

The NJ Chapter HFMA Education Committee presents:

**HFMA – NJ’s Annual Women’s Leadership Event**  
**Executive Panel Discussion: Healthcare in a Down-Turned Economy**



Join a panel discussion of high-level female healthcare executives featuring:

**Amy Mansue, President and CEO, Children’s Specialized Hospital**  
**Betsy Ryan, President and CEO, NJHA**  
**Judy Roman, President and CEO, AmeriHealth**  
**Madeline Ferraro, VP Government Affairs, Atlantic Health**

**Moderated by: Niobis Queiro, RHIA**  
**National Director of Underpayments, Arc Group Associates**

Be a part of the conversation as the panel describes their view on the impact of the economic down-turn on healthcare in NJ and nationally. Topics addressed will include:

- Hospitals in financial crisis
- Uncompensated Care
- Global Healthcare Tourism
- The new administration
- Cost cutting and cost effectiveness in healthcare
- The impact of the bond market on health care
- Wellness programs and market share
- The business of healthcare from a woman’s perspective



**Program Agenda:**  
**Registration and breakfast: 8:30 – 9:00**  
**Morning Session: 9:00 – 12:00**

**New Jersey Board of Accountancy Continuing Professional Education Credits**

Based on our understanding of the New Jersey State Board of Accountancy’s continuing professional education requirements, Sponsor No. 185, this course will qualify for **3** continuing professional education credits in Specialized Knowledge.

**AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES CATEGORY II CONTINUING EDU. CREDIT**

The New Jersey Chapter of the Healthcare Financial Management Association is authorized to award **3 hours** of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Stay for lunch and the highly interactive:



**Business Etiquette Training Seminar:**  
**The Answers to Life Start with a Handshake**

*Faith West-Gorman*, a Corporate Etiquette and International Protocol Consultant trained and certified by the prestigious Protocol School of Washington® will cover the following topics to empower each participant to succeed personally and professionally:

- Civility and Creating Value
- Eye Contact and Posture
- How to Make an Entrance and Work a Room
- Mingling Proficiency
- The Art of the Handshake
- Introductions - 3 Forms
- E-mail Etiquette
- Business Card Protocol
- Business Meeting Etiquette



***\*This session is limited to 24 participants on a first come – first served basis\****

All attendees will receive a complimentary book entitled “*The Little Book of Etiquette*”

One attendee will walk away with a **free one hour training session** courtesy of the NJ Healthcare Financial Management Association. Faith will travel to your desired location (office, training center, or tavern) and present a one-hour class on Contemporary Business Etiquette. A maximum of 20 employees may participate – a \$1,900 value to your organization.

If you prefer a less formal, yet informative luncheon, Faith will travel to a restaurant of your choice and sit side by side with you and 8 of your colleagues and teach Continental Dining Skills to your group. This fun and interactive discussion will leave you never wondering how to hold your fork, what bread plate to use, or how to make a toast at a function.

**Program Agenda:**  
**Lunch: 12:00 – 12:45**  
**Afternoon Session: 12:45 – 2:45**

**New Jersey Board of Accountancy Continuing Professional Education Credits**

Based on our understanding of the New Jersey State Board of Accountancy’s continuing professional education requirements, Sponsor No. 185, this course will qualify for **2** continuing professional education credits in Professional Development.

**AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES CATEGORY II CONTINUING EDU. CREDIT**

The New Jersey Chapter of the Healthcare Financial Management Association is authorized to award **2 hours** of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

**REGISTRATION FORM**

**Healthcare: Survival in a Down-Turned Economy & Business Etiquette Training Seminar  
April 16, 2009**

Please register the following participants:

NAME	ORGANIZATION	TITLE	MEMBER YES / NO
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

FEES: Advance Registration Morning Session Only..... \$ 60.00  
 Advance Registration Afternoon Session Only..... \$ 50.00  
 Advance Registration Both Sessions..... \$110.00

**HFMA Certified Members (CHFP/HFMA):**

Advance Registration Morning Session Only..... \$ 50.00  
 Advance Registration Afternoon Session Only..... \$ 45.00  
 Advance Registration Both Sessions..... \$ 95.00

ON-SITE REGISTRATION – ON “SPACE AVAILABLE” BASIS.....\$25.00 ADD’L CHARGE

**REGISTRATION INFORMATION:**

Make checks payable to **HFMA - NJ CHAPTER**, mail at least **10 days prior to the event**.  
 Registration must be received **three working days prior to the event**, by mail or by fax.  
**REFUNDS WILL BE GRANTED ONLY IF CANCELLATION IS RECEIVED 48 HOURS PRIOR**  
 Dress is **Business Casual**

Mail payment to: HFMA – NJ Chapter  
 Laura Hess  
 PO Box 6422  
 Bridgewater, NJ 08807

To fax your registration and reserve a seat, please **fax form to (908) 722-8775**

Phone number for questions is **(888) NJC-HFMA**

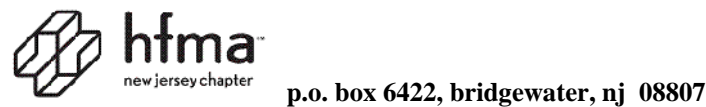
If paying by **CREDIT CARD**, please complete:

Please circle card type: American Express    Visa    MasterCard

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card\*: \_\_\_\_\_

*\*Type in your name which will be taken as your signature authorizing the charge*



In the event of questionable weather or other emergency affecting a significant number of members, please call 1-888-NJC-HFMA or check the Chapter website no earlier than two hours prior to the start of registration for the event to confirm status of event



**HFMA – NJ’s Annual Women’s Leadership Event**  
**Executive Panel Discussion: Healthcare in a Down-Turned Economy**  
*and*  
**Business Etiquette Training Seminar:**  
*The Answers to Life Start with a Handshake*

**April 16, 2009**

Woodbridge Hilton  
 120 Wood Ave South, Iselin, NJ 08830  
 Morning Session 8:30am—12:00pm  
 Afternoon Session 12:00pm—2:45pm

