



## arkansas chapter

### *Arkansas Chapter Fall 2021 Conference*

Thursday, October 21, 2021

- 5:00 pm** HFMA New Member Meet & Greet – Dust Bowl, Little Rock
- 5:30 pm** HFMA Board and Committee Chair Meeting – Dust Bowl
- 6:30 pm – 8:30 pm** Networking Opportunities Sponsored by Corporate Sponsors – Dust Bowl

Friday, October 22, 2021

- 7:30 – 8:15 am** Registration & Breakfast – Pre-Conference Area – Foyer
- 8:15 – 8:30 am** Welcome & Announcements – Michael Westerfield, HFMA President–Arkansas Lakes Ballroom

#### General Session – Arkansas Lakes Ballroom

**8:30 – 9:45 am | Course FL2101**

##### **The Unique Challenges of Cybersecurity in Health Care**

*Moderator – Kenny Kinley, President and CEO, Edafio Technology Partners\**

*Panelist – Jeremy Ausburn, Chief Information Security Officer, Edafio Technology Partners\**

*Panelist – Valerie Moring, Healthcare and Cybersecurity Lead, Edafio Technology Partners\**

*Panelist – Kinsey Tickell, Healthcare Consultant, Edafio Technology Partners\**

CPE Credits: 1.5 | CPE Type: Information Technology | Level: Basic | Prerequisites: None

**Program Content:** Cybersecurity attacks may happen in seconds, but they can create a long-lasting negative impact on your healthcare organization's financial health. The best defense is a proactive offense — which means developing a strategy that leverages best-in-class tools and mobilizes cybersecurity specialists to help run and protect your facility. Through this panel discussion with leading cyber experts, you'll gain essential and valuable insights— first, a greater understanding of the most significant emerging cyber threats; and most important, tangible, and specific steps to take to protect your business and employees. The moderator and panelists will answer all your questions and explain why purchasing tools or hiring people is only part of the puzzle of reducing risk and managing HIPAA compliance.

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

- Learn how cybersecurity events adversely affect your bottom line.
- Learn how to implement a structured approach to risk mitigation.
- Understand why Tools + People = A winning strategy

**9:45 – 10:00 am** Break & Networking with Exhibitors & Participants – Foyer

**10:00 – 11:15 am | Course FL2102**

**FFY 2022 IPPS & CY 2022 OPSS Rule & Other Healthcare Regulatory Updates & Hot Topics**

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

*Josh Reaper, CPA, CHFP, Managing Consultant, 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, participants will be able to

- 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.

**11:15 – 12:15 pm Lunch & Networking with Exhibitors & Participants – Atrium**

**Financial –Ballroom A**

**12:15 – 1:30 pm | Course FL2103**

**Lean Accounting: What is it and Why Should I Care?**

*Laurie Burney, Ph.D., CMA, CSCA, CPA (TN-inactive), Associate Professor of Accounting, Baylor University\**

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

**Program Content:** The lean manufacturing strategy known as the Toyota Production System has spread across many industries beyond manufacturing, such as healthcare, government services, universities, etc. Lean's emphasis on improving value to the customer is especially relevant within the healthcare industry, where many examples highlight its benefits. Given the growing application of lean strategy within healthcare, the need continues to grow for accountants to gain an understanding of the strategy and its impact on our role as integral members of the decision-making team within organizations.

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

- Learn the foundation of lean strategy.
- Gain an understanding of accounting's role in supporting lean initiatives.
- Realize the benefits that can accrue to accounting by adopting lean principles.

**Revenue Cycle –Ballroom B&C**

**12:15 – 1:30 pm | Course FL2104**

**Battlefield Revenue Cycle: Strategies to Avoid Insurance Barriers to Payment**

*Chris Loftin, System Director, Regional Business Office, Baptist Memorial Health Care Corporation\**

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

**Program Content:** This presentation will cover the barriers hospitals encounter in dealing with insurance companies and offer strategies to overcome these common obstacles to minimize the impact of denials and maximize reimbursement.

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

- Better understand the revenue cycle battlefield.
- Better understand the common tactics insurance companies use to deny or delay payment to hospitals.
- Be empowered with strategies to overcome common insurance company barriers.

## 1:30 – 1:45 pm      **Break & Networking with Exhibitors & Participants – Foyer**

### Financial –Ballroom A

**1:45 – 3:00 pm | Course FL2105**

#### **Workforce Productivity Management – Building a Productivity Culture**

*Kevin Rash, Director, BKD, LLP\**

*Nicole Holley, Managing Consultant, BKD, LLP\**

CPE Credits: 1.5 | CPE Type: Management Services | Level: Basic | Prerequisites: None

**Program Content:** Health care continues to see eroding margins, and the pandemic crisis has created new focus. Through the use of data analytics, benchmarking and executing a systematic strategic plan, a clear path can be established to improved workforce performance. The importance of analytics, operational efficiencies planning and on-going monitoring will give participants tools to address improving profitability. Case study's will be reviewed to assist participants.

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

- Increase their understanding of workforce productivity.
- Be able to identify productivity variances and understand how to determine if opportunity exists to improve efficiency.
- Understand the importance of ongoing workforce productivity monitoring for sustaining positive results.

### Revenue Cycle – Ballroom B&C

**1:45 – 3:00 pm | Course FL2106**

#### **Revenue Integrity Panel – Current Challenges facing RCM Leaders**

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

*Panelist – Jenny Guthrie, Revenue Cycle Director/Chief Compliance Officer, Drew Memorial Health System\**

*Panelist – Valerie Johnson, Director of Revenue Integrity, UAMS Health\**

*Panelist – Misty Leigh Rogers, Compliance, Risk, Revenue Integrity, HIPAA and Survey Readiness Consultant, Revenue Integrity Management Resources\**

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

**Program Content:** This 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 been facing in their own facilities. The panel will also discuss best practices that each has used in the past with exemplary results. Topics will include:

- Price transparency file: Did you comply and if you did, how did you interpret the rules?
- Covid: the ever-changing environment to meet the needs of patients in our state.
- Charge description master, how to keep it up to date with the changing environment.
- Greatest challenges today in Revenue Integrity.
- What is the greatest challenge over the next year in Revenue Integrity and what measures are you considering or have already taken to prepare for them?

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

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

**Financial – Ballroom A****3:15 – 4:30 pm | Course FL2107****Executive Series: 340B and Market Overview****Aaron Lott, Pharmacist, AuthorityRx\***

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

**Program Content:** This presentation will explore updates, outlook and opportunities in the 340B space.**Learning objectives:** After this presentation, participants will be able to

- Understand manufacturer mandates and the effect on savings.
- Explore strategies and tactics to conserve and grow savings in the new environment.
- Connect the different players in the pharmacy marketplace and their effect on your operation and community.
- Explore strategies and tactics to compliantly realize additional savings.

**Revenue Cycle – Ballroom B&C****3:15 – 4:30 pm | Course FL2108****AFMC – Provider Relations & MMIS****Carla Hestir, Provider Relations Outreach Specialist, AFMC\*****Karen Young, MMIS Training & Program Developer, AFMC\***

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

**Program Content:** The MMIS Outreach Team presentation will be a brief introduction of the team and what they do assist providers with training and/or escalated billing issues. We will discuss the healthcare portal, additional training opportunities, Who's Who at Medicaid, and hot topics. The AFMC Provider Relations team will provide an overview of the resources we have to offer, how to navigate the AR Medicaid manual, review what the AR Medicaid manual states about non-emergent emergency visits, referral requirements, eligibility, PCP assignments and how to utilize the VRS system.**Learning objectives:** After this presentation, participants will be able to

- Know who their MMIS Outreach Specialist is to assist with training and/or billing questions. They will learn important information surrounding the healthcare portal and what's new with Arkansas Medicaid.
- Better understand how to navigate the AR Medicaid manual, understand what the AR Medicaid manual states for non-emergent emergency visits, referral requirements, verify AR Medicaid eligibility, requirements for PCP assignments, utilize the VRS system, and how to contact their AFMC Provider Relations Outreach Specialist to assist with all their AR Medicaid needs.

## ***\*About the Speakers:***

**Kenny Kinley**, President and CEO of Edafio Technology Partners, leads the charge in helping, building, and protecting clients' businesses through information technology and cybersecurity. He brings to his leadership of the firm more than 25 years of operational, customer relationship management, and sales leadership experience. At every step in his career, Kenny set a rare example in the industry —putting people first. Serving people has been the key to his remarkable success in helping businesses grow and thrive through technology products and services. Kenny joined Edafio as Vice President in 2011, was named president six years later, and he assumed the CEO role in January 2020. During his tenure with the firm, he led the expansion of the client base both geographically and by industry and oversaw strengthened marketing and business development capabilities — initiatives that resulted in significant growth in markets served, and revenues earned. Prior to joining Edafio, Kenny spent most of his career at Acxiom, one of the world's leading data and technology service providers for marketers, where he held progressively responsible positions culminating as Vice President. Kenny graduated from the University of Central Arkansas in 1995 with a bachelor's degree in Accounting; he is also a Certified Public Accountant. Kenny is married to April, his wife of 23 years, and they have three children Lauren, Ashlyn, and Luke.

**Jeremy Ausburn** is the Senior Architect and Chief Information Security Officer (CISO) at Edafio Technology Partners, responsible for planning, designing, and integrating end-to-end security solutions on behalf of the firm's mid- to enterprise-level client companies. He brings a hands-on, real-world perspective along with an unparalleled ability to defend against today's evolving threats. Jeremy's background features over 20 years of experience in the information and technology, over the course of which he developed the rare ability to provide solutions precisely aligned with the unique goals of an individual business. Before joining Edafio, he was the Information Security Consultant/Network Security Engineer at Blu3 Technologies., a role that included disaster recovery/business continuity, incident response, security awareness training, and research and development of processes and policies. His many qualifications include Certified Information Systems Security Professional (CISSP), Cloud Security Professional (CCSP); Certified Ethical Hacker (CIEH); Licensed Penetration Tester (LPT), and Certified Microsoft Systems Engineer (MCSE). He is formally certified in Cisco Design and Networking, and a certified HIPAA Professional. He is a member of Infragard, a collaborative branch of the FBI. Jeremy received his bachelor's degree from the University of Arkansas and holds a seat on the Board of Directors for the Arkansas Better Business Bureau.

**Valerie Moring, BSRT (CV), CPHIMS**, joined Edafio Technology Partners as Cybersecurity and Healthcare Team Lead in 2017. She supports and directs the full spectrum of Edafio's healthcare-related services. Her responsibilities include consulting services that help clients navigate the complex and ever-evolving cybersecurity requirements, developing policy and process improvements, and implementing quality payment programs for all payers. Valerie's two decades-long background and successful track record in healthcare technology— managing quality programs, HIPAA consulting, and in all aspects of training and advising on healthcare information technology — is tailor-made Edafio's client base, the preponderance of which is health-focused. She leads the services which empower physicians, medical professionals, and care teams to transform healthcare delivery from within the medical system. Valerie earned a Bachelor of Science degree in Radiologic Technology/Science Radiography from the University of Central Arkansas. She received her certification in Healthcare Information and Management Systems in 2016 and earned additional certification in the cardiovascular specialty through the American Registry of Radiologic Technologists in 1996. Beyond her leadership and consulting duties at Edafio, Valerie serves on the Advisory Board for UCA's Computer Science Program, as well as coordinates the company cycling and walking groups to promote health and wellness for its associates.

**Kinsey Tickell, CPCO**, joined Edafio Technology Partners as a consultant in 2018 to support client operations in healthcare delivery, policy improvement, and quality payment programs for payers. She brings to the role both the expertise in as well as the commitment for secure and affordable care, along with highly sought-after qualifications in quality-based, metric-driven, patient-centric healthcare services. Kinsey brings to Edafio and its clients nearly 13 years of healthcare and cybersecurity experience, most of which features leading and training healthcare operational teams and consulting on value-based programs and HIPAA policy. While working alongside cybersecurity professionals, Kinsey developed a special passion for the field, and consequently she currently focuses on HIPAA privacy and security awareness and compliance. Her role at Edafio also includes running and consulting on security awareness programs and risk assessments, as well as assisting in the development risk management plans. Kinsey earned a bachelor's degree in Business Management from the University of Phoenix and master's degree in Human Services in 2017 from Liberty University. She is a Certified Professional Compliance Officer. Kinsey also volunteers with a local organization, Second Chance Ranch, which supports local children in foster care.

**Veronika O. Kryzhanovska, CPA, FHFMA** 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.

**Josh Reaper, CPA, CHFP** is a Managing Consultant with BKD with over 5 years of experience providing reimbursement services to health care providers, including hospitals, health systems, federally qualified health centers and rural health clinics. His experience includes preparing and reviewing cost reports, reviewing cost report adjustments, performing profitability analyses and other consulting projects. He is a member of the American Institute of CPAs, Arkansas Society of Certified Public Accountants and Healthcare Financial Management Association. Josh is a graduate with high honors of Ouachita Baptist University, Arkadelphia, Arkansas, with a B.A degree in accounting and business administration.

**Laurie Burney** is an Associate Professor in the Department of Accounting and Business Law at Baylor University. Laurie's primary research uses a behavioral approach to investigate management control systems and their association with employee job behaviors. She has published in high-quality accounting journals, such as Accounting, Organizations and Society, Behavioral Research in Accounting, and Journal of Accounting and Public Policy. Laurie is an editor for Advances in Management Accounting and an Associate Editor for the IMA's Educational Case Journal. Laurie serves as Past-President of the Educational Foundation for Women in Accounting, and is on the board of advisors for the Texas Council of the Institute of Management Accountants and the Lean Education Advancement Foundation. In 2018, Laurie received the IMA R. Lee Brummet Distinguished Award for Educators and the Lean Enterprise Institute's Excellence in Lean Accounting Faculty Award. Laurie is a CPA (TN-inactive), CMA, and CSCA. In 2020, she earned the Lean Accounting Knowledge Certificate. Laurie received her BBA from Austin Peay State University, MBA from Middle Tennessee State University and Ph.D. from the University of Kentucky.

**Chris Loftin** is the System Director of the Regional Business Office for Baptist Memorial Health Care Corporation, which consists of eighteen acute care hospitals and four critical access hospitals located in Arkansas, Mississippi and Tennessee. He currently directs all hospital billing and follow-up activities for all third-party payers within the revenue cycle. Mr. Loftin is a seasoned health care executive with over twenty-five years of experience in both segments (payer and provider) of the health care industry. His specialties include academic (physician and hospital) revenue cycle management, non-profit/faith-based revenue cycle management, critical access hospital revenue cycle management, central billing office leadership, government liaison, call center development and management, project management, lean healthcare champion, and government and commercial claims adjudication. Mr. Loftin received his Bachelor of Science in Business Administration degree at The University of Southern Mississippi in 1995. He is also trained in Advanced Performance Management, Project Management and received his Healthcare Lean Certificate from the Mississippi State University CAVS Extension (equivalent to a Six Sigma Black Belt) in 2015. Mr. Loftin has also been a guest presenter at conferences held by the CMS (Centers for Medicare and Medicaid Services), HFMA Region 9, Mississippi HFMA, Mississippi Hospital Association (MHA), the Mississippi Health Information Management Association (MSHIMA) and Georgia HFMA. Mr. Loftin is the Co-Chair of the MHA Revenue Cycle Roundtable, is a member of the MHA President's Council and is on the Mississippi HFMA Board of Directors.

**Kevin Rash** is a member of BKD's Health Care Performance Advisory Services. He has more than 25 years of experience in health care, including overseeing a rehabilitation program as a physical therapist and serving as the Vice President of Operations at a large, integrated health care system. In addition to the daily oversight of surgical services, supply chain, trauma services, physician clinics, and rehabilitation operations, he was also responsible for leading large improvement initiatives for the system. Kevin was the lead operational administrator on two specialty hospital builds, an orthopedic hospital, followed by a rehabilitation hospital. He also has experience in ambulatory surgery center builds. Kevin leverages his clinical insight and leadership experience to help health care providers improve their processes, create efficiencies and navigate major initiatives, such as construction and renovation, without costly operational disruptions. Kevin also assists clients with margin improvement with focus on expense management in labor and supply chain management to improve processes and reduce costs. Kevin shares his industry experience by presenting at various industry events on topics including service line optimization, margin improvement, and operational excellence. He is an active member of American College of Healthcare Executives (ACHE) and Missouri State University CRNA Advisory Committee and a past member of the board of directors of Missouri Healthcare Executive Group. He is board certified in healthcare management as an ACHE Fellow (FACHE).

**Nicole Holley** is a member of BKD's Health Care Performance Advisory Services team. She assists clients in market assessments, service line data analysis and expense management. Prior to joining BKD, she gained nine years of health care experience in data analytics/strategic business analysis for a large integrated health care system. Nicole has experience analyzing payroll data, revenue & usage, auditing patient claims for revenue, reimbursement and coding. She coordinated and managed teams that implemented new services. Nicole was responsible for creating market analysis with supporting data reports for 12 different surgical service lines. She was a key member in the development and implementation of supply chain management process and improvements, including new software that assisted in the oversight of cost reduction and product controls. Nicole managed the certificate of need (CON) program to include mandatory state filings and reviews for capital acquisitions. She is a graduate of University of Missouri, Columbia, with a Bachelor of Science degree in accountancy and a Master of Accountancy degree.

**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.

**Jenny Guthrie** is the Chief Compliance Officer and Revenue Cycle Director for Drew Memorial Health System in Monticello, Arkansas. She began her healthcare career as a student worker in the health information management department at Drew Memorial in 2002, with her progressive healthcare leadership experience beginning in 2005. Jenny received her Bachelor's of Business Administration from the University of Arkansas at Monticello, an Associate's of Science in Medical Record Technology from UAMS, and her Master's of Business Administration from Harding University. She is a Registered Health Information Technician (RHIT) credentialed through the American Health Information Management Association, and is also Certified in Healthcare Compliance (CHC) by the Health Care Compliance Association. Jenny is a member of the American College of Healthcare Executives and has served as the Revenue Cycle Chair for Arkansas HFMA since 2019. She also serves on the UAM College of Technology McGehee Advisory Committee and the Monticello High School Business Technology Advisory Council. Jenny and her family reside in Monticello, Arkansas where they own a local affiliate of CrossFit. When not working, or working out, Jenny enjoys spending time with her family, especially outdoors and most especially at the ball field!

**Valerie Johnson** is the Director of Revenue Integrity at UAMS Health with over 28 years in healthcare. Her experience has encompassed general accounting, grants accounting, cost accounting, decision support, managed care contracting, charge description master, denial analytics and financial clearance. Valerie is a graduate of the University of Central Arkansas in Conway with a Bachelor's of Business Administration.

**Misty Rogers** has worked in healthcare for over 20 years with a diverse skill set. She worked at the bedside as an RN, grew into various leadership roles such as Director of Quality and Risk Management, then Chief Compliance and Revenue Cycle Officer. Her vast area of expertise allows for a unique look into the revenue cycle to ensure the overall integrity of an organization.

**Aaron Lott** has a proven track for creating successful startups and for product distribution within in healthcare channels. Aaron is a nationally recognized expert on the 340B program, and he is trusted by diverse organizations for his advice on complex pharmacy issues such as specialty and ambulatory pharmacy, PBM selection, benefit plan design, as well as all aspects of 340B. Aaron previously started and managed a highly successful consulting group in the 340B marketplace, focusing on program optimization and compliance audits.

**Carla Hestir** has been in the healthcare industry for over 30 years. She started as an office manager in a rural family practice clinic, coordinated the transition of becoming an independent rural health clinic in 1992 and eventually a provider-based rural health clinic in 2001. In 2012, Carla joined AFMC as a provider relations representative serving the East and Northeast counties of Arkansas educating providers regarding Medicaid policy and new programs with Arkansas Medicaid. She currently is the Provider Relations Team Lead, PCMH lead, and her territory consists of Pulaski County and 13 counties in Southeast Arkansas.

**Karen Young** has been with AFMC since August 1, 2017. Through her 32 years of experience with Arkansas healthcare contracts, Karen has developed extensive knowledge of Medicaid claims processing, common billing issues and provider training needs. She has led efforts to implement virtual trainings and the healthcare portal for providers and works consistently to improve services and support to Medicaid providers. She currently is the Training and Program Developer for the AFMC MMIS Outreach Team.

## **HOTEL RESERVATIONS**

Please make your own reservations with the Plaza in Little Rock (formerly Crowne Plaza). Guests can call 501-223-3000 or can also email the Plaza's Sales Assistant, Donna West, at sales.admin@isquarecap.com to make reservations.

A block of rooms has been reserved, so please mention that you are with HFMA Fall Conference to receive the rate of \$104 for a single or double room. The Plaza will accept reservations until September 29, 2021. After this date reservations will be taken on a space available basis and prevailing rate. Please make your reservations as soon as possible.

## **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.*

*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](http://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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### **Silver Sponsors**

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# ARKANSAS CHAPTER HFMA FALL 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](http://www.arkansashfma.org) then click on Education & Events

**OR go to:** <https://cvent.me/2K1rm2>

**\*Registration Fee:**

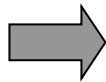
\$200	Conference Registration (before 10/15)*
\$100	ARHFMA Member & ARHFMA Sponsor (before 10/15)*
\$50	Past ARHFMA President (before 10/15)*

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

Checks and Credit Card are the only forms of payment accepted online registration.

**\*If taking advantage of discounts referenced in brochure, please follow these instructions below:**

## **Multiple Registrations from Same Organization:**



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

Please contact Tami Hill at [arhfma@arkansashfma.org](mailto: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 October 15, 2021, the registration fee is not refundable. Registrants who do not cancel or fail to attend must pay the entire fee. Substitutions, however, are permitted. Registration cancellations must be emailed. Phone and voicemail are not valid forms of communication for cancellations and refunds. 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)