



## arkansas chapter

### *Arkansas Chapter Summer 2022 Conference*

#### Wednesday, August 24, 2022

- 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 25, 2022

- 7:30 – 8:15 am        **Registration & Breakfast – Lake Hamilton Ballroom**
- 8:15 – 8:30 am        **Welcome & Announcements – Vonda Walters, HFMA President– Lake  
Hamilton Ballroom**

#### **General Session – Lake Hamilton Ballroom**

**8:30 – 9:45 am | Course SU2201**

**2021 Arkansas Legislative Update and Medicaid Check-up**

***Bo Ryall, President and 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 highlights of state legislation impacting Arkansas hospitals and the healthcare system in Arkansas and provide an overview of changes to the Medicaid Expansion program – now known as ARHOME.

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

- Understand changes made to policies governing the healthcare delivery system in Arkansas.
- Understand changes made to the Medicaid Expansion program and the overall Medicaid program in Arkansas during the legislative session.

- 9:45 – 10:00 am      **Break & Networking with Exhibitors & Participants – Lake Hamilton  
Ballroom**

**10:00 – 11:15 am | Course SU2202**

**Medicare Cost Report 2.0: Techniques for the Reviewer**

*Robert Howey, Senior Director, Toyon Associates, Inc.\**

*Jennifer Huff, Senior Consultant, Toyon Associates, Inc.\**

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

**Program Content:** The annual submission of the Medicare cost report is a required Condition of Participation for Part A providers, but the cost report also impacts various Medicare reimbursement items. If these items aren't prepared accurately, the financial impact could be significant. Oftentimes, the preparation period extends close to the submission deadline, which does not leave ample time for review. During this session, we will share helpful techniques for the cost report reviewer to check for accuracy, reasonableness, and completeness even if in a tight review window prior to the submission deadline. We will also discuss essential management reports that address the key items to share with the officer responsible for signing the cost report.

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

- Recognize the key reimbursement drivers affecting Medicare settlement to review for accuracy, reasonableness, and completeness.
- Develop meaningful management reports that explain the Medicare cost report settlement and provide key metric comparisons with a 3-year trended analysis.
- Identify advanced techniques for reviewing the Medicare cost report that go beyond “ticking and tying” or “check the box” methods.

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

**General Session – Lake Hamilton Ballroom**

**12:30 – 1:45 pm | Course SU2203**

**Maximizing the Human Experience in a Post-Pandemic World**

*Ed Norwood, CEO & President, ERN Enterprises\**

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

**Program Content:** Post pandemic. Where do we go from here? How do we heal the wounds that scarred our nation, hearts, and minds? COVID-19 has affected us in more ways than one, but now is our time to redefine what it means to recover. When times were uncertain, we were resilient. We led through the chaos. Pushed through the everyday challenge and picked ourselves up. As providers, we continued to advocate for medically appropriate healthcare pursuant to Wickline v. State. But now a new challenge awaits us. How do we calm the storm and steer our way back to shore?

**Learning objectives:** After this presentation, participants will know how to

- Transition as healthcare providers in the aftermath of the pandemic.
- Understand the pandemic's effect on volume authorization and revenue capture.
- Understand how federal and state regulations can help you post-pandemic.

**1:45 – 2:00 pm Break & Networking with Exhibitors & Participants – Lake Hamilton Ballroom**

## Financial – Lakeview Room

**2:00 – 3:15 pm | Course SU2204**

### **White Collar Crime Investigations**

*Justin Beach, Special Agent, FBI\**

*Luke Scott, Forensic Accountant, FBI\**

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

**Program Content:** This presentation will cover some real-world examples of fraud in the healthcare environment. While illustrative and educational, these cases will hopefully help providers learn to adopt a questioning mind and also be aware of some of the larger fraud schemes that have happened in Arkansas lately.

**Learning objectives:** After this presentation, participants will have a better

- Understanding of how fraud schemes have been perpetrated in the past.
- Understanding of some of the red flags/indicators of fraud schemes including those based on forensic analysis.
- Understanding of professional skepticism and investigation.

## Revenue Cycle – Lake Hamilton Ballroom

**2:00 – 3:15 pm | Course SU2205**

### **When Payors Won't Listen**

*Ed Norwood, CEO & President, ERN Enterprises\**

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

**Program Content:** To help healthcare professionals advocate for medically appropriate healthcare pursuant to Wickline v. State, ERN/NCRA has organized an educational workshop that takes participants in to a session on how to write powerful appeal letters when payors won't listen. Participants will learn administrative laws and components needed to write an appeal letter that will help get denials reversed and claims paid, while combining ERN/NCRA's proprietary communication process in writing appeals.

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

- Challenge MA plans that conduct improper peer-to-peer reviews and refuse to assume care of the patient after a disagreement of care has been entered.
- Identify Federal and state laws that relate to timely reimbursement and prevent improper denials.
- Produce mass provider appeals and trend denials and MORE!

**3:15 – 3:45 pm**

**Break & Networking with Exhibitors & Participants – Lake Hamilton Ballroom**

## Financial – Lakeview Room

**3:45 – 5:00 pm | Course SU2206**

### **Finance Roundtable**

*Misty Prater, CPA, FHFMA, Reg. Director Net Revenue, McLaren Health Systems\**

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

**Program Content:** Audience discussion of various challenges and opportunities that healthcare financial leaders face including revenue recognition, gross to net revenue analytics, budget/forecasting, revenue/expense matching, audits, cost report preparation and accruing for TPS receivable/payables.

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

- Recognize common challenges and opportunities for healthcare financial leaders.
- Learn best practices from successful healthcare financial leaders.

## Revenue Cycle – Lake Hamilton Ballroom

**3:45 – 5:00 pm | Course SU2207**

### **Revenue Cycle Roundtable**

***Ed Norwood, CEO & President, ERN Enterprises\****

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

**Program Content:** Audience discussion of various challenges and opportunities facing revenue cycle managers, directors and other leaders to include: staffing and hiring, challenges of remote staffing, pricing transparency, common insurance denial issues, payor issues, etc.

**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.

**5:00 – 6:00 pm Networking Opportunities Sponsored by Corporate Sponsors – Lake Hamilton Ballroom**

**Friday, August 26, 2022**

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

## General Session – Lake Hamilton Ballroom

**8:30 – 9:45 am | Course SU2208**

### **Facing Staff Shortage? Leverage Outsourcing to Support Your Team**

***Gregory Snow, SVP, Market Strategy, EnableComp\****

***Brad Cross, Chief Revenue Officer, EnableComp\****

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

**Program Content:** Now more than ever, hospitals are facing a lack of staffing resources to successfully process claims. This presentation will cover how hospitals can overcome challenges associated to a limited workforce and the steps necessary to finding a partner who can support your CBO.

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

- Understand the extensive impact of staffing struggles.
- Learn how to overcome these challenges by finding a partner.
- Use technology to retain top talent.
- Maximize staff expertise and productivity in areas of strength.

**9:45 – 10:15 am            Break**

## General Session – Lake Hamilton Ballroom

**10:15 – 11:30 am | Course SU2209**

### **The Secrets to Successful CHFP Certification: Business of Health Care (Part I)**

*Sam King, CPHIMS, CPHQ, FHIMSS, FHFMA, CRCR, Faculty, USC Price School of Public Policy, University of Southern California\**

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

**Program Content:** Succeeding in today's high-value healthcare environment requires financial professionals, clinical and nonclinical leaders, payers, and others to have a broad range of business and financial skills, including business acumen, collaboration, financial strategy, and understanding of future trends. The CHFP is geared toward all those whose jobs require a deep understanding of the new financial realities of health care. The CHFP is earned and awarded upon successful completion of two distinct phases.

This session introduces the first phase: Business of Health Care, offering participants an overview of healthcare finance, risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance, and managing financial resources.

The session is presented by one of the nation's top CHFP coaching experts. The interactive session will engage participants with hands-on gaming/exercises, polling, dialogues, and sharing to enhance the basic understanding of the CHFP exam structure and contents, learn the study and test-taking skills, and work on practice questions with unique and effective approaches.

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

- Understand the underlying principles and structures of the CHFP certification exam.
- Provide an overview of six major content domains, including healthcare finance – the big picture, financial accounting concepts, cost analysis principles, strategic financial issues, managing financial resources, and looking into the future.
- Introduce certification study methods and test-taking skills, and practice questions.

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

**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.

**Robert Howey** is a Senior Director with Toyon Associates, a consulting firm specializing in government reimbursement. Robert's areas of expertise including organ acquisition, provider-based clinic, and pay-for-performance. Prior to joining Toyon, Robert held positions as Reimbursement Director at Mayo Clinic and the University of Miami and was a Manager at KPMG LLP. Robert was the President of the HFMA Florida chapter from 2020-2021 and is a fellow with HFMA. He obtained his Accounting degree, MHA, and MBA from the University of North Florida (Jacksonville) where he's also an adjunct professor teaching healthcare accounting.

**Jen Huff** is a Senior Consultant also with Toyon Associates. Jen's areas of expertise include preparation of Medicare, Medicaid, and Tricare cost reports. Prior to joining Toyon, Jen held various Reimbursement and Compliance positions at Lehigh Valley Health Network and Geisinger (PA). Jen obtained her BS in Accounting from Bloomsburg University, and currently is on the Board of Directors for the HFMA Central Pennsylvania chapter.

**Ed Norwood** is recognized as a distinctive authority in administrative laws that govern the healthcare delivery process and has worked in the healthcare industry for over 20 years. He is currently the President of the National Council of Reimbursement Advocacy and the CCO for the Reimbursement Advocacy Firm. Ed has first-hand experience with problematic payors and is thoroughly familiar with public policy laws designed to help participants fight unfair payment practices that impact quality of care and reimbursement in their facility.

**Justin Beach** graduated from Quincy University with a degree in Computer Science. He was hired by the FBI in 2004 and has spent the majority of his career in Little Rock with the exception of three years assigned to the Chicago Division on the health care fraud squad. During most of his 18 years with the FBI, SA Beach has investigated health care fraud matters to include criminal investigations of health insurance fraud and anti-kickback violations as well as civil investigations relating to the False Claims Act. He has a Master of Public Health degree from Benedictine University in Illinois.

**Luke Scott** graduated from Louisiana Tech with a degree in Accounting and an MBA with a concentration in Finance. After graduation, he worked for a contract vendor auditing Medicare cost reports for hospitals and large nursing homes. He then joined a regional CPA firm performing audits for banks, non-profits, and governmental agencies. FoA Scott then moved to Arkansas where he worked as a Senior Auditor auditing Medicare cost reports. In 2005, Scott joined the FBI as a Financial Analyst. Since 2005, FoA Scott worked primarily national security matters to include counter terrorism, counterintelligence, and domestic terrorism investigations. Over the years, he has expanded his work to include almost every violation the bureau investigates. In June 2020, Scott transferred to the white-collar crime squad where he primarily works health care fraud, public corruption, and complex financial crimes. Scott has also served as Assistant Team leader for the Evidence Response Team (ERT), is currently the only Hazmat trained ERT member for the state of Arkansas and is one of three trained on the use of Total Station in a crime scene setting.

**Misty Prater** is a Regional Director of Net Revenue with McLaren Health Systems. Misty specializes in net revenue analytics and government reimbursement. Prior to joining McLaren, she held two positions at Baptist Health as a revenue recognition manager and reimbursement specialist. She started her career with BKD as a healthcare auditor. She has a B.S. in Accounting and Corporate Finance from Arkansas State University as well as a CPA designation. Misty is fellow of HFMA and is currently on the Board of Directors for the Arkansas HFMA chapter.

**Greg Snow** has over 20 years of healthcare revenue cycle/revenue management experience and has served as the Vice President, Revenue Cycle for some of the leading academic medical centers/integrated delivery networks within the healthcare industry. His scope of experience includes the executive leadership of revenue cycle programs for several; large-scale hospital/physician organizations including tertiary/academic organizations such as the University of Chicago - Medicine, Cleveland Clinic Foundation, Duke University Health System, Geisinger Health System, Ochsner Health System, and National Vice President, Revenue Cycle for Kaiser Permanente. Greg was a member of the Healthcare Financial Management Association's (HFMA) Patient Friendly Billing Task Force Phase III; and Phase IV. In addition to HFMA, he is also a member of American College of Healthcare Executives (ACHE). He is a Phi Kappa Phi graduate from the Carnegie-Mellon University, the H. John Heinz III School of Public Policy and Management, where he holds a Master's in Public Management with a concentration in healthcare and information technology systems and a Bachelor of Science in Business Administration from Elmhurst College.

**Brad Cross** brings over 20 years of revenue cycle management experience to EnableComp. He most recently served as Vice President of Sales, Hospital Solutions Division with Availity. Cross also worked in sales at Conifer Health Solutions, IDX Corporation and McKesson Inc. Before beginning his career in sales, he worked 13 years as a paramedic in the Atlanta area. He holds a B.S. in Marketing from West Georgia College and holds an Associates degree in Emergency Medicine. Cross has also been a frequent speaker at both HFMA and NAHAM conferences (Regional and local) on topics related to "Avoiding Revenue Leakage" and "The Fast and the Furious – Revenue Cycle of the Future".

**Sam King** is a seasoned healthcare executive, faculty, and consultant with 30 years of experience in healthcare finance, health IT, big data analytics, artificial intelligence, and continuous quality improvement, serving as COO, CIO, VP of Analytics, and Director of Medical Informatics, etc. He is a faculty at USC Price School of Public Policy. Sam is currently the Chief Information and Innovation Officer for a healthcare startup. He has served in many HFMA national, regional, and chapter leadership roles (including HFMA National Advisory Council, Board of Examiners, CHFP Exam Standard Setting Committee, Regional Executive for Region 11, Wester Region Symposium Co-Chair, SoCal Chapter President, etc.). He served as President of the HIMSS SoCal Chapter, Chair of the HIMSS National Chapters Task Force, and on the HIMSS National Davies Committee on using HIT and EHRs. He received HFMA Bronze, Silver, Gold, and Medal of Honor awards. He received the 2012 HIMSS National Chapter Leader of the Year Award. Under his presidency, HIMSS SoCal Chapter received the HIMSS National Chapter of the Year award in 2011. He is a frequent speaker at international conferences addressing health I.T. and healthcare finance challenges. He has taught the CHFP certification course for over a decade. Sam is a marathon runner. He is a USSF licensed soccer coach, mentor, instructor, assessor, and USSF, NISOA, and NFHS certified soccer referee. He enjoys hiking, biking, and beach going.

## **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-2022 or online at <https://www.hilton.com/en/book/reservation/deeplink/?cityhocrn=HOTHSDT&groupCode=CDTHFM&arrivaldate=2022-08-23&departure=2022-08-26&cid=OM.WW.HILTONLINK.EN.DirectLink&roomId=HILTONLINKDIRECT> to receive the rate of \$139 for a single & \$139 for double room. DoubleTree by Hilton will accept reservations until August 5, 2022. After this date reservations will be taken on a space & rate available basis. 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 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](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**

Parking lot and Self-Parking is available.

**BUSINESS CASUAL DRESS IS APPROPRIATE FOR THE MEETINGS & EVENTS.**

## **2022-2023 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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Impact Healthcare Solutions

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Revenue Integrity Management Resources

RMC of America

Welch Couch & Company

### **Silver Sponsors**

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TruBridge

TSI

### **Bronze Sponsors**

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First Collection Services

# ARKANSAS CHAPTER HFMA SUMMER 2022 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/r0z7d8>

**\*Registration Fee:**

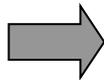
\$250	Conference Registration (before 8/19) *
\$125	ARHFMA Member & ARHFMA Sponsor (before 8/19) *
\$75	Past ARHFMA President (before 8/19) *

**\*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 501-231-0200 for pricing for members and nonmembers. Checks and Credit Card are the only forms of payment accepted.

**\*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 501-231-0200 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 19, 2022, 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 not valid forms of communication for cancellations. For more information regarding administrative policies such as complaint and refund, please contact **Tami Hill at 501-231-0200 or [arhfma@arkansashfma.org](mailto:arhfma@arkansashfma.org).**