

St. Peter's Hospital

D A T A G E N A C A D E M Y A L U M N I (c o n t i n u e d)

St. Vincent's Hospital and Medical Center—
including NYC and Westchester Divisions

St. Vincent's Hospital—Manhattan

Staten Island University Hospital

Stellaris Health

Stony Brook University Medical Center

Strong Health

Strong Memorial Hospital

Sunnyview Rehabilitation Hospital

SUNY Downstate Medical Center

SUNY Upstate Medical Center

Tennessee Hospital Association

The Brooklyn Hospital Medical Center

The Kingston Hospital

The Komanoff Center for Geriatric and
Rehabilitative Medicine

The New Parkway Hospital

The North Division of Montefiore Medical Center

The Zucker Hillside Hospital

Thompson Health

Tisch Hospital

United Health Services

United Health Services Hospitals, Inc.

United Memorial Medical Center

United Memorial Medical Center—
North Street Division

Unity Health System

Unity Hospital

Unity Hospital—Genesee Street Campus

Upstate Medical University

Valley Health Services

Vassar Brothers Medical Center

VHA Empire—Metro, Inc.

ViaHealth

Victory Memorial Hospital Long-Term Home
Health Care Program

Village Care of New York

Washington State Hospital Association

WCA Hospital

Westfield Memorial Hospital

White Plains Hospital Center

William W. Backus Hospital

Winthrop-University Hospital

Woodhull Medical and Mental Health Center

Wyckoff Heights Medical Center

Wyoming County Community Health System

DATA GEN ACADEMY AT A GLANCE

PROGRAM NAME	DATES	TIMES*
<i>Introduction to Medicare</i>	May 11 and May 12	1-2:30 p.m. both days
<i>Introduction to Medicaid</i>	December 9	10 a.m.-Noon
<i>Connecting the Dots: How Quality of Care and Hospital Finances Inter-Relate</i>	June 22	1-3 p.m.
<i>Introduction to Understanding Administrative Data and Case Mix</i>	April 21 and September 23	10 a.m.-Noon both days
<i>Connecting the Dots: How Quality of Care and Health Information Management Inter-Relate</i>	December 2	10 a.m.-Noon
<i>Introduction to Quality</i>	June 10 and June 17	1-3 p.m. both days
<i>Quality Statistics: Using and Communicating Health Care Quality Data</i>	July 8, 15, and 22	10 a.m.-Noon all three days
<i>Introduction to Planning</i>	October 29	1-2:30 p.m.
<i>Introduction to Health Care Marketing</i>	November 10	1-3 p.m.
<i>Introduction to Mapping</i>	December 9 and December 10	1-3 p.m. both days
<p><i>The Academy for Healthcare Leadership Advancement</i> EIGHT-WEEK CORNELL CERTIFICATE PROGRAM <i>Participants are asked to select Program I or II when registering.</i></p>	<p>PROGRAM I: <i>Opening Session:</i> September 16-18 <i>Virtual Sessions:</i> Held weekly September 30-November 11 <i>Closing Session:</i> November 15-17</p> <p>PROGRAM II: <i>Opening Session:</i> September 20-22 <i>Virtual Sessions:</i> Held weekly September 30-November 11 <i>Closing Session:</i> November 18-20</p>	<p><i>For details, go to www.ehanys.com and click on Education.</i></p>

***PLEASE NOTE: All times are Eastern Standard Time.**

