



arkansas chapter

Arkansas Chapter Spring 2023 Annual Conference

Wednesday, April 12, 2023

- 9:00 am – 4:00 pm **Golf Outing – Gary Brooks Memorial Golf Tournament
Glenwood Country Club (separate sign up)**
- 5:00 pm **HFMA New Member Meet & Greet – Executive Board Room**
- 5:30 pm **HFMA Board and Committee Chair Meeting – Exec. Board Room**
- 6:30 pm – 7:30 pm **Networking Opportunities Sponsored by Corporate Sponsors – Event
Center B**

Thursday, April 13, 2023

- 7:30 – 8:00 am **Registration & Breakfast – Event Center B**
- 8:00 – 8:15 am **Welcome & Announcements – Vonda Walters, HFMA President –
Event Center A**

General Session – Event Center A

8:15 – 9:30 am | Course SP2301

“The Game-Winning 3” – Making It Count ... In Business and In Life

*Dave Davlin, Professional Keynote Speaker, DTD Communications**

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

Program Content: Success can be defined in its simplest form as making life better for someone else. Whether it comes in creating a better product, helping to relieve someone’s stress or pain, bringing someone laughter or joy or helping someone get more out of their life, success is always about serving.

This being the case, the key to success in any business lies not only in the development of great products and services, but more importantly in the development of great people. In this insightful presentation, Dave Davlin shares three essential ingredients for developing a purpose-driven mentality to achieve a fulfilling career and balanced life.

This presentation is an hour of interaction, humor and audience participation mixed with a powerful message. It is a roller coaster ride of emotion that will find the audience engaged in hilarious laughter one moment and brought to tears the next. The audience will be challenged to make the most of every moment in order to develop themselves personally and professionally while creating value and making a difference in the lives of others.

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

- Develop vision and define one's sense of purpose.
- Recognize and embrace the importance of creating positive and memorable experiences with fellow workers and family members.
- Understand and embrace the value of service in the pursuit of success.

9:30 – 9:45 am Break with Exhibitors – Event Center B

9:45 – 11:00 am | Course SP2302

Engaging Patients in Their Financial Journey

*Eric Wixom, CEO, Wixcorp**

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

Program Content: Healthcare is a broad and complex industry encompassing everything from care delivery and management to business processes and financial services. All that, with an ever-growing body of legislation, is creating even more complexity every year. The worst part is we expect our customer, the patient, to understand all the complexity and take the right actions at the right time.

This session will look at the Patient's Financial Journey and discuss ways as an industry we can bring transparency and simplicity to it. We will discuss ways to improve patient engagement today, and look ahead to the patient trends coming over the next few years.

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

- Better understand of current market forces driving patient engagement.
- Understand patient expectations and trends to prepare for the patient.
- Identify tools and processes available to help understand and create premier patient experiences.

11:00 am – 1:00 pm Lunch, Installation of Officers, Presentation of Awards - Event Center B

General Session – Event Center A

1:00 – 2:15 pm | Course SP2303

CFO Panel- Navigating Current Industry Challenges

*Moderator – Melodie Colwell, Chief Financial Officer, Drew Memorial Health System**

*Panelist – Brent Beaulieu, Chief Financial Officer, Baptist Health**

*Panelist – Debbie Henry, Chief Financial Officer, Baxter Regional Medical Center**

*Panelist – Roxanne Stewart, Chief Financial Officer, Magnolia Regional Medical Center**

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

Program Content: Panelists will discuss challenges faced during the COVID-19 pandemic and strategies to move forward.

Learning objectives: After this presentation, participants and panelists will

- Discuss the biggest challenges faced in responding to COVID-19.
- Discuss strategies or specific initiatives that will be a focus as we emerge from COVID-19.
- Discuss strategies surrounding workforce challenges.

2:15 – 2:30 pm Break with Exhibitors – Event Center B

Financial – Catherine & DeGray Room

2:30 – 3:45 pm | Course SP2304

Advances in Cost Accounting to Improve Margins and Financial Performance

*Josh Goodman, Senior Director, Solution Engineering, Strata Decision**

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

Program Content: In this presentation, we will define the history of cost accounting and key advancements made in the last 5-10 years. You will learn how these advancements have improved cost data accuracy and accessibility, and how hospital finance executives are now leveraging this more effective data to understand their service-line profitability, margin improvement areas and the overall impact their organization's financial performance. Expect to hear case studies from peer organizations that have leveraged their cost data to improve margins and drive financial performance, as well as "lessons learned" on how and why to utilize cost accounting data to develop stronger financial planning. We will also walk through how to model the continuing costing impact of COVID-19, and poll the audience to show you how you compare to your peers.

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

- Analyze the improvements made in cost accounting for healthcare over the last decade as they relate to your organization.
- Determine how other organizations have improved their costing, analytics and adoption of service-line reporting and financial planning, using best practices and lessons learned from peers.
- Understand the ways in which advances in costing have helped your peers, such as by improving margins, identifying cost savings, and more.

Revenue Cycle – Event Center A

2:30 – 3:45 pm | Course SP2305

Revenue Cycle Roundtable

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

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

Program Content: Instructor-led 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, with a focus on practical solutions.

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

- Recognize common challenges in revenue cycle.
- Learn Best Practices from successful hospital revenue cycle leaders.

3:45 – 4:00 pm Break with Exhibitors – Event Center B

Financial – Catherine & DeGray Room

4:00 – 5:15 pm | Course SP2306

Leveraging Data to Hold Payers Accountable

*Travis Gentry, CEO, Hyve Healthcare**

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

Program Content: Hospitals are disadvantaged when negotiating with the payers. The payers have all the data, the hospital only has its own. If hospitals were able to band together to safely share anonymous information, they could turn the tables and level the playing field.

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

- Understand the "True North" in healthcare.
- Understand how they can aggregate siloed data to learn from the collective experience and hold payers accountable.

Revenue Cycle – Event Center A

4:00 – 5:15 pm | Course SP2307

Charge Description Master: The Heart of a Strong Revenue Integrity Program

*Sherry Nardi, Director Solution Strategy, FinThrive **

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

Program Content: Your healthcare organization's revenue integrity (RI) program is essential in maintaining the overall health of your revenue cycle. As the heartbeat of the revenue cycle, the charge description master (CDM), is an important tool in creating a strong RI program. A properly maintained CDM ensures accuracy with services charged, compliance with Medicare regulations, and receipt of appropriate reimbursement. This presentation will discuss how to create and maintain a strong RI best practice program with the utilization of your CDM.

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

- Identify current CDM challenges faced by health systems.
- Understand key components of a strong RI program, including roles and responsibilities.
- Implement best practices to maintain a RI program and defend your healthcare organization's CDM.

5:30 – 7:30 pm Slot Tournament - Networking Opportunities Sponsored by Corporate Sponsors – Oaklawn Racing Casino Resort – Pop's Lounge - Second Floor

Friday, April 14, 2023

8:00-8:30 am Registration & Breakfast – Event Center B

General Session – Event Center A

8:30 – 9:45 am | Course SP2308

Contracting for Success in Value-Based Care

*Betsy Block, VP Growth, Main Street Rural Health**

*Debbie Henry, Chief Financial Officer, Baxter Regional Medical Center**

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

Program Content: This presentation will cover the terminology, background and processes needed for successful contract negotiations under value-based care (VBC). VBC models vary widely from pay-for-performance to full risk capitation and a basic understanding of these models is key to successful negotiations. CMS has set a target of one hundred percent of Medicare lives in some form of VBC by 2030. Many hospitals are already participating in one or more of these models, and we will share real-life examples and learning from Baxter Regional Medical Center's CFO Debbie Henry. This presentation will provide you the opportunity to learn basic concepts and theory and combine with important insights into how this plays out in the hospital and its outpatient clinics. There will be ample time for questions and discussion as you consider your hospital's approach.

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

- Understand what VBC is and the main types of models.
- Understand frequently used terminology in value-based contracting.
- Understand the high-level economics of contracting with Medicare Advantage.
- Recognize the elements of success under value-based care contracts and how to negotiate for them.

General Session – Event Center A

10:15 – 11:30 am | Course SP2309

Lessons Learned: Price Transparency Edition

*Alicia Faust, Director, FORVIS**

*Victoria Duffel, Lead Consultant, FORVIS**

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

Program Content: Presentation will include a high-level recap of price transparency concept and rules and then move forward into the pros and cons of what hospitals and patients are experiencing. This will include discussion around penalties, patient advocacy, No Surprises Act connection and lessons learned. Next, we will pivot to the public domain of the data and how organizations (hospitals, payers, patients) are leveraging to support market position, price defensibility, payer negotiations and patient satisfaction scores.

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

- Understand background, updates and testing compliance.
- Learn lessons from the last two years of compliance.
- Identify available data in the public domain.
- Learn how to leverage the data to support business and patient decisions.

****About the Speakers:***

Dave Davlin, over 25 years ago, began bringing smiles to faces with a form of entertainment he developed as a young boy. From NBA and major college arenas across America to the Summer Olympic Games in Seoul, South Korea— and even to the world-famous Branson Strip— “Travelin” Davlin has entertained people of every age and background. His amazing ability with basketballs even landed his name and picture in the 1990 Guinness Book of World Records. Dave began to hone his speaking skills in the early 90’s as a national speaker in the public schools across America. Combining his entertainment ability with a powerful message, he was instrumental in the fight for education and against drugs. At the advice of friends working in corporate America, Dave began to develop presentations for the corporate and association market and the rest is history. He now speaks at numerous corporate and associational conferences each year. From public school students to CEOs, Dave’s message has made a difference in the lives of thousands, and his impact continues to grow each year as he shares his philosophy and wisdom through speaking and writing.

Eric Wixom is Co-founder and CEO of WixCorp – a patient experience company. Eric co-founded WixCorp with two of his brothers with the goal of bringing sensible, innovative, and compelling service offerings to the healthcare industry with a sense of integrity, style, and fun. Prior to co-founding WixCorp, Eric had a diverse career in healthcare working with medical groups, specialty practices, and hospitals of all sizes. He has extensive experience with designing patient experiences, healthcare strategy, IT systems, and change management. Eric holds an Executive MBA in System’s Thinking from Villanova University’s School of Business. He also holds a B.A. in Health Science Studies with a Business minor from Boise State University.

Melodie Colwell is the Chief Financial Officer for Drew Memorial Health System located in Monticello, Arkansas. She began her career in public accounting with Ernst & Young and later joined Deloitte in Little Rock serving clients in a variety of industries, including manufacturing and investment banking. She joined Drew Memorial in November 2014 after serving three years as the Associate Vice Chancellor for Administration for the University of Arkansas at Monticello. Colwell earned a Bachelor of Science in Accounting from Louisiana State University and a Master of Business Administration from Louisiana State University – Shreveport. She is a Certified Public Accountant and currently serves as Secretary for the Arkansas HFMA chapter.

Brent Beaulieu is the chief financial officer for Baptist Health, which is Arkansas' most comprehensive health care system with 11 hospitals and more than 250 points of access across the state. In this role, his responsibilities include all finance, revenue cycle, supply chain, risk management, and real estate activities in the organization. Beaulieu joined Baptist Health in 2007 as assistant vice president of finance and has been part of leading the system's financial operations ever since. Prior to joining Baptist Health, Beaulieu spent nine years as a certified public accountant specializing in health care matters with national accounting firm BKD. He received a degree in accounting from Harding University. Beaulieu also lends his expertise to Ronald McDonald House Charities of Arkansas where he began serving on the finance committee in 2021 and joined the full board for 2022. Beaulieu is past president of the Arkansas chapter of the Healthcare Financial Management Association, and he also served on the national Principles and Practices Board from 2013-2016. He was a member of the Health Care Expert Panel for the American Institute of Certified Public Accountants from 2010-2013.

Debbie Henry serves as Vice President and Chief Financial Officer of Baxter Health, located in Mountain Home, AR, which supports a 268-bed regional medical center and over 30 physician and specialty clinics. She has over 17 years of hospital financial management experience. During her healthcare tenure, Debbie helped establish an Accountable Care Organization and Clinically Integrated Network for a multi-hospital and physician group organization which supported a direct contract with CMS for a Medicare Shared Savings Plan and, subsequently, a contract with a national ACO organization. Previous to the healthcare experience, she was the Director of Finance for Dover Resources, Inc., in Tulsa, OK and Duncan Parking Technologies in Harrison, AR. She began her financial career in public accounting with KPMG serving healthcare and manufacturing clients. Debbie earned a Bachelor of Science in Accounting from Missouri State University and is a Certified Public Accountant. Outside of the hospital, she is a member of the Rotary Club of Mountain Home and a past president of the Rotary Club of Harrison. She currently is a member and chair of the CFO Committee of the Arkansas Chapter of HFMA. In 2018, Debbie was recognized as Arkansas Business Nonprofit CFO of The Year.

Roxane Stewart joined Magnolia Regional Medical Center in March of 2016 as the Chief Financial Officer. She is a senior-level accounting professional and financial management executive with more than 30 years of experience in finance, healthcare, and operations. She obtained her Certified Public Accountant license in 1993 and has practiced in both public and private sectors including over 19 years in the healthcare industry. A native of Magnolia, Roxane completed her BBA in Accounting at Southern Arkansas University where she now serves on the SAU Alumni Board of Directors. In her early years, she worked in Magnolia at Murphy's Jewelers, South Ark Planning & Development, and Edstrom CPA Firm. After graduation, she moved to Little Rock to work in public accounting doing both audit and tax work, and eventually worked at AR Children's Hospital for 14 years where she began her career in healthcare while raising her twins, Parker and Jordan.

Josh Goodman has over 15 years of healthcare IT experience from his time at companies like Epic and Strata. Today, he has served as subject matter expert and overseen over 100 cost accounting installs in last 9 years, including platform implementations at Montefiore, Intermountain Healthcare, MD Anderson, Cleveland Clinic and Kaiser Permanente. In 2019, Josh led the development of HFMA-Strata L7 Cost Accounting Adoption Model (L7®) that is now used by hundreds of healthcare providers to help them understand how they compare to their peers when it comes to their cost accounting methodologies and process.

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.

Travis Gentry co-founded FHS Corp in 2004 pioneering the patient estimation space. Always in the forefront of innovation, Travis and his Hyve team created two industry changing products that unite providers to create true and timely transparency. The AHA Vitality Index™ uses claims data to help hospitals to benchmark payer performance. National and state payer scorecard functionality holds payers accountable. The Hyve – GFE Portal™, a patent-pending solution, brings convening and co-providers together to efficiently collaborate and contribute their individual estimates with other providers to create a collective estimate for the patient. This collaborative technology provides compliance with the new GFE requirements and leverages the power of the collective!

Sherry Nardi has over 20 years of healthcare experience in revenue cycle operations, sales and supply chain roles. She provides charge integrity solution strategy expertise to providers in partnership with FinThrive Sales and Client Management, with a focus on consulting and web-based solutions. Sherry works closely with Product Management to ensure our revenue integrity solutions are continually meeting the needs of our clients and are addressing healthcare industry changes. She has also previously led implementations for these solutions for FinThrive. Prior to joining FinThrive in 2000, Sherry was in charge of Supply Chain Purchasing/Contracting at Children's Healthcare of Atlanta.

Betsy Block leads growth for the Central States for Main Street Rural Health. Founded by Brad Smith, former director of innovation for CMS, Main Street Health is a value-based company exclusively focused on seniors in rural communities and the providers who care for them. Prior to joining Main Street, Betsy spent seven years at IBM Watson Health (now Merative) as a consulting partner for the provider data and analytics team. She also worked at the Advisory Board Company as a senior director of growth for the Southwind consulting practice focused on clinical integration and population health. Her primary residence is in Fishers, IN but in the winter months, she can be found hiking in the mountains around Scottsdale, AZ.

Alicia Faust is a member of FORVIS' Health Care Consulting Performance Improvement Practice. She has more than 24 years of health care experience, including 15 years providing consulting services at large international accounting firms, 3.5 years at a state hospital association and 5.5 years at a large integrated academic and community-based health system in the Chicago area. Her areas of focus include revenue management around revenue cycle and revenue integrity, financial and operational impacts related to EMR implementations and new service lines activation. Alicia is a member of the First Illinois Healthcare Financial Management Association and the American College of Healthcare Executives. She is married with twin daughters.

Victoria Duffel has 15 years of healthcare experience with cost reporting, charge capture, revenue reconciliation, contract management and price transparency. She is currently leading the Price Transparency team at FORVIS. She has extensive experience related to revenue integrity and fraud, including contract management implementation experience for critical access hospitals to large-sized hospitals with a complex payor mix, daily revenue reconciliation with custom tools, unique revenue leakage and charge capture techniques and fraud, waste, and abuse. Victoria assists clients with reconciling revenue daily and revenue leakage consulting. Victoria is a member of the Kansas City chapter of Healthcare Financial Management Association (HFMA). Victoria is a Certified Revenue Cycle Representative (CRCR) with the HFMA. She is a member of AAPC and is a Certified Professional Coder (CPC®). Victoria is a Certified Fraud Examiner (CFE) and a member of the Association of Certified Fraud Examiners. She is also Six Sigma Yellow Belt certified. She is a graduate of DeVry University, Kansas City, Missouri, with a B.S. degree in accounting, and a graduate of Keller Graduate School of Management, Kansas City, Missouri, with an M.S. degree in accounting and financial management with emphasis in certified fraud examination.

HOTEL RESERVATIONS

Please make your own reservations with Oaklawn Racing Casino Resort in Hot Springs (1-501-623-4411). A block of rooms has been reserved, so please mention that you are with Healthcare Financial Management Association (HFMA) and use booking ID# 1674-1 to receive the rate of \$150 for a single & \$150 for double room. Online booking reservations is available at <https://book.rguest.com/wbe/group/1971/Oaklawn-Jockey-Club/auth> Booking ID: BK5929866 Password: 17527794. Oaklawn Racing Casino Resort will accept reservations until March 30, 2023. 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

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

Oaklawn Racing Casino Resort offers valet parking for overnight guests. There is self-parking available also.

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.

Bank of America

CompleteCare, Inc.

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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EngageMED, Inc.

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ARKANSAS CHAPTER HFMA SPRING 2023 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://event.me/LEL9B1>

***Registration Fee:**

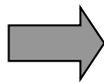
\$250	Conference Registration (before 4/7) *
\$125	ARHFMA Member & ARHFMA Sponsor (before 4/7) *
\$75	Past ARHFMA President (before 4/7) *

***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:



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 April 7, 2023, 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.**