



arkansas chapter

Arkansas Chapter Fall 2023 Payor & Reimbursement Summit Conference

Wednesday, October 11, 2023

- 5:30 pm HFMA Board and Committee Chair Meeting – Top Golf Rogers, AR
- 6:00 pm – 9:00 pm Networking Opportunities Sponsored by Corporate Sponsors – Top Golf Rogers, AR

Thursday, October 12, 2023

- 7:30 – 8:15 am Registration & Breakfast – Pre-Conference Area – Foyer
- 8:15 – 8:30 am Welcome & Announcements – Brittiany Bir, HFMA President– Pinnacle VI-VIII

General Session – Pinnacle VI-VIII

8:30 – 10:10 am | Course FL2301

Payor and Reimbursement Summit Hot Topics and Legislative Updates Panel

*Moderator - Jodiane Tritt, Executive Vice President, Arkansas Hospital Association**

*Panelist – Christy Hockaday, FACHE, Vice President, Provider Network Innovation & Strategy, Arkansas Blue Cross & Blue Shield**

*Panelist - Josh Reaper, Manager, FORVIS, LLP**

*Panelist - Janet Mann, Deputy Director, Arkansas Health and State Medicaid**

CPE Credits: 2.0 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

Program Content: This will be a guided discussion among payers led by Jodiane Tritt, Executive Vice President for the Arkansas Hospital Association. Attendees will have the opportunity to hear payer representatives discuss current hot topics and legislative updates impacting Arkansas providers. Representatives from Medicaid, BCBS, and Novitas will be on-hand to discuss these topics and answer questions.

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

- Review state hot topics and legislative updates impacting Arkansas facilities and providers.
- Learn what's new in payer and reimbursement trends.
- Identify opportunities to collaborate and have a good working relationship between payers and providers.

10:10 – 10:20 am Break & Networking with Exhibitors & Participants – Foyer

General Session – Pinnacle VI-VIII

10:20 – 11:10 am | Course FL2302

Caterpillar to Monarch, an ABCBS Panel

*Moderator - Alexis Clouser, Communications Coordinator, Arkansas Blue Cross & Blue Shield**

*Panelist – Christy Hockaday, FACHE, Vice President, Provider Network Innovation & Strategy, Arkansas Blue Cross & Blue Shield**

*Panelist – Matt Flora, VP, Value Payment Strategy, Arkansas Blue Cross & Blue Shield**

*Panelist – Aaron Novotny, PhD, Director, Health Economics, Arkansas Blue Cross & Blue Shield**

*Panelist – Dr. Joanna Thomas, VP Clinical Strategy & Population, Arkansas Blue Cross & Blue Shield**

CPE Credits: 1.0 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

Program Content: The panel will discuss patient care transformation in a value-based payment environment and the approach of a payer with both providers, members and employers grounded by the Quintuple Aim and innovation. The discussion will parallel the transformation of the caterpillar to a Monarch butterfly analogy.

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

- More fully understand the advancing direction in payment redesign with care of the patient at the center.
- Provide input on importance of provider, employer, member alignment in care transformation.
- Understand how analytics is evolving and influencing new approaches to payment of care.

11:10 – 11:20 am Break & Networking with Exhibitors & Participants – Foyer

General Session – Pinnacle VI-VIII

11:20 am – 12:10 pm | Course FL2303

Arkansas Medicaid Update

*Janet Mann, Deputy Director, Arkansas Health and State Medicaid**

CPE Credits: 1.0 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

Program Content: With the recent appointment of Ms. Kristi Putnam to the Secretary of the Arkansas Department of Human Services (DHS) and other new leadership with DHS, as well as, the expiration of the national health emergency (PHE), many changes are occurring with DHS that are expected to impact hospitals and Medicaid recipients. Ms. Janet Mann, Deputy Director of Health and State Medicaid, will provide an update on the direction of DHS, expected changes to Medicaid and impact to Arkansas hospitals.

Arkansas has led the nation in implementing alternatives to expansion of traditional Medicaid. Arkansas Health and Opportunity for Me (ARHOME) is referred to as a “private option” because Arkansas uses Medicaid funds to purchase private health insurance in the exchange for people who are eligible for expanded Medicaid. Arkansas is the only state still utilizing a private option approach. The COVID-19 pandemic and declaration of a national PHE allowed for continuous Medicaid coverage for many Arkansans. A recent federal appropriations act gave the State of Arkansas the authority to begin the process of re-determining eligibility for Medicaid enrollees and to reinstate routine eligibility operations. Arkansas is moving swiftly to unwind the COVID-19 continuous enrollment conditions.

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

- Better understand the long-term goals and direction of Medicaid in Arkansas.
- Understand the impact of the expiration of the PHE will have on Arkansas hospitals and Arkansans.

12:10 – 12:45 pm Lunch & Networking with Exhibitors & Participants – Pinnacle

General Session – Pinnacle VI-VIII

12:45 – 1:35 pm | Course FL2304

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

*Veronika Kryzhanovska, Senior Manager, FORVIS, LLP**

*Josh Reaper, Manager, FORVIS, LLP**

CPE Credits: 1.0 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

Program Content: This presentation will identify, discuss and 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.

1:35 – 1:45 pm Break & Networking with Exhibitors & Participants – Foyer

General Session – Pinnacle VI-VIII

1:45 – 3:00 pm | Course FL2305

Contract Negotiation - Leveraging Data for Managed Care & Payer Accountability

*Travis Gentry, CEO, Hye Health / Collectyve Health**

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

Program Content: Payors have a more robust process for aggregating and analyzing data, whereas resource constraints do not permit this same sophistication to individual hospitals. By knowing how to leverage data sets on managed care plans, hospitals will be able to more effectively negotiate with payors and hold them accountable.

Learning objectives: After this presentation, participants will have the answers to these questions:

- What does it mean to aggregate healthcare data?
- How is the status quo insufficient?
- What data to aggregate?
- How does managed care leverage the data to hold payers accountable?

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

General Session – Pinnacle VI-VIII

3:15 – 4:30 pm | Course FL2306

Denials Prevention: Strategies to Avoid Revenue Loss and Re-work Cost

*Ryan Rozwat, Director, FORVIS **

*Isadorah Plaisimond, Managing Consultant, FORVIS **

*Bill Craig, Chief Financial Officer, Howard Memorial Hospital**

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

Program Content: Preventable insurance denials can cost organizations 3% of their revenue or more, impacting hospitals' financial sustainability and possibly patient care. Bill Craig, CFO at Howard Memorial Hospital and FORVIS Revenue Cycle experts will share strategies and best practices used to reduce denials and improve performance.

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

- Assess denial reduction opportunity.
- Implement a denials prevention program structure.
- Use denials data to drive improvement.
- Monitor and measure denials performance.

**About the Speakers:*

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.

Veronika O. Kryzhanovska, CPA, FHFMA is a member of the FORVIS Healthcare Practice with more than 10 years of experience providing audit and reimbursement services to healthcare 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. 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 member of the FORVIS Healthcare Practice. Josh provides reimbursement services to healthcare providers, including hospitals, health systems, FQHCs, 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.

Alexis Clouser is a Communications Coordinator at Arkansas Blue Cross and Blue Shield in the Corporate Marketing department. She is a recent graduate of the University of Alabama, where she obtained a Bachelor of Science in Health Geography with minors in Biology and Spanish. She is currently attending the University of Arkansas for Medical Sciences working towards a master's degree in public health. Her specific research interests include health equity, social determinants of health, Type 2 diabetes, and sleep hygiene. Outside of the office and classroom, she enjoys running, traveling, and reading.

Christy Hockaday, FACHE, has over 20 years of experience in healthcare administration in Arkansas and Louisiana, and joined ABCBS as Vice President of Provider Network Innovation & Strategy in July 2020. Christy oversees initiatives to establish collaborative relationships and payment models with healthcare providers and achieve mutually beneficial results for Arkansas Blue Cross, its covered members and the providers who care for them. Her healthcare management experience includes senior executive roles with the Franciscan Missionaries of Our Lady Health System / Our Lady of the Lake Regional Medical Center in Baton Rouge, Louisiana including Administrator of Shared Services for the health system, CEO of Assumption Community Hospital and Administrator and Chief Operating Officer of Heart Hospital of Lafayette. She served as executive with Catholic Health Initiatives / St. Vincent Health System as CEO of St. Vincent Morrilton. Early in her career she served as Corporate Director of Business Development and Administrative Services with Conway Regional Medical Center. Christy is a Fellow in the American College of Healthcare Executives. She completed her Master of Health Services Administration degree at the University of Arkansas at Little Rock and a Bachelor of Science degree from the University of Arkansas for Medical Sciences.

Matt Flora serves as Vice President, Value Payment Strategy at Arkansas Blue Cross and Blue Shield. Matt joined Arkansas Blue Cross and Blue Shield in 2005 as a statistical analyst and later moved to lead the Enterprise Business Intelligence division, where his team developed new provider reimbursement analytics to support value-based compensation. This work strengthened relationships with Arkansas providers to support expansion of value-based payment models across the state. His focus now is developing strategies to align provider compensation with high quality and cost-effective care delivery. Matt earned his master's degree in statistics from the University of Arkansas at Fayetteville.

Dr. Aaron Novotny, Ph.D., M.S. currently serves as Director of Health Economics at Arkansas Blue Cross and Blue Shield, where his team concentrates on methodologies and research through advanced statistical techniques to support healthcare intervention strategies and optimize outcomes. His background and expertise include behavioral economics, developmental economics, and economic causal analysis. Dr. Novotny is passionate about helping to build better healthcare outcomes through the lenses of racial, political and food diversity. He has published papers in Social Desirability and in Developmental Economics. In addition to his role at Arkansas Blue Cross, he also is an adjunct professor at the University of Arkansas for Medical Sciences Fay Boozman College of Public Health where he works with other faculty members on research projects regarding population health and dynamics while serving on dissertation committees. Moreover, Dr. Novotny is an adjunct professor at the University of Arkansas Walton College of Business where he teaches Economic Forecasting. Dr. Novotny completed both his Ph.D. and M.A. in Economics from the University of Arkansas at Fayetteville where he was the Recipient of a Doctoral Academy Fellowship Award. He received his M.S. in Mathematics from the University of North Dakota.

Joanna Thomas, MB ChB FFAFP, is Vice President of Clinical Strategy and Population Health for Arkansas Blue Cross and Blue Shield. Dr. Thomas earned her medical degree at the University of Liverpool School of Medicine in England UK. She completed her family medicine residency at the University of Arkansas for Medical Sciences (UAMS) in Fayetteville. She is Board Certified in Family Medicine and a Fellow of the American Academy of Family Physicians. After a long academic and clinical career at UAMS NW, Dr. Thomas joined ABCBS. She has held numerous roles at ABCBS, from Regional Medical Director to Corporate Medical Director for National Accounts. She currently leads Population Health programs for multiple lines of business in all 50 states.

Janet Mann, Deputy Director of Health and State Medicaid, has over twenty years' experience in healthcare and healthcare finance. She has worked in the public and private sector for multiple states and clients. Janet has served as the Division Director for SHS's Division of Medical Services overseeing the Medicaid operations before and during the beginning of the COVID-19 PHE until April 2021. She also served as DHS's Chief Financial Officer for a year in 2017. In addition, Janet was Deputy Administrator for Medicaid in Mississippi during 2006-2010. Janet has worked in the private sector focused on healthcare and public sector for several entities throughout her career but most recently at Horne, LLP in Ridgeland, Mississippi. While consulting, Janet worked closely with other states implementing public policies and programs in areas of program integrity, managed care, audit and compliance and financial processes. Janet holds a Bachelor of Science degree in Accounting from the University of Alabama and is a Certified Public Accountant.

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!

Ryan Rozwat, CHFP is a member of the Healthcare Performance Improvement team at FORVIS. He focuses on revenue cycle transformation, integrity improvement and compliance, as well as helping providers as they undergo ownership or technology changes. He has extensive experience serving health systems, physician practices, and other healthcare providers. Ryan has experience helping providers assess and improve operational performance as they navigate the process of mergers, acquisitions, or significant organizational changes. He has worked with a wide variety of revenue cycle software and electronic health record systems including Epic, Meditech, Cerner, and CPSI. Prior to joining our firm, Ryan led revenue cycle improvement and transformation projects at a national accounting and revenue cycle consulting firm and helped implement lasting change on systems' denial related losses and insurance appeals. He is an active member of Healthcare Financial Management Association and a frequent speaker on revenue cycle topics at industry events. Ryan is a graduate of Indiana University, Kelley School of Business, Bloomington, with a B.S. degree in marketing.

Isadorah Plaisimond is a member of the Healthcare Performance Improvement team at FORVIS. She has more than five years of experience analyzing healthcare business processes and overseeing project management responsibilities within the healthcare industry. She is adept at evaluating business requirements and recommending improved solutions to help meet goals and objectives. She is skilled in conducting a variety of data analyses related to patient access and population health initiatives with various healthcare providers. Isadorah has extensive experience with implementing best practice operational and technical enhancements to financial clearance and front-end functions. She likewise is skilled at developing policies, procedures, and operational guidelines based on best practice solutions and key performance metrics to help achieve desired results. Prior to joining FORVIS, she developed and strengthened key relationships with healthcare clients to identify and capture new business opportunities and help meet revenue targets. In addition, she has extensive strategic account management and client-facing consulting experience. Isadorah is a member of the Healthcare Financial Management Association and holds a Certified Revenue Cycle Representative (CRCR) certificate.

She is a graduate of Seton Hall University, South Orange, New Jersey, with a B.S. degree, and a graduate of Rutgers, The State University of New Jersey, New Brunswick, with an M.S. degree in healthcare management.

William J, Craig, CPA, FHFMA, CHFP 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 Health Care. Levi Hospital is a not-for-profit rehabilitation hospital founded and sponsored by B'nai B'rith. While working at FORVIS (formerly known as Baird Kurtz & Dobson CPAs and BKD) 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 FORVIS 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's 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.

HOTEL RESERVATIONS

NOTE: Reserved Block of rooms is sold out for the night of the 10th and 12th. Some are still available for the 11th. Email arkansashfma.org if you need a list of nearby hotels.

Please make your own reservations with Embassy Suites Northwest Arkansas (1-479-254-8400). A block of rooms has been reserved, so please mention that you are with Arkansas HFMA to receive the rate of \$169 for a single & \$169 for double room. Embassy Suites will accept reservations until September 10th. After this date reservations will be taken on a space & rate available basis. Link to reserve your hotel stay online. Please make your reservations as soon as possible. You may book online at

<https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=XNAESES&groupCode=FLC&arrivaldate=2023-10-10&departuredate=2023-10-12&cid=OM.WW.HILTONLINK.EN.DirectLink&fromId=HILTONLINKDIRECT>

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.

A maximum of 8.0 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.

2023-2024 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.

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ARKANSAS CHAPTER HFMA FALL 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://cvent.me/MdB88g>

***Registration Fee:**

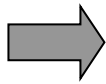
\$200	Conference Registration (before 10/6) *
\$100	ARHFMA Member & ARHFMA Sponsor (before 10/6) *
\$50	Past ARHFMA President (before 10/6) *

***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 6, 2023, 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