hfma

arkansas chapter

Arkansas Chapter Summer 2021 Conference

Wednesday, August 25, 2021

9:00 am – 4:00 pm	**Golf Outing – Roy Nichols Honorary Golf Tournament Glenwood Country Club (separate sign up)**
5:00 pm	**HFMA New Member Meet & Greet – Lakeview Room**
5:30 pm	**HFMA Board and Committee Chair Meeting – Lakeview Room**
6:30 pm – 7:30 pm	**Networking Opportunities Sponsored by Corporate Sponsors – Lake Hamilton Ballroom**

Thursday, August 26, 2021

7:30 – 8:15 am	**Registration & Breakfast – Lake Hamilton Ballroom**
8:15 – 8:30 am	**Welcome & Announcements – Michael Westerfield, HFMA President– Trifecta Ballroom 1st Floor**

General Session – Trifecta Ballroom

8:30 – 9:45 am | Course SU2101

Blockchain Technology: The next move in transparency, transactions and recordkeeping

Geron Morgan, Partner, BKD LLP*

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

Program Content: This presentation will provide an understanding of Blockchain technology, current uses, and business cases for the Healthcare Industry. We will also take a forward-looking approach to examine potential disruption and the risk profile of this technology.

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

- Have a baseline understanding of blockchain technology and business uses.
- Host a discussion related to potential disruption and risks of blockchain technology.

9:45 – 10:00 am	**Break with Exhibitors – Lake Hamilton Ballroom**

10:00 – 11:15 am | Course SU2102

Mastering Your Memory

Tyler Enslin, Professional Speaker, Tyler Enslin International*

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

Program Content: The human brain possesses an incredible amount of power to store and recall information. Unfortunately, most people are never taught how to fully access this ability. In this fun and highly engaging training program you will learn unique and exciting methods to increase your memory skills to extraordinary levels. Most importantly, discover how to use these new skills in daily life. Instantly recalling people's names, giving presentations without notes, and improved mental organization are just a few of the practical benefits from this intriguing program. Tyler delivers the training in energetic fashion with no notes or PowerPoint to encourage maximum audience participation and to impart as much value as possible to all who attend.

Learning objectives: After this presentation, participants will

- Increase overall memory skills.
- Instantly recall names.
- Learn to recall lists in order.
- Lead meetings and give presentations without written notes.
- Improve credibility and remember company information.

11:15 am – 12:30 pm Lunch & Networking with Exhibitors & Participants – Lake Hamilton Ballroom

Financial – Lakeview Room

12:30 – 1:45 pm | Course SU2103

Labor, Productivity and Benchmarking-Human Resource Stewardship at CHRISTUS Health

Matthew Furlan, VP, Operations Improvement, CHRISTUS Health*

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

Program Content: The session will cover CHRISTUS Health's five-year learning journey to develop, train and implement a system-wide set of standards that allow front-line leaders to establish and achieve benchmark-based productivity targets.

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

- Understand key requirements for developing a productivity management system.
- Understand how CHRISTUS Health develops benchmark-based targets using the productivity performance of their 22 hospitals.

Revenue Cycle – Trifecta Ballroom

12:30 – 1:45 pm | Course SU2104

Revenue Cycle Trends During the Pandemic and the Implication for the Future

Mike Manna, Executive Director – Industry Solutions for Healthcare, J.P.Morgan*

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

Program Content: During COVID-19, a surge in demand for contactless payments and experiences, and digital technology acceleration impacted all stakeholders in healthcare payments. This session will explore the economic, industry, and consumer indicators that affect the collection practices of health systems drawing insights from the newly released (March 2021) 11 Annual Trends in Healthcare Payments Study conducted by InstaMed.

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

- Be familiar with macroeconomic, industry, and consumer trends impacting the collection of payment in healthcare revenue cycle.
- Better understand specific industry KPIs used to measure operational efficiency in healthcare revenue cycle.

1:45 – 2:00 pm Break with Exhibitors – Lake Hamilton Ballroom

Financial – Lakeview Room

2:00 – 3:15 pm | Course SU2105

Medicare Cost Report Update

Josh Weissenborn, Reimbursement Manager, BESLER*

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Intermediate | Prerequisites: Must have a fundamental understanding of cost report preparation.

Program Content: This session will focus on key concepts around changes in cost report preparation and updates driven by 2552 Transmittal 17. We will focus on the data needs and the preparation process focusing on the new WS S-12, and the Exhibits 2A through 3C. This course will also feature a discussion of the significant aspects of the Proposed IPPS Update for FFY 2022.

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

- Understand key concepts and changes affecting cost report preparation in the coming year.
- Understand the purpose of Worksheet S12 and what is required to successfully complete it.
- Understand rule changes affecting accounting for Medicare bad debt.
- Understand rule changes affecting accounting for WS S-10 Bad Debts.
- Understand rule changes affecting accounting for WS S-10 Charity Care.

Revenue Cycle – Trifecta Ballroom

2:00 – 3:15 pm | Course SU2106

It's about time. Are you ready? Reviewing the New Debt Collection Rules

Mark Rowland, President, Professional Credit Management, Inc*

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

Program Content: It's been 44 years since initial Debt Collection Rules were passed (FDCPA). Much has changed since 1977. The first Apple II computers became available for sale; mobile phones, texting, emails, chat rooms, social media. These were all foreign to us. Today's presentation will reveal major changes in the way Third Party Collection Agencies can interact with consumers. We will highlight important information that creditors/providers need to know and prepare for. Mark will attempt to condense 538 pages of the New Collection Rules in this hour and fifteen minutes. It should be quite a ride!

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

- Understand a high-level overview of the "New Rules." Creditors/providers will need to consider how their interfaces and file layouts will need to be altered so that their third-party partners can send the initial validation letter to consumers.
- Quickly ascertain if their collection partner is ready for the impending change.
- Evaluate current Conditions of Admissions forms for language that allows their collection partner to use all available avenues (multi-channel) to contact consumers.

3:15 – 3:45 pm Break with Exhibitors – Lake Hamilton Ballroom

Financial – Lakeview Room

3:45 – 5:00 pm | Course SU2107

Energy-as-a-Service Delivery Method for Healthcare

Jeff Swann, Senior Vice President – EaaS Strategy, Bernhard*

Kevin Patterson, Director of Tax and Accounting, Bernhard*

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

Program Content: Challenges such as rising costs, reduced operating margins, increasing regulatory restrictions, and competing demands for capital investment have forced healthcare facilities to look for innovative ways to make facilities more efficient and economically viable. This presentation will discuss the growing trend of institutions turning to the Energy-as-a-Service (EaaS) delivery method to take a more proactive role in meeting their infrastructure needs while improving their operating performance and balance sheet metrics. Arguably equally as important, EaaS allows them to refocus on the core mission of delivering high-quality healthcare to their patients and communities.

This session will explain what defines EaaS and discuss the benefits and challenges of the EaaS delivery method. By utilizing case studies to highlight different approaches based on a facility's unique needs and objectives, there will be examples of meeting different key objectives, including transferring the risk of operations and maintenance, applying the appropriate accounting treatment, funding a backlog of capital improvements, reaching sustainability goals, and leveraging energy savings to fund capital projects.

Each organization has different financial metrics it tracks to meet differing goals and objectives. Examples include: EBIDA, days cash on hand, return on investment, or operating cash flow. Any organization contemplating an EaaS transaction needs to consider the financial statement impact and how the credit rating agency will view the transaction. The session will discuss how the economics of an EaaS transaction are translated to the financial statements and review the rating agency reports of healthcare entities who have executed EaaS transactions.

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

- Understand what Energy-as-a-Service is and its role in healthcare.
- Understand the accounting treatment and financial statement impact of Energy-as-a-Service programs.
- Understand the credit rating impact of an Energy-as-a-Service program.

Revenue Cycle – Trifecta Room

3:45 – 5:00 pm | Course SU2108

Revenue Cycle Panel – Current Challenges facing RCM Leaders

Moderator – Bill Munn, SVP, Business Development, RevClaims – A MedData Company*

Panelist – Deidra Dunagan, MHA, FHFMA, RHIA, Administrative Director Revenue Cycle, Jefferson Regional Medical Center*

Panelist – Kattie Laney, Patient Financial Services Director, Baxter Regional Medical Center*

Panelist – Lauren Neal, MBA, CHAM, System Director of Patient Access, Baptist Health*

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

Program Content: This Revenue Cycle Panel includes executives from three Arkansas hospitals and will be moderated by Bill Munn, SVP Business Development with RevClaims, a MedData Company. Bill will be asking questions of the Panel about the challenges each has faced in their own revenue cycles due to Covid and how each has overcome those challenges. The Panel will also discuss Best Practices that each has used in the past with exemplary results. Topics will include: The challenges dealing with decreased POS payments due to pandemic while trying to lower A/R, normalizing service lines and restoring volumes to pre-covid levels, the rapid setup of local community with vaccination clinics, building the PFS workforce by training new unexperienced employees, challenges of remote staffing – monitoring productivity, handling processes that cannot be managed in the home setting, etc., the effect of pricing transparency regulation on hospitals and health systems facilities, AI/automation in the revenue cycle, redesigning/re-thinking the registration process to compete with new non-traditional providers in the market, e.g. Walmart and CVS.

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

- Recognize common challenges in revenue cycle.
- Learn best practices from successful hospital revenue cycle executives.

5:30 – 6:30 pm Networking Opportunities Sponsored by Corporate Sponsors – Lake Hamilton Ballroom

Friday, August 27, 2021

8:00-8:30 am Registration & Breakfast – Lake Hamilton Ballroom

General Session – Trifecta Ballroom

8:30 – 9:45 am | Course SU2109

Price Transparency – What is Next?

Randi Brantner, Vice President of Analytics, PARA HealthCare Analytics*

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

Program Content: Today's Healthcare Consumer presents new challenges for healthcare providers, as patients continue to be faced with an increased responsibility in healthcare costs, forcing them to "shop" services, which creates a need for meaningful and readily accessible price transparency. The Centers for Medicare and Medicaid Services (CMS) Price Transparency Requirements implemented on January 1st, 2021, are presenting logistical challenges for providers. This presentation focuses on reviewing the requirements, outlining the consequences of non-compliance, and explaining the four critical tasks for compliance. We will also discuss what is on the horizon as hospitals navigate challenges surrounding rational pricing methodologies and payer contract management concerns.

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

- Summarize the required elements of the CMS Price Transparency mandates.
- Describe the consequences of non-compliance.
- Examine eight hospital revenue streams and pricing strategies for each.
- Define the payer contract implications of price transparency and actions to protect net revenue.

9:45 – 10:15 am Break

General Session – Trifecta Ballroom

10:15 – 11:30 am | Course SU2110

AR HOME: The Next Version of the Arkansas Medicaid Expansion Waiver

Bo Ryall, CEO, Arkansas Hospital Association*

Jodiane Tritt, Executive Vice President, Arkansas Hospital Association*

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

Program Content: This presentation will cover the history of Medicaid expansion in Arkansas, the changes that have been applied over the years, the impact on insurance coverage, effect on reimbursement to providers, the regulatory approval process and changes needed to implement the new program.

Learning objectives: After this presentation, participants will

- Understand the historical context of Medicaid expansion in Arkansas and the changes necessitated by legislation.
- Understand the regulatory process needed for approval of AR Home.
- Understand the impact on insurance coverage and provider reimbursement.

*About the Speakers:

Geron O. Morgan is a member of BKD National Financial Services Group, Geron has approximately 15 years of experience providing audit, internal audit, compliance and consulting services to financial institutions, including public and private banks, investment broker-dealers and common trust funds. She also has provided audit services to employee benefit plans of various sizes and complexity, including 11-K filers. In addition to audit and assurance services, Geron's experience includes Federal Deposit Insurance Corporation Improvement Act of 1991 internal control structure design and reviews, allowance for loan and lease losses methodology reviews, accounting standard implementation consultations, internal audit program and system development and accounting and strategic issue conferences. She is a key leader with the financial services team for the BKD's Oklahoma practice unit. This local financial services team includes approximately 15 professionals devoted to the industry and serving approximately 80 Oklahoma-based banks, credit unions, insurance carriers and broker-dealers ranging in size from $50M to $20B in total assets. Prior to joining BKD's Oklahoma practice unit, Geron spent 12 years serving public and private banks in the Texas market. During her time in Texas, she acted as the auditor for numerous banks with > $1 Billion in assets and as a consultant for community banking organizations in their initial public offerings. Geron provided accounting consulting services to large community banks and public institutions on various complex accounting matters and transactions. She is co-chair of BKD's blockchain taskforce and has devoted significant time to educating community banks on cryptocurrency and digital assets. Geron's current activities with the Blockchain Taskforce include navigating risk and audit methodology for fintech organizations, cryptocurrency funds, and cryptocurrency platforms. Geron is a member of the American Institute of CPAs, Oklahoma Society of CPAs and Texas Society of Certified Public Accountants. She actively participated in the Oklahoma Bankers Association and Texas Bankers Association. She is a member of the Allied Arts Oklahoma board of directors, the Economic Club of Oklahoma and Leadership Oklahoma City Class 39. Geron is a 2003 graduate of Arkansas Tech University, Russellville, with a B.B.A. degree in accounting.

Tyler Enslin has had the privilege to present at over 900 live events in the last seven 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.

Matt Furlan is the VP, Operations Improvement, where he leads and facilitates operational alignment, integration and collaboration across CHRISTUS Health Hospitals. Reporting to the System Chief Operating Officer, Matt functions as an 'operational controller' to drive prioritized projects that support broad-scale improvements in productivity, process improvement and cost savings. Since joining CHRISTUS in 2019, Matt has focused on development, training and implementation of system-wide labor productivity standards, metrics and reporting. The objective is to enable the organization's 500+ leaders to be thoughtful and effective stewards of CHRITUS' human resources.

Mike Manna serves as a Healthcare Industry Solutions Specialist within the Commercial Banking business at J.P. Morgan. Providing consultative services for the treasury and payments teams, he is focused on aligning multiple and technically complex treasury solutions to meet the highly customized and unique needs of clients engaged in healthcare financial operations. Through direct collaboration, Mr. Manna assists the firm's clients to improve the working capital cycle through the optimization of accounts receivable and accounts payable functions, managing liquidity, and providing forward looking analysis of industry trends. Mr. Manna's entire thirty plus year career has been centered on technologies that enable financial transaction processing; focusing on the intersection of treasury functions with healthcare financial management. He has held senior positions in sales, sales management, product management, general management, and M&A assignments at a variety of private and public companies. Mr. Manna currently resides in North Texas and is a member of the Board of Directors of the Perot Family Campus of the North Texas Food Bank. He holds the Certified Healthcare Financial Professional (CHFP) designation from the Healthcare Financial Management Association (HFMA).

Josh Weissenborn is a Reimbursement Manager at BESLER. In his role, he is responsible for working on client engagements including Regulatory Research, Cost Reporting, DSH, Bad Debts, WS S-10, IME/GME, Organ Acquisition, and Wage Index. Prior to joining BESLER, Josh was an assurance manager at EY in the New York area, specializing in audits of health care clients' third-party settlement balance sheet accounts. This included understanding the methodologies and assumptions made by client management to determine the reasonableness of estimated third-party reserves in accordance with Medicare and Medicaid rules and regulations. Prior to joining EY, Josh worked as a reimbursement analyst for a health care system, where he was responsible for the annual Medicare and Medicaid cost report preparation and filing of a PPS hospital and a Critical Access Hospital. Josh began his career in third-party reimbursement working for a Medicare Administrative Contractor ("MAC"), in which he performed audits of key Medicare reimbursement components, such as Bad Debt, Disproportionate Share Hospital ("DSH"), and Medical Education. Josh holds a Bachelors in Accounting from Western Washington University and is a Certified Public Accountant.

Mark Rowland is President of Professional Credit Management, Inc (PCM). PCM is a Regional Collection Agency serving clients throughout Arkansas, Tennessee, Mississippi, Missouri, Texas, Louisiana, and Oklahoma with Early Out, Bad Debt, and Presumptive Charity programs. PCM is headquartered in Jonesboro, AR, and is celebrating its' 41st year. Mark has worked for PCM since 1989 and performed many duties throughout the years – from entering accounts, sales/marketing, telephone collections, as well as collection operations. He is recognized by the American Collectors Association as a "Professional Collection Specialist" and is Past President of the Arkansas Collectors Association. For 33 years, Mark has been married to the former Carrie Pollard of Jonesboro. Mark and Carrie have two daughters – Claire, a senior at University of Memphis School of Law, and Rachel, an Art Major graduating from Arkansas State University in May. Elected in 2000, Mark is currently serving his 11th term as a Paragould City Councilman and is the Chairman of the Finance Committee. Mark is an active member and Deacon at Harvest Baptist Church in Paragould. He is also a long-time active member and Distinguished Past President of the Paragould Kiwanis Club. In his free time, Mark enjoys going to Lake Norfork with his family and playing golf.

Jeff Swann is the Senior Vice President for Bernhard's Development Division where he is responsible for coordination of Energy-as-a-Service activities and financing strategies. Jeff previously served as an Executive Fellow to Bernhard CEO Ed Tinsley, where he assisted in development and execution across Bernhard's enterprise of portfolio assets. Jeff is a graduate of the University of Arkansas at Little Rock Bowen School of Law and received his Bachelor of Science in Mechanical Engineering from the University of Mississippi.

Kevin Patterson has served in many different capacities at Bernhard since 2016 including Energy Analyst, Executive Fellow to the CEO, Project Development Coordinator, and most currently Director of Tax and Accounting. In his current role, Kevin works closely with the business development team in development of Energy-as-a-Service projects. His technical background includes commodity management and measurement and verification services for clients in the healthcare, higher education and commercial sectors. Kevin is a graduate of the University of Arkansas and a certified measurement and verification professional in training (CMVPIT).

Bill Munn has more than thirty years in the healthcare industry, including several years in hospital finance, patient financial services and group practice administration roles in community hospitals and physician group practices in Louisiana, Mississippi and Alabama. Bill transitioned to partner/outsource services to healthcare organizations in the late 1990s and has led national sales and business development efforts since that time, presently as SVP, Business Development with RevClaims – A MedData Company for the past 11 years. He joined HFMA in 1987 and has been very involved in the Healthcare Financial Management Association chapters across the country over the years, with much involvement with Arkansas HFMA as Sponsorship Chair and Co-Chair roles over the past many years, and currently serving as a Board Member at large. Bill graduated with a BSBA in Accounting and Information Systems from the University of Southern Mississippi and an MBA from the University of Alabama at Birmingham.

Deidra Dunagan is a healthcare Revenue Cycle Management Professional with over 30 years of experience in the field. She is a south Louisiana native and started her career as an HIM professional and quickly transitioned into other areas of the Revenue Cycle. The majority of her career was in Louisiana hospitals in PFS leadership roles and she relocated to Arkansas in 2015 when she accepted a position at Jefferson Regional Medical Center. As Administrative Director of Revenue Cycle, she is responsible for all Revenue Cycle functions at Jefferson Regional including Admissions, HIM, billing and collections, chargemaster and the physician revenue cycle. Deidra completed her BS in Health Information Management at University of Louisiana at Lafayette in 1990 and her Masters of Healthcare Administration at LSU-Shreveport in 2016. She has been a member of HFMA since 2000 and holds the credential of FHFMA. She is a past president of the Louisiana Chapter of HFMA and served a three-year term on the National HFMA Board of Examiners.

Kattie Laney has been in healthcare for 17 years, and has served as the Director of Patient Financial Services at Baxter Regional Medical Center for the past 2 years. Her areas of responsibility include Auditing, Billing, Central Scheduling, Denial and Contract Review, Financial Counseling, Patient Access, PFS Information Systems and Reporting, Posting, and Switchboard. Kattie holds a Bachelors of Business Management Degree from Arkansas State University in Jonesboro. She is an Arkansas native and was awarded the 2016 Arkansas State University Mountain Home-Outstanding Alumna of the Year. Kattie has also received her Certified Revenue Cycle Representative (CRCR) certification from HFMA and has been a member of the Arkansas HFMA chapter for many years.

Lauren Neal has been in Healthcare Revenue Cycle management for the past 15 years, and for the last 8 years has served as the System Director of Patient Access for Baptist Health, a 12-hospital health system in Arkansas. Her areas of responsibility include Centralized Scheduling, Authorization Services, Insurance Verification, Patient Estimates, Pre-registration, Financial Counseling, Inpatient/Outpatient/Emergency Department Registration, and Guest Services. Previously, Lauren was the Manager of Patient Access for CHI St Vincent's in Little Rock, Arkansas. Prior to that, she served as a Manager of Patient Financial Services at Arkansas Children's Hospital in Little Rock, Arkansas. Lauren holds a Bachelors of Business Administration from Harding University and a Masters of Business Administration from David Lipscomb University. Lauren has received her Certified Healthcare Access Manager (CHAM) certification from NAHAM and is EPIC certified in Hospital Registration Revenue Cycle Readiness.

Randi Brantner began her career in healthcare in 2002. She spent eight years working in a variety of pharmacy settings including retail, military, hospital, narcotic control, and pharmacy purchasing. In 2010, Randi became the Charge Master Analyst for Memorial Health System in Colorado Springs, CO. There, she supported the hospital revenue cycle through maintenance of the charge description master for the health system. Over the next few years, she assisted in the implementation of operational improvement of billing processes and assisted in monitoring, auditing, and measuring the effectiveness of the revenue cycle process. Randi has a Master's in Business Administration with a focus in HealthCare Administration and is Six Sigma Black Belt Certified. She joined the firm in 2012 and currently serves as the Director of Analytics for PARA HealthCare Analytics, an HFRI Company and the Vice President of Analytics for Healthcare Financial Resources. Her team is responsible for a variety of financial analytics among all areas of the hospital including pharmacy, materials management, market-based pricing, contract management, and reimbursement analytics.

Bo Ryall is president and CEO of the Arkansas Hospital Association. He has been with the Association since 2005 and was named president in 2010. He holds a bachelor's degree from the University of Arkansas at Fayetteville and a master's degree in public administration from the University of Arkansas at Little Rock. Bo also served as the chief lobbyist on the state level for Arkansas hospitals and was previously executive director of the HomeCare Association of Arkansas. Bo was most recently appointed to Governor Asa Hutchinson's COVID-19 Winter Task Force, he currently serves on the Future of Medicaid Work Group, and the State Issues Forum Steering Committee, both of the American Hospital Association. He serves as chairman of the Health Care Providers Forum, is a member of the Health Care Industry Council of the Federal Reserve Bank of St. Louis, is an Arkansas Regional Organ Recovery Agency board member, and is a past-president of the Arkansas Society of Association Executives.

Jodiane Tritt joined the AHA executive team as Vice President of Government Relations in 2010 and, in 2018, took on the role of Executive Vice President of the association. Tritt represents the AHA in all state legislative and regulatory activities. Prior to joining the AHA staff, Tritt most recently served as Executive Director of the Center for Clinical and Translational Research (now known as the Translation Research Institute at the University of Arkansas for Medical Sciences). Prior to that position, she was Director of Community Support for the Arkansas Department of Health (ADH). In her work at ADH, she played an integral role in public health policy development and was responsible for the agency's legislative agenda. Tritt is Past-President of the Arkansas Society of Association Executives, Past-President of the Arkansas Society of Professional Lobbyists, a member of the South-Central Telehealth Resource Center Advisory Council, and on the Advisory Board of the University of Arkansas for Medical Sciences College of Public Health. She is also a past chair of the State Association of Government Relations Officials for the American Hospital Association. She is a graduate of Hendrix College and holds a JD from William H. Bowen School of Law.

HOTEL RESERVATIONS

Please make your own reservations with DoubleTree by Hilton in Hot Springs (501-525-1391). A block of rooms has been reserved, so please mention that you are with Arkansas HFMA and use code Arkansas Hfm-2021 to receive the rate of $139 for a single & $139 for double room. DoubleTree by Hilton will accept reservations until August 5, 2021. After this date reservations will be taken on a space & rate available basis. Please make your reservations as soon as possible.

EDUCATIONAL CREDITS

NATIONAL REGISTRY OF CPE SPONSORS

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 10.5 CPE credits is available.
All courses are instruction method GROUP LIVE.
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 AR State Board of Public Accountancy requires license holders to complete a minimum number of hours in certain subject areas. The chapter has determined that the following CPE types fall within these subject areas: Accounting, Accounting (Governmental), Auditing, Auditing (Governmental), Regulatory Ethics, Behavioral Ethics & Taxes.

CPE SIGN-IN AND CERTIFICATES

To receive CPE credits, you must sign in for each individual session you attend. Sign-in registers are provided for those individuals who sign and check that they need a CPE certificate. Sign-in registers will be located in each session room. If your name is not printed on the register, be sure to print your name legibly on the one of the blank lines at the end and sign next to your name. CPE Certificates will be emailed to each participant following the meeting. Keep a copy of this program along with your certificate for your records.

SPEAKER PRESENTATION HANDOUTS

Handouts will be made available electronically 3 days prior to the meeting. All attendees will receive an email notifying them that the handouts are available on the Arkansas HFMA website at arkansashfma.org so you can bring to the meeting if you choose.

REGISTRATION DISCOUNTS

Multiple registrations from the same organization are eligible for a discount. The 1st and 2nd entire meeting registrants pay full price, then the 3rd and 4th registrants pay 50% of the registration fee and the 5th and any additional registrants pay 25% of the registration fee. Multiple registrants must register at the same time to ensure they receive the discounts. Multiple registrations discounts do not apply to sponsor comps or one day registrations.

Any Past President of the Arkansas Chapter will be a discounted registration fee of $75. This is being done both as a thank you for your tremendous efforts in past service to the Chapter and to encourage your continued attendance to meetings. If you are registering as part of a multi-attendee entity the discount will be applied to the last person registered.

PARKING/SHUTTLE FOR THIS EVENT

Park lot and Self-Parking is available.

BUSINESS CASUAL DRESS IS APPROPRIATE FOR THE MEETINGS & EVENTS.

2021-2022 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

AHA Services, Inc.
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Professional Credit Management, Inc

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Revenue Integrity Management Resources
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Silver Sponsors

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AccessOne
Economic Recovery Consultants, Inc.

ARKANSAS CHAPTER HFMA SUMMER 2021 CONFERENCE REGISTRATION

PLEASE REGISTER ON-LINE (Credit Card & Mail Check options) (Sponsors using complimentary registrations will be issued a discount code to register)

Go to: www.arkansashfma.org then click on Education & Events
OR go to: https://cvent.me/d9nqwb

***Registration Fee:**

$250	Conference Registration (before 8/20)*
$125	ARHFMA Member & ARHFMA Sponsor (before 8/20)*
$75	Past ARHFMA President (before 8/20)*

***All Registrations after the Friday before the meeting will incur an additional $25 late registration fee.**

Thursday or Friday only registration is available. Call Tami Hill at 501-316-1229 for pricing for members and nonmembers. Checks and Credit Card are the only forms of payment accepted.

<u>*If taking advantage of discounts referenced in brochure, please follow these instructions below:</u>

Multiple Registrations from Same Organization:

1st & 2nd entire meeting attendee – full price
3rd & 4th entire meeting attendee – 50% off
5th & over entire meeting attendee – 75% off

Please contact Tami Hill at arhfma@arkansashfma.org or 501-316-1229 if you want to do multiple registration discounts and you will be issued a discount code to register.

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 August 20, 2021, only 50% of the registration fee is refundable or still payable. **Registrants who do not cancel or cancel day of or after the meeting has started (Wednesday) or fail to attend must pay the entire fee.** Substitutions, however, are permitted. Registration forms and cancellations must be emailed. Phone and voicemail are <u>not</u> 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.**