



arkansas chapter

Arkansas Chapter Fall 2022 Conference

Thursday, October 20, 2022

- 5:00 pm** HFMA New Member Meet & Greet – Rusty Tractor Vineyards
- 5:30 pm** HFMA Board and Committee Chair Meeting – Rusty Tractor Vineyards
- 6:30 pm – 8:30 pm** Networking Opportunities Sponsored by Corporate Sponsors – Rusty Tractor Vineyards

Friday, October 21, 2022

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

General Session – Arkansas Lakes Ballroom

8:30 – 9:45 am | Course FL2201

FFY 2023 IPPS & CY 2023 OPSS Rule & Other Healthcare Regulatory Updates & Hot Topics

*Veronika O. Kryzhanovska, CPA, FHFMA, Senior Manager, FORVIS, LLP**

*Josh Reaper, CPA, CHFP, Managing Consultant, FORVIS, 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.

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

10:00 – 11:15 am | Course FL2202

CFO Panel- Navigating Current Industry Challenges

*Moderator – Brad Harper, CFO, EngageMED, Inc.**

*Panelist – Benjamin Barylske, Vice President of Finance and CFO, St. Bernard's Healthcare**

*Panelist – William J, Craig, CPA, FHFMA, CHFP, CFO, Howard Memorial Hospital**

*Panelist – Jeremy Jeffery, Senior Vice President and CFO, Jefferson Regional Medical Center**

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

Program Content: Regional healthcare executives discuss industry challenges they are currently faced with. The panelists will discuss tactics to drive efficiency, generate revenue, and solve the biggest challenges in 2022 and beyond.

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

- Evaluate strategies for addressing areas of concerns and priorities moving forward.
- Identify ways to pivot, add service lines, and make the most of their facilities to better serve their patients, reduce costs, and increase revenue.

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

General Session – Arkansas Lakes Ballroom

12:15 – 1:30 pm | Course FL2203

Mid-Year Revenue Cycle Benchmarking Update

*Matt Szaflarski, Revenue Cycle Intelligence Leader, Crowe LLP**

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

Program Content: This presentation will provide an overview of revenue cycle performance trends identified when reviewing Crowe's benchmark data through August 2022. Emerging Trends related to AR aging, Initial Denials, and patient collections will be reviewed to provide context for changing revenue cycle environment for revenue cycle leaders to navigate.

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

- Understand the current market performance of key revenue cycle performance indicators.
- Compare their organization's performance to overall market performance to determine appropriate action items.
- Identify gaps or surpluses in your organization's performance against market trends to inform decision making on focus areas for the remainder of the year.
- Replicate key performance measurement KPI's to apply to their organization's environment to ensure calculation methodologies are consistent.

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

Financial –Ballroom A

1:45 – 3:00 pm | Course FL2204

The State of Cybersecurity in Healthcare

*Cindy Boyle, National Practice Leader – IT Risk & Compliance, FORVIS, LLP**

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

Program Content: This presentation will give you an update on the latest trends in cybersecurity and specifically in healthcare. We will talk about the biggest risk areas and provide ideas and tips for closing any gaps you may have and securing your entity and personal data. We will talk about a free framework you can use to assess your security posture and the latest information we are hearing from cyber insurance.

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

- Identify the current top cyber risks.
- Identify top five cyber threats in healthcare.
- Understand the top 10 best practices.
- Learn how to mitigate risks of cyber insurance not covering a breach.

Revenue Cycle – Ballroom B&C

1:45 – 3:00 pm | Course FL2205

Revenue Integrity Roundtable Discussion

Moderator – Valerie Johnson, Director of Revenue Integrity, UAMS Health*

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

Program Content: Audience discussion of various challenges and opportunities facing revenue integrity managers, directors and other leaders to include: Price transparency file compliance, chargemaster review and maintenance, No-surprise bills, etc.

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.

3:00 – 3:15 pm Break & Networking with Exhibitors & Participants – Foyer

Financial – Ballroom A

3:15 – 4:30 pm | Course FL2206

The Secrets to Successful CHFP Certification: Operational Excellence (Part II)

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: Intermediate | Prerequisites: The Secrets to Successful CHFP Certification: Business of Healthcare (Part I)

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 second phase: Operational Excellence, offering exercises and case studies for payers, physicians, and providers on applying business acumen in healthcare.

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, discussions, and sharing to enhance the basic understanding of the case study structure and methods, learn the study and test-taking skills, and work on case studies practice questions with unique and effective approaches.

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

- Understand the underlying structures and distributions of the Operational Excellent in CHFP certification exam phase II.
- Provide an overview of exercises and case studies relative to three significant pillars: payers, physicians, and providers.
- Introduce certification study methods, test-taking skills, and practice questions related explicitly to payers, physicians, and providers' case studies in the CHFP certification exam.

3:15 – 4:30 pm | Course FL2207

The Value Based Care and Reimbursement Journey

Sheila Fusé, Senior Vice President, Value-Based Models & Policy, Navvis*

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

Program Content: This presentation will cover the journey from fee for service to value-based care. We will cover the basics – defining value-based care and understanding the reimbursement structure that ties payments for care delivery to quality of care. We will outline the potential for providers to be rewarded for both efficiency and effectiveness. This session will also look at ways to successfully start your journey to value-based care, specifically examining four models, or paths, to choose: primary care models, population health models, health-specific models, and episode models. For each path, this session will examine key success factors and methods of reward and reimbursement. Finally, we will look at the pitfalls to avoid as you transform your organization to risk-based contracts.

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

- Understand the four types of value-based reimbursement models.
- Better understand which value-based reimbursement models are best for primary care providers and specialists.
- Identify the key success factors and common pitfalls related to value-based care.
- Understand what type of value-based model CMS intends to mandate.

****About the Speakers:***

Veronika O. Kryzhanovska, CPA, FHFMA is a member of FORVIS National Healthcare 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 FORVIS with over 5 years of experience providing reimbursement services to healthcare 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.

Brad Harper is currently the CFO of EngageMED, Inc. and has been with the company since 1996 (26 years). While his focus has definitely been in the finance and accounting areas, he also has been fortunate to work very closely with practice managers and physicians – especially independent / private practices – in all areas of physician practice management. Prior to joining EngageMED and immediately following graduating from UCA Brad spent almost 2 years in public accounting with HCJ CPA's and Advisors. He is a lifelong resident of Conway, Arkansas. Brad and his wife have 3 children (two in college and one in high school). His favorite thing to do when not working is bass fishing but also enjoys camping, hiking and baseball.

Benjamin Barylske proudly joined St. Bernards Healthcare as VP of Finance and CFO in October 2018. Previously, he was the CFO for NEA Baptist Clinic, a large multispecialty physician group in Northeast Arkansas, partnered with NEA Baptist Hospital and part of the Baptist Memorial Health Care System out of Memphis, TN. Prior to that, he served as the Chief Financial Officer for the City of Jonesboro, AR where he worked with the mayor to restore the City's financial stability. Mr. Barylske has a Bachelor's Degree in Accounting from Arkansas State University. He has served on numerous community boards and committees in Northeast Arkansas.

Bill Craig joined Howard Memorial Hospital, a 20-bed not-for-profit Critical Access Hospital (CAH) located in Nashville, Arkansas, as Chief Financial Officer in May 2010 through a Management Contract. When the Hospital's Board of Directors voted to terminate the Management Contract, the Board's Chairman asked Bill if he would remain as the Hospital's CFO. This was quite the vote of confidence from the Hospital's Board of Directors. When Bill joined Howard, the only building on the campus was the Hospital. Howard Memorial Hospital is now a Medical Campus with Provider Offices and square feet committed to outpatient services. Prior to joining Howard Memorial Hospital, Bill was Executive Director and Controller at St. Joseph's Mercy Health Center in Hot Springs, Arkansas, for 18 years. St. Joseph's was a 209-bed not-for-profit acute care facility. Levi Hospital in Hot Springs was Bill's first opportunity in Healthcare. Levi Hospital is a not-for-profit rehabilitation hospital founded and sponsored by B'nai B'rith. While working at Baird Kurtz & Dobson CPAs in its Little Rock office in 1987, Bill was asked to help Levi Hospital in Hot Springs with its books. Bill agreed and grew attracted to health care finance. After Bill learned how hospitals and providers were paid, he was hooked. Bill left BKD and became Levi's comptroller. He later joined St. Joseph's Mercy Health Center where Bill stayed until 2010. Currently a member of the Nashville Rotary Club, Bill served as President in 2019-2020. He is also member of the Nashville Chamber of Commerce and served as President of the Board in 2018. Bill shared that it is important to serve and do our part to make a difference in our communities. Bill Craig was selected as Arkansas Business Hospital CFO of the Year in 2021. To be nominated by peers and selected is both humbling and an amazing career highlight. Also, Bill is a Fellow of HFMA, Paul Harris Fellow in the Rotary Foundation and member of American College of Healthcare Executives.

Jeremy Jeffery is Senior Vice President and CFO of Jefferson Regional Medical Center. He originally joined Jefferson Regional in 2008 as Accounting Manager and moved his way up in the organization. Jeremy is a graduate of the University of Central Arkansas and previously worked in the Little Rock offices of the public accounting firms FORVIS (formerly BKD, LLP) and HCJ CPAs and Advisors (formerly Hudson Cisne & Co. LLP). He is a Certified Public Accountant and Fellow of HFMA. Jeremy also volunteers with STEP Ministries in North Little Rock, which serves inner-city youth through mentorship.

Matt Szaflarski is based in Chicago and leads Crowe's Revenue Cycle Intelligence service providing analytical solutions to healthcare providers nationwide. Matt and the revenue cycle intelligence team oversee Crowe's proprietary benchmarking database that normalizes over revenue cycle key performance indicators to keep clients informed of market conditions impacting revenue cycle operations including: denials, AR aging, and uncompensated care. Matt has been a member of Crowe's revenue cycle practice for the last 9 years and has over 15 years of experience within revenue cycle operations spanning from back-office operations to the implementation of large-scale revenue cycle organization restructures. Matt holds a Master's Degree in Healthcare Administration from Benedictine University and a bachelors in Finance from Loyola University of Chicago. Matt has been a member of the First Illinois Chapter of HFMA since 2015.

Cindy Boyle is the national practice leader of the cybersecurity and SOC teams and has more than 30 years of accounting experience. FORVIS Cyber provides a suite of cybersecurity solutions including PCI assessments, cybersecurity baseline assessments, advanced threat and vulnerability testing, social engineering, incident response planning, and awareness training for employees and boards of directors. Her team also performs all SOC engagements for the firm including SOC 1, 2, 3, SOC for Cybersecurity, and SOC for Supply Chain. She and her team won the FORVIS EDGE Innovation of the Year Award the first two years after inception of the award. The first award was for their work on Access Analyzer, a tool to test segregation of duties in Dynamics GP and the second was for the FORVIS Red Team service line which is a digital attack simulation team exercise. Cindy is a qualified American Institute of CPAs (AICPA) peer reviewer and part of the firm's peer review team where she performs large firm SOC reviews. She is a member of AICPA. In addition to being a CPA, she is a Certified Internal Auditor® (CIA®), Certified Information Technology Professional (CITP), Certified Information Systems Auditor® (CISA®), and a National Association of Corporate Directors Governance Fellow. She holds a CERT Certificate in cybersecurity oversight from Carnegie Mellon University Software Engineering Institute. Cindy currently serves on the board of directors for Delta Dental of Arkansas and is a member of the finance and investment committee and the compensation committee. She also chairs the audit and risk committee. She is a member of the Founder's Circle of Arkansas State University Women's Business Leadership Center, providing scholarships and mentoring for women. She also serves as treasurer and is a founding member of the Leadership Foundation for Women, providing a forum for professional women to network and develop personally and professionally. She is a graduate of Arkansas State University, Jonesboro, with a B.S. degree in accounting.

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.

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 beaching going.

Sheila Fusé is a proven expert and industry leader in value-based payment models, accountable care strategies, bundled payments, healthcare policy, and regulation. At Navvis, Sheila works with client partners developing value-based payment strategies and operational models that successfully position health plans, health systems, and physician organizations to deliver population health in their markets. Prior to joining Navvis, Sheila was CEO of Primary Partners, an independent physician ACO located in Clermont, Florida. Sheila formed and led the company to successfully receive two of the nation's first Medicare ACOs, which together achieved over \$15 million in shared savings and achieved some of the highest quality scores in the country. Sheila also negotiated some of the first commercial ACOs in the Florida market. Additionally, Sheila served as ACO Executive Director with Aledade, a population health company. At Aledade, she launched another ACO called Aledade Florida Central where realized savings topped over \$10 million in the first two years. Sheila is well-versed in risk management, client relationship management, process re-engineering, mergers, and operational integrations. Prior to healthcare, Sheila spent 12 years in leadership roles in the financial services industry with Royal Bank of Scotland and J.P. Morgan Chase.

HOTEL RESERVATIONS

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

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1660666907255&key=GRP&app=resvlink>

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 Delta will accept reservations until September 28, 2022. 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

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 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.

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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Elevate Patient Financial Solutions

Firstsource

FORVIS

Franklin Collection Service Inc

Mid-South Adjustment Co., Inc.

MSCB, INC

Professional Credit Management, Inc

Gold Sponsors

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Emergency Staffing Solutions

EnableComp

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Impact Healthcare Solutions

JPMorgan

Professional Consulting Services, Inc

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RMC of America

TIBCO

TruBridge

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TSI

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Economic Recovery Consultants, Inc.

First Collection Services

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ARKANSAS CHAPTER HFMA FALL 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 then click on Education & Events

OR go to: <https://cvent.me/NQIV2Y>

***Registration Fee:**

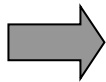
\$200	Conference Registration (before 10/14) *
\$100	ARHFMA Member & ARHFMA Sponsor (before 10/14) *
\$50	Past ARHFMA President (before 10/14) *

***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:



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 501-231-0200 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 October 14, 2022, 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 501-231-0200 or arhfma@arkansashfma.org