

## *Arkansas Chapter Fall 2020 Conference Virtual*

*Friday, October 23, 2020*

**8:15 – 8:30 am**      **Welcome & Announcements – Vanessa Wagner, AR HFMA President**

**8:30 – 9:45 am | Course FL2001**

**FFY 2021 IPPS and CY 2021 OPSS Rule & Other Healthcare Regulatory Updates**

*Veronika O. Kryzhanovska, CPA, FHFMA, Senior Manager, BKD, LLP\**

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

**Program Content:** This presentation will identify, discuss and apply/analyze changes in the IPPS and OPSS regulatory policy along with strategies and various other healthcare hot topics.

**Learning objectives:** After this presentation, attendees will

- Understand and evaluate recently issued policy changes related to healthcare reimbursement and the healthcare regulatory environment.
- Identify strategies and recommend actions to their organizations to prepare for upcoming regulatory changes.

**9:45 – 10:00 am**      **Break**

**10:00 – 11:15 am | Course FL2002**

**Novitas Solutions Presents: Understanding the Appropriate Use Criteria (AUC) for Advanced Diagnostic Testing**

*Diane Hess, Education Specialist – Provider Outreach and Education, Novitas Solutions\**

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

**Program Content:** This session will introduce a new program intended to increase the rate of appropriate advanced diagnostic imaging services furnished to Medicare beneficiaries. With an anticipated implementation date of January 1, 2021, providers are encouraged to begin incorporating the requirements outlined under this new program this year to avoid potential claim denials post-implementation. We will review fundamental program coverage and service inclusion as well as billing requirements.

**Learning objectives:** After this presentation, participants will be able to

- Understand AUC program requirements for advanced diagnostic testing.
- Understand new definitions and purpose of the program.
- Understand billing requirements when reporting AUC.

**11:15 am – 12:15 pm**      **Lunch**

**12:15 – 1:30 pm | Course FL2003**

**Billing Challenges Associated with Complex Claims**

*Kimberly Lawrence, Attorney, RevClaims, LLC\**

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

**Program Content:** Through this presentation, we will identify different types of complex claims and discuss the legal parameters associated with successfully billing and receiving payment for the claims. We will also learn about challenges that may arise when working with complex claims and how to successfully navigate those challenges.

**Learning objectives:** After this presentation, participants will be able to

- Understand the different types of complex claims.
- Understand the billing nuances/challenges associated with complex claims.

**1:30 – 1:45 pm      Break**

**1:45 – 3:00 pm | Course FL2004**

**MAP Award Winner 2019 – Culture as a Recipe to Success**

*Glen Boles, CFO, CHRISTUS St. Michael\**

*Lisa Green, Revenue Cycle Director, CHRISTUS St. Michael\**

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

**Program Content:** Presentation will cover the following concepts

- Leadership & team constructs
- Positioning your team for maximum effectiveness
- Increasing self & environmental awareness, and “staying curious”
- Setting expectations and measurable goals
- Breaking down the communication barriers and dissolving siloes
- Evolving from failures & compounding successes
- Your “Next Step”

**Learning objectives:** After this presentation, participants will be able to

- Identify what key criteria need to exist in order for your Finance / Revenue Cycle teams to succeed in an ever-restrictive environment.
- Understand how to create a unified work culture.
- Develop high-performing MAP teams.
- Understand criteria necessary to build long-term strategies for patient-centric, financially stable institutions.

**3:00 – 3:15 pm      Break**

**3:15 – 4:30 pm | Course FL2005**

**Budgeting Panel Discussion**

*Moderator - Eric Rogers, Director, BKD, LLP\**

*Panelist - Alex Blankenship, CPA, Director – Decision Support, Baptist Health\**

*Panelist - Glen Boles, CFO, CHRISTUS St. Michael\**

*Panelist - Shawna Ives, CFO, White River Health System\**

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

**Program Content:** The budget process has always been an important part of financial and operational performance for hospitals. This session is designed to explore the different approaches of budgeting and the challenges faced during the budgeting process, including budgeting in a post COVID world. This will be a panel discussion which engages leaders from health care organizations across the state.

**Learning objectives:** After this presentation, participants will be able to

- Understand the different approaches to budgeting and understand how different hospitals around the state have approached the budgeting process.
- Apply various labor and productivity analytics strategies.
- Identify how revenue cycle disruptions and system conversions are impacting the budget process.
- Describe how other organizations are navigating physician compensation arrangements with regard to the budget.
- Command a clearer understanding of differing strategies on forecasting/budgeting for new or contemplated service lines.

## *\*About the Speakers:*

**Veronika Kryzhanovska** is a member of BKD National Health Care Group with 10 years of experience providing audit and reimbursement services to health care clients. Her experience includes managing audit engagements, reviewing cost reports and performing other consulting services. She is a member of the American Institute of CPAs, Arkansas Society of Certified Public Accountants and Healthcare Financial Management Association where she chairs the Enterprise Member Committee. Veronika is a 2010 graduate of University of Central Arkansas, Conway, with a B.B.A. degree in accounting.

**Diane Hess** is an Education Specialist in the Part A Provider Outreach and Education Department with Novitas Solutions. She has 24 years of experience working in Medicare as a Customer Service Representative, Quality Analyst, and currently an Education Specialist. Her current job functions include educating Medicare providers on Part A regulations, billing and coding via onsite visits, presentations, workshops, webinars, and teleconferences. She is a Certified Professional Coder through the American Academy of Professional Coders. She strives to provide excellent customer service to her customers.

**Kimberly Lawrence** began working with medical providers through experience in complex civil litigation where she honed her skills in negotiation and mediation. She now uses the tools she developed in this field to provide guidance to her clients in evaluating goals to drive operational efficiency and improve profitability. "I am always working with new and interesting people to achieve our clients' business strategies and objectives," Kimberly says. She aims to bring all parties, from hospital billing office leadership to other attorneys, insurance adjusters, and employees within the RevClaims team, into a partnership to provide exceptional service to RevClaims' clients every day. Kimberly has been a practicing attorney for over 15 years. She earned a Bachelor of Science in Economics from the University of Alabama and a Doctor of Jurisprudence from the University of Mississippi. She is licensed to practice law in Alabama, Arkansas, Georgia, and Mississippi.

**Glen Boles** is the Chief Financial Officer (CFO) at the CHRISTUS St. Michael Health System, which is comprised of a tertiary 311 bed acute care medical center, 50 bed Rehabilitation hospital and OP Imaging Center in Texarkana, USA; and its 43-bed hospital in Atlanta, TX. Glen plays a key leadership role in providing financial oversight and support for the fiscal operations for this Catholic Healthcare Ministry. Previously, Boles was the Vice President of Finance at Valley Baptist Health System comprised of a 520-bed medical center in Harlingen, Texas, a 280-bed medical center in Brownsville, Texas, as well as an ambulatory surgery center, two imaging centers, and a multi-specialty physician network. His experience includes roles as CFO with Brownsville Medical Center, as CFO with Medical Park Hospital (Hope, Arkansas) and as Director in the CFO Development Program at Columbia/HCA Healthcare Corporation, Nashville, Tenn. In addition to his strong skills in finance and accounting, Glen is very successful in building strong partnerships with nursing and other clinical leadership to foster a team atmosphere for performance improvement. Glen currently serves on the Board of Directors, as well as Finance Committees, for Genesis Primecare, a local Federally Qualified Health Clinic (FQHC), and Texarkana, USA, Chamber of Commerce and formerly for United Way of Greater Texarkana and for LifeNet, the local EMS. Boles has previously served on the Board of Directors for South Texas Chapter of HFMA (Healthcare Financial Management Association); Chairperson and Board member for Brownsville Chamber of Commerce and the Hope, Arkansas Chamber of Commerce. Boles received his Bachelor of Business Administration from the University of North Texas, Denton, and holds Master degrees in Business Administration and Health Administration from Georgia State University, Atlanta, Georgia. He is a Fellow of the American College of Healthcare Executives (FACHE), a Certified Healthcare Financial Professional (CHFP), and has achieved Six Sigma Green Belt certification.

**Lisa Green** is the Revenue Cycle Director at the CHRISTUS St. Michael Health System with over 30 years in healthcare. Hospital operations is Lisa's passion. Lisa has oversight of scheduling, registration, insurance verification, financial counseling/provision of charity and charge capture. Lisa has knowledge in developing processes within the revenue cycle that has proven to reduce denials. Lisa has experience with MediTech and EPIC.

**Eric Rogers** is a member of BKD National Health Care Group. He leads a team of professionals dedicated to helping clients identify and implement margin improvement opportunities. He has 17 years of experience in the health care industry, serving as the hospital administrator for a multi-state community health system operating both CAH and PPS hospitals. Eric is a graduate of Drury University, Springfield, Missouri, with a master's degree in education and a B.S. degree in radiology.

**Alex Blankenship** is the Director of Decision Support for Baptist Health in Arkansas. He earned his Bachelors and Masters in Accounting from the University of Central Arkansas. His primary focus is in the areas of: cost accounting, labor management, budgeting and forecasting, financial consulting to operational leadership, and the identification and tracking of performance improvement opportunities.

**Shawna Ives** obtained a Bachelor of Business Administration from the University of Central Arkansas in 2008 and became a Certified Public Accountant in 2012. Her initial interest in healthcare began as she served as an Audit Manager with Welch, Couch & Company and conducted the external audit of White River Health System (WRHS) from 2010 to 2016. In 2017, WRHS recruited Shawna to serve as the Budget Manager for the health system. Soon after she was named Controller, and then Assistant CFO. In October 2019, Shawna became the Chief Financial Officer of WRHS. During her tenure at WRHS, Shawna has led initiatives to refine labor management processes, improve ancillary services revenue, and develop streamlined systems for financial reporting, cost accounting, and budget development. Ms. Ives is a member of the American Institute of Certified Public Accounts, Arkansas Society of Certified Public Accountants, and the Healthcare Financial Management Association. Ms. Ives currently serves on the Board of Directors for the North Central Arkansas Develop Council, Inc.

## EDUCATIONAL CREDITS



Health Care Financial Management Association-Arkansas Chapter is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.NASBAregistry.org](http://www.NASBAregistry.org)

Arkansas Chapter HFMA is registered with the Texas State Board of Public Accountancy as a CPE sponsor. This registration does not constitute an endorsement by the Board as to the quality of our CPE program.  
(Sponsor number 009840)

*Prerequisites and advance preparation are not required unless otherwise indicated.  
Depending on the track the participant attends, a maximum of 7.5 CPE credits is available.  
All courses are instruction method: Group Live delivered online due to COVID-19*

*All sessions will incorporate an element of participant engagement, and there will be time for questions after each session.*

CPE Type is classified based on NASBA definitions. The Arkansas State Board of Public Accountancy recently received final approval for the following CPE rule changes: Those working in public accounting must obtain 40% of their hours in content areas of Tax, Accounting & Auditing, and Ethics. Those not working in public accounting are required to obtain 20% of their hours in Tax, Accounting & Auditing, and Ethics. Previously, all active CPAs were required to obtain 50% hours in the specified subject areas. Finally, the Board reduced the group-study CPE requirement from 16 hours to 8 hours per year. These CPE changes are effective retroactive back to January 1, 2020. Chapter leadership is aware of these changes and committed to helping our CPA members meet the requirement each year by providing as many hours as possible in the specific categories listed above at each of our meetings, including annual MidSouth meeting and December CPA-Focused meeting.

## CPE SIGN-IN AND CERTIFICATES

To receive CPE credits, there will be electronic monitoring of attendance and ability to ask questions to engage with during the webinars. CPE Certificates will be emailed to each participant following the meeting. Keep a copy of this program along with your certificate for your records.

## **2020-2021 CORPORATE SPONSORSHIP PROGRAM**

The Corporate Sponsorship Program is designed to enhance the quality of the Chapter programs, newsletters, and other activities. Organizations can strengthen the Chapter by becoming a Corporate Sponsor.

### **Diamond Sponsors**

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### **Bronze Sponsors**

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## ARKANSAS CHAPTER HFMA FALL 2020 CONFERENCE REGISTRATION

**PLEASE REGISTER ON-LINE (Credit Card & Mail Check options)**

**Go to:** [www.arkansashfma.org](http://www.arkansashfma.org) then click on Education & Events

**OR go to:** <https://cvent.me/VNaPy0>

**Registration Fee:**            **\$FREE**            ARHFMA Member & AR Sponsor (until 10/19)  
   **\$25**                Non ARHFMA Member

**\*\* Registrations after 10/19 will have an additional \$25 charge**

**MAIL check payable to:**    HFMA Arkansas Chapter  
   Attn: Tami J. Hill, Registrar  
   419 Natural Resources Drive  
   Little Rock, AR 72205

### REFUNDS AND CANCELLATIONS

If cancellations are received after October 19, 2020, registration fee is not refundable or still payable. Substitutions, however, are permitted. Registration forms and cancellations must be emailed. Phone and voicemail are not valid forms of communication for cancellations. For more information regarding administrative policies such as complaint and refund, please contact **Tami Hill at 501-316-1229 or [arhfma@arkansashfma.org](mailto:arhfma@arkansashfma.org)**.