

Arkansas Chapter Spring 2021 Conference Virtual

Thursday, April 22, 2021

8:30 – 9:45 am | Course SP2101

Ready – Set – Negotiate: The Three Elements of Preparing to Negotiate Contracts with Third Party Payers

*Gina Simmons, Reimbursement Strategies Director, Vizient**

*Davia Barber, Reimbursement Strategies Director, Vizient**

CPE Credits: 1.5 | CPE Type: Finance | Level: Basic | Prerequisites: None

Program Content: This presentation will cover the three elements of preparing to negotiate reimbursement contracts with third-party payers: strategy, metrics, and standards. We will cover the importance of strategy, metrics and standards in detail; for example, does the hospital have ‘standard contract language requirements and other business rules and standards for their managed care contracts.

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

- Understand how to prepare for a contract negotiation using the specific elements of strategy, metrics, and business standards.
- Understand the importance of having ‘business rules’ around contracting, such as ‘required contract language’, to support your negotiations and improve your reimbursement contracts.

9:45 – 10:00 am Break

10:00 – 11:15 am | Course SP2102

Remaining Positive in Times of Crisis

*Tyler Enslin, Owner, Professional Speaker, Tyler Enslin International**

CPE Credits: 1.5 | CPE Type: Personal Development | Level: Basic | Prerequisites: None

Program Content: Amid the current crisis facing our world, millions of people are dealing with unprecedented levels of stress, and uncertainty. However, even in challenging times, we still possess the ability to make the best of our circumstances, develop positive habits, and manage our mindset effectively. This highly interactive program has been specifically designed to help attendees navigate the issues caused by the COVID19 crisis. Thus, the content is customized to impact both career and personal aspects of life. Participants will learn strategies that can help them to control stress levels, build habits that promote growth, and focus on opportunities. As this fluid situation continues to unfold, and times of crisis transition into times of recovery, attendees can be confident implementing these techniques to continue to thrive.

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

- Discover 3 keys to managing mindset and controlling stress.
- Create positive habits to promote personal growth and achievement.
- Learn techniques to stay focused and productive during challenging times.
- Create individual action items to maximize opportunities.

11:15 am – 12:00 pm Lunch

12:00 – 1:15 pm | Course SP2103

Accounting Research Tips and Skills

*Joshua Reaper, CPA, Senior Associate II, BKD, LLP**

CPE Credits: 1.5 | CPE Type: Accounting | Level: Basic | Prerequisites: None

Program Content: In the ever-changing health care environment, it can be hard to stay on top of all the accounting standards, reimbursement methodologies and regulatory requirements. Many providers are not aware of the research resources at their fingertips. This presentation will provide an overview of various research services, both free and paid, in order to assist providers in problem-solving. This presentation will include real-life examples of complicated accounting, regulatory and reimbursement questions, as well as tips and tricks for effective research and analysis.

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

- Identify the various research tools available to them.
- Understand efficient ways to research various accounting and reimbursement topics.

1:15 – 1:30 pm Break

1:30 – 2:45 pm | Course SP2104

Finding Revenue Through your Chargemaster

*Debra Halvorson, Senior Consultant, RIMR**

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Intermediate | Prerequisites: familiarity with the chargemaster

Program Content: No one wants to miss an opportunity to receive additional patient service revenue. To find out more information on this exciting topic, please join us in unlocking the services that can be separately billed when added to your department chargemaster. Our expert has worked with over 200 hospitals to assist them in realizing additional revenue while ensuring compliance.

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

- Understand your chargemaster.
- Realize additional revenue without added staff or time.
- Understand chargemaster compliance in CPT/HCPCS codes.

2:45 – 3:00 pm Break

3:00 – 5:00 pm

Recognition & Networking Event

Vanessa Wagner, AR HFMA President

Agenda:

- Welcome & Announcements – Vanessa Wagner
- Recognition of Corporate Sponsors – Vanessa Wagner
- Member Recruitment Award – April Miller
- Founders Awards Presentation – Vanessa Wagner
- Certification Awards Presentation - Misty Prater
- Recognition of FY 2020-2021 Officers-Committee Chairs – Vanessa Wagner
- Installation of FY 2021-2022 – Tracy Young, HFMA Region 9 Executive
- FY 2021-2022 President Comments – Michael Westerfield
- Networking

Drawings will occur throughout the event and you must be present to win.

Friday, April 23, 2021

8:30 – 9:45 am | Course SP2105

Payer's Gone Wild

Day Egusquiza, President, AR Systems, Inc*

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

Program Content: This dynamic class will address multiple payer challenges – from traditional Medicare regulation updates, to commercial payer new payment-reduction incentives to audits, audits, audits. Strategies to tackle the ‘crazies’ with our best ‘A game’ will be integrated into the operational focus of the class.

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

- Receive updates on traditional Medicare along with impact ideas.
- Learn the multiple new payment reduction strategies.
- Understand the audit ‘at risk’ issues.

9:45 – 10:00 am Break

10:00 – 11:15 am | Course SP2106

Attacking Medicare Advantage Denials – Taking Your Power Back

Day Egusquiza, President, AR Systems, Inc*

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

Program Content: This action-packed class will address the challenges of denials, downgrades and disputes. From inpatient vs observation to contract ideas to understanding the difference between Medicare and Medicare Advantage – all will be included in the operational-focused class.

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

- Learn the key issues with demanding and keeping inpatient status.
- Identify steps to enhance contract operational language.
- Identify differences between Medicare Advantage and traditional Medicare.

****About the Speakers:***

Gina Simmons is a third-party payer contracting professional with twenty-five years’ experience in the area of managed care contract negotiations. Gina works directly with hospital CEOs and CFOs to provide strategic expertise and tactical guidance during contract negotiations with health plans, with an objective of achieving favorable contract terms and fair market reimbursement. Gina earned her Bachelor’s Degree in Business Management from Brigham Young University in Provo, Utah, and, later, a Master’s Degree in Healthcare Administration from Oklahoma State University in Tulsa, OK. Gina has significant experience leading the payer contracting function in senior leadership positions with large healthcare providers, including Vice President of Strategic Planning and Payer Contracting at Hillcrest HealthCare System in Tulsa (1999-2006), and Senior Director of Managed Care/Payer Contracting at Oklahoma State University Medical Center (OSUMC) from 2009-2014. In addition, Gina ran her own consulting firm, focusing on payer contracting for rural hospitals in OK. In her consulting role she worked with a variety of industries, specializing in strategic planning and client/pricing contract negotiations. In 2018, Gina served as President of the Oklahoma Hospital Managed Care Association. She served as Board President for the Mental Health Association of Tulsa, plus three additional years as a Board member. Gina is a 2003 graduate of Leadership Tulsa’s Class of 28. Gina joined Vizient in January 2016, and currently works with eleven different hospitals and physician client organizations in OK and AR. Gina is originally from southern California and has resided in Tulsa, OK for twenty years. Gina is mother to three 16-year-old sons Harry, Frank, and Sam. She enjoys the outdoors (especially the mountains), cooking, hiking, reading, skiing, and all competitive games.

Davia Barber is a strategic managed health care professional with over twenty years' experience in the area of managed care contract negotiations. She has represented both providers and health plans, developing provider network strategy, provider/payer relations, health plan operations, and strategic analytics and provider reimbursement strategies. Davia works directly with hospital CEOs and CFOs to provide strategic expertise and tactical guidance during contract negotiations with health plans, with an objective of achieving favorable contract terms and fair market reimbursement. Davia has significant experience leading the payer contracting function in senior leadership positions with large healthcare providers, including Director of Strategic Pricing and Analytics and Director of Managed Care Contracting at HCA (2006-2015) for multiple states including Colorado, Utah, Idaho, Alaska, Nevada, Oklahoma, Kansas and Texas. She has also worked at large health plans, including United Healthcare, Humana and PacifiCare, offering Commercial, Medicare Advantage, Medicare and Medicaid products in both urban and rural markets. In addition, Davia also has worked for multiple consulting firms, focusing on payer contracting for both providers and hospitals throughout the US. In her consulting role she worked with a variety of industries, specializing in strategic planning, client/pricing and contract negotiations. Davia joined Vizient in May 2019, and currently works with eleven different hospitals, PHOs, and C-Suite level executives, along with other revenue and supporting departments in Nebraska, Kansas, Missouri, Arkansas, Oklahoma, Louisiana, and Iowa. Davia currently resides in Denver, Colorado with her husband, daughter, son and 2 dogs. She enjoys watching both her children play competitive soccer, the outdoors (especially the mountains), and all competitive games.

Tyler Enslin has had the privilege to present at over 1,000 live events in the last eight years. From the age of 17, when he started his first successful business, he realized that his favorite part of any day at work was helping people. That principle took on new meaning in 2012 when Tyler joined a national training company where he soon became top salesperson. Eventually, he went on to hold the positions of Regional and National Director. In January 2018, he launched Tyler Enslin International where he works full-time at his mission: providing lively, engaging, and practical keynotes to audiences across the country. Tyler has received outstanding recognition by those in his audience, which has enabled him to work with state and national agencies across the country. From Fortune 500 companies and large organizations like GlaxoSmithKline, Siemens, Johns Hopkins, Sinclair Broadcast Group, and Johnson & Johnson, to hundreds of smaller groups, Tyler rarely passes on an opportunity to get his message across.

Josh Reaper, CPA is a member of BKD National Health Care Group, where he provides audit and reimbursement services to health care providers, including hospitals, health systems, federally qualified health centers and rural health clinics. His experience includes serving on audit engagement teams, preparing cost reports and other consulting projects. He is a member of the American Institute of CPAs and Arkansas Society of Certified Public Accountants. Josh is a graduate with high honors of Ouachita Baptist University, Arkadelphia, Arkansas, with a B.A degree in accounting and business administration.

Debra K. Halvorson is a results driven healthcare professional with 28 years of experience and expertise in all aspects of the revenue cycle—specifically that of chargemaster consulting, revenue integrity management and identifying improvement opportunities in cash collections, compliance, policy writing, chart auditing, and process improvement for hospitals, clinics, ambulatory surgery centers, critical access hospitals and rural healthcare clinics. Her background consists of Medicare Part A claims processing, durable medical equipment sales, insurance contract negotiations, pharmacy coding, ambulatory surgical center coding and billing, commercial insurance claims adjudication and chargemaster consulting. Debra is affiliated with AAPC and holds a COC coding certification.

Day Egusquiza brings over 40 years' experience in health care reimbursement, including 20 years in an Idaho hospital leading hospital revenue cycle operation, contracting, new program development, auditing and compliance implementation. Additionally, her experience includes eight years as a Director of a Physician Medical Management billing service which included completing an integrated business office between a hospital and a large multi-specialty physician clinic. She has been an entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations. Her work includes providing guidance as a compliance & reimbursement educator while providing operational insight on the revenue cycle impacts of disruption, lost charges, coding validation and why she loves traditional Medicare's 2 MN rule. Day's strength is her ability to 'operationalize' complex regulations into teachable components. Ms. Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement systems and implementing an operational focus of compliance- both in hospitals and practices. She has been on the AAHAM National Advisory Council, HFMA National Advisory Council, is a past President of the Idaho HFMA Chapter & recently received the Lifetime Achievement Award. She has been highlighted in JCAHO's Six Hospitals in Search of Excellence, Zimmerman's Receivable Report, HFMA's HFM and Patient Account, AHIA Prospective, and numerous healthcare newsletters along with a contributing author to 2006 Health Law and Compliance Update. She received the Idaho Hospital Association "Distinguished Service Award" for her legislative work and training on new indigent law. Attendees at HFMA's ANI rated her in the top 25% for each year she has presented, earning her the 'Distinguished Speaker' award.

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.

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Toyon

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

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 9.0 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 time and at least 70% polling questions will be REQUIRED to be answered randomly throughout each session. CPE Certificates will be emailed to each participant following the meeting. Keep a copy of this program along with your certificate for your records.

ARKANSAS CHAPTER HFMA SPRING 2021 CONFERENCE REGISTRATION

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

Go to: www.arkansashfma.org then click on Education & Events

OR go to: <https://cvent.me/K0XMnr>

Registration Fee:	FREE	ARHFMA Member & AR Sponsor (until 4/16)
	\$75	Non ARHFMA Member (until 4/16)

**** Registrations after 4/16 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 April 16, 2021, 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**.