

hfma™

arkansas chapter

2025

SPRING

*Conference*

APRIL

23-25



**Oaklawn Racing Casino Resort**

**Hot Springs  
Arkansas**



[www.arkansashfma.org](http://www.arkansashfma.org)

# Arkansas HFMA Spring Conference 2025

## SCHEDULE AT A GLANCE

Wednesday, April 23, 2025

NOTE: All Times Listed in the Schedule are Central Standard Time.

TIME	EVENT	ROOM	TOPIC	SPEAKER	COURSE/CPE
9:00 am – 4:00 pm	Spring Golf Outing - Glenwood Country Club (separate sign up)				
8:00 am – 6:00 pm	Exhibit Setup - Event Center B				
5:00 pm – 5:30 pm	HFMA New Member Meet & Greet – Executive Board Room				
5:30 pm – 6:30 pm	HFMA Board and Committee Chair Meeting – Executive Board Room				
6:30 pm – 7:30 pm	Networking Opportunities Sponsored by Corporate Sponsors – Event Center B				

Thursday, April 24, 2025

TIME	EVENT	ROOM	TOPIC	SPEAKER	COURSE/CPE
7:30 am – 8:00 am	Breakfast with Exhibitors - Event Center B				
7:30 am – 5:00 pm	Registration - Event Center B				
8:00 am – 8:15 am	Welcome & Announcements - Melodie Colwell, HFMA President – Event Center A				
8:15 am – 9:30 am	General Session	Event Center A	Not ‘Just’ Anything!	Brian Reaves	SP2501 1.5 Credits CPE   PD
9:30 am – 9:45 am	Break with Exhibitors - Event Center B				
9:45 am – 11:00 am	General Session	Event Center A	The Future of Healthcare: The Past Does Not Predict the Future	Joshua Robinson	SP2502 1.5 Credits CPE   SK
11:00 am – 1:00 pm	Lunch, Installation of Officers, Presentation of Awards - Event Center				
1:00 pm – 2:15 pm Concurrent Sessions	Financial	Catherine & DeGray Room	Improving Healthcare Operations: RPA Implementation Insights	Randall Reasbeck & Chandler Braxton	SP2503 1.5 Credits CPE   SK
	Revenue Cycle	Event Center A	Power Gap –Payers have all the money; the providers provide the care and try to get paid. Why am I contracted, exactly?	Day Egusquiza	SP2504 1.5 Credits CPE   SK
2:15 pm – 2:30 pm	Break with Exhibitors - Event Center B				
2:30 pm – 3:45 pm Concurrent Sessions	Financial	Catherine & DeGray Room	Navigation 340B: Updates and Strategies	Brian Bell	SP2505 1.5 Credits CPE   SK
	Revenue Cycle	Event Center A	Strategies with Medicare Advantage - Taking your power back!	Day Egusquiza	SP2506 1.5 Credits CPE   SK
3:45 pm – 4:00 pm	Break with Exhibitors - Event Center B				
4:00 pm – 5:15 pm	General Session	Event Center A	Navigating the Evolving AI Regulatory Landscape in RCM	Landon Tooke	SP2507 1.5 Credits CPE   SK
5:30 pm – 7:30 pm	Slot Tournament - Networking Opportunities Sponsored by AR HFMA Sponsors Oaklawn Racing Casino Resort – Pop’s Lounge - Second Floor				

Friday, April 25, 2025

TIME	EVENT	ROOM	TOPIC	SPEAKER	COURSE/CPE
8:00 am – 8:30 am	Breakfast with Exhibitors Event Center B				
8:30 am – 9:45 am	General Session	Event Center A	Unlocking the Power of Health Information Exchange: Enhancing Care and Value Based Programs with SHARE HIE	Justin Villines & Anne Santifer	SP2508 1.5 Credits CPE   SK
9:45 am – 10:15 am	Break				
10:15 am – 11:30 am	General Session	Event Center A	2024 HFMA MAP Award Winner - Our Journey to Success!	Robin Corley & Kristi King & Kathy Stull	SP2509 1.5 Credits CPE   SK
10:15 am	Exhibit Breakdown - Event Center B				

SK- Specialized Knowledge | A- Accounting | TX - Taxes | PD - Personal Development

# ARKANSAS CHAPTER HFMA SPRING 2025 ANNUAL CONFERENCE

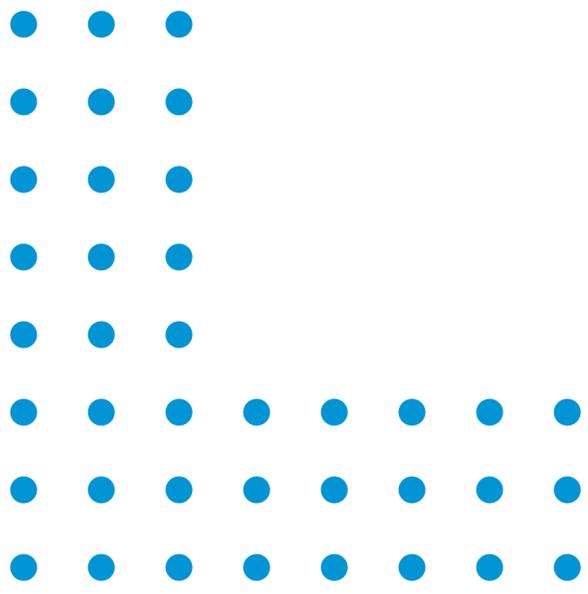


## WEDNESDAY, APRIL 23, 2025

- 9:00 am - 4:00 pm Spring Golf Outing - Glenwood Country Club (separate sign up)
- 8:00 am - 6:00 pm Exhibit Setup - Event Center B
- 5:00 pm - 5:30 pm HFMA New Member Meet & Greet - Executive Board Room
- 5:30 pm - 6:30 pm HFMA Board and Committee Chair Meeting - Executive Board Room
- 6:30 pm - 7:30 pm Networking Opportunities Sponsored by Corporate Sponsors - Event Center B

## THURSDAY, APRIL 24, 2025

- 7:30 am - 8:00 am Breakfast with Exhibitors - Event Center B
- 7:30 am - 5:00 pm Registration - Event Center B
- 8:00 am - 8:15 am Welcome & Announcements - Melodie Colwell, HFMA President - Event Center A



**THURSDAY, APRIL 24, 2025**



**8:15 – 9:30 am | General Session | Event Center A**

## **Not 'Just' Anything!**

**CPE Credits: 1.5 | CPE Type: Personal Development |  
Level: Basic | Prerequisites: None | Course SP2501**

***Brian Reaves, The Motivational Magician***

### **Program Content:**

You are more than you imagine possible.

We see people do incredible things every day. Have you ever thought, "Wow, I wish I could do something like that, but I'm just not that person?"

What if I told you that you were wrong? You are that person and can be whatever you want if you are willing to put in the work to get there. Not only that, but you can lead others in your organization to become the same!

Too often, we see someone excel at something and think we will never reach that height simply because we aren't good enough. We see ourselves as "just" a student, worker, parent, spouse, or "just a regular person" and never consider our enormous potential for so much more.

Here's the truth: you have more value than you imagine!

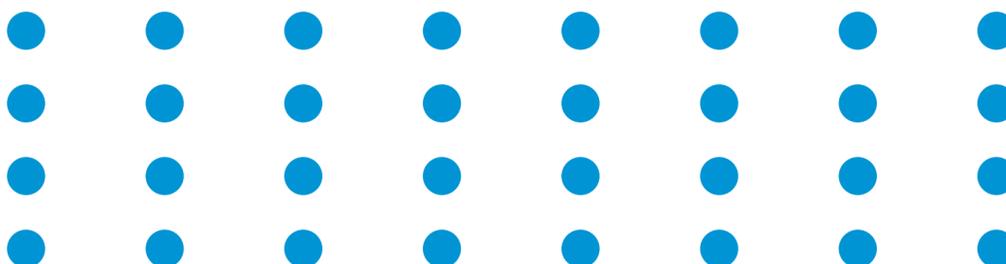
It's time to strip away the power of the word "just" and show how important it can be to live a life of purpose! Anyone can be average with no effort. Brian will show you how, with just a little push, anyone can turn any life into an extraordinary one with soaring momentum!

### **Learning objectives:**

- Participants will learn how to say NO to an "average life"! What most people don't know that keeps them stuck at "average" and how you can avoid all of that. It doesn't matter if you have already fallen into some of these habits. The good news is we have an easy fix if you are willing to change!
- How you can be more than "just" anything. Your extraordinary life is a few simple steps away! If all you take away from this presentation is Brian's first rule of "Change", your life will never be the same again. This is the "ah-ha moment" for 99% of our attendees.
- The one simple tweak in your thinking that will propel you ahead of the crowd. You can do one thing right now that will make you six times more effective than the average person--and it's easy!

### **Speaker Bio:**

Brian Reaves, The Motivational Magician, is a best-selling author, TEDx speaker, corporate trainer, and an internationally recognized close-up and stage magic champion. He has been helping companies reach their highest potential for over 30 years and has been seen on ABC, FOX, and The CW. Brian's combination of magic and message makes him one of the most sought-after corporate speakers in the Southeastern United States. He creates unforgettable experiences for companies that leave their teams entertained, energized, and educated.



**THURSDAY, APRIL 24, 2025**

**9:45 – 11:00 am | General Session | Event Center A**

**The Future of Healthcare:  
The Past Does Not Predict the Future**

**CPE Credits: 1.5 | CPE Type: Specialized Knowledge |  
Level: Basic | Prerequisites: None | Course SP2502**

***Joshua Robinson, Revenue Cycle Executive,  
Robinson Industries, LLC***



**Program Content:**

The complexity of U.S. healthcare is driven by fragmented systems and high administrative costs. Insurance companies contribute to these inefficiencies by retaining money for services and causing providers to incur significant costs due to hacks and administrative burdens. Over the past century, the system has evolved from unregulated, home-based care approach to a complex interconnected national approach influenced by policy reforms and technological advancements. This evolution has led to a dramatic increase in healthcare costs, with premiums rising by 47% over ten years and total spending reaching \$4.5 trillion in 2022. A significant portion of these costs is due to the \$20 billion spent annually on fighting insurance claim denials, which places financial and administrative burdens on patients and providers.

Medicare Advantage, intended to deliver cost savings, has failed to meet expectations and has contributed to the depletion of the Medicare Trust Fund. Despite the high spending on healthcare, the quality of care in the U.S. is declining. This decline is evidenced by lower life expectancy and higher maternal mortality rates compared to other developed countries. Furthermore, the American healthcare system lacks the convenience found in other industries, leading to delays and additional administrative burdens that hinder patient care.

There is a notable misalignment between the goal of helping people lead healthy lives and the financial interests of insurance companies. The future of healthcare should focus on aligning intentions with outcomes, reducing administrative burdens, and increasing convenience for patients. This shift is essential to improving the overall efficiency and effectiveness of the healthcare system, ensuring that it better serves the needs of the population while controlling costs and improving quality of care.

**Learning objectives:**

- Understand the past, present, and future of healthcare.
- Challenge the status quo.
- Know the players are and why it matters.

**Speaker Bio:**

Joshua Robinson is an experienced revenue cycle executive, founder, and passionate advocate for healthcare disruption. Joshua has over 25 years' experience in operations, and he holds bachelor's degrees in project management and Technical Management. Joshua is Executive Director of the non-profit he co-founded, Operation Rehydration which provides cold beverages to law enforcement and the community during the hot summer months. Joshua enjoys hiking, camping, and kayaking with his wife and 4 kids.



1:00 – 2:15 pm | Concurrent Session | Catherine & DeGray

## Improving Healthcare Operations: RPA Implementation Insights

CPE Credits: 1.5 | CPE Type: Specialized Knowledge |  
Level: Basic | Prerequisites: None | Course SP2503

***Randall Reasbeck, Director of Business Intelligence & Revenue Cycle Technologies,  
Arkansas Heart Hospital  
Chandler Braxton, RPA Solutions Architect,  
Arkansas Heart Hospital***

### Program Content:

In today's healthcare landscape, achieving financial efficiency and operational excellence is more essential than ever. Robotic Process Automation (RPA) offers healthcare financial leaders a powerful way to address staffing gaps and manage time-intensive tasks that often pull staff away from priority work. This program explores how RPA can transform financial workflows in healthcare, driving efficiency in billing, claims processing, and payment postings while enhancing productivity. RPA also serves as a tool for automating and elevating challenging tasks within the EMR, allowing staff to focus on higher-value responsibilities. Attendees will gain insights into a phased approach for implementing RPA, overcoming early challenges, and strategically scaling automation to address complex needs over time.

### Learning objectives:

- Understand the Role of RPA in Healthcare Organizations.
- Discover a structured approach to implementing RPA, starting with manageable processes to establish a foundation for scaling up to high-impact areas.
- Understand how initiating RPA with smaller, routine tasks can lead to substantial impacts on productivity, improved accuracy, and employee satisfaction.

### Speaker Bio:

Randall Reasbeck is a seasoned business intelligence and analytics professional with over 20 years of experience in the healthcare industry. Currently serving as the Director of Business Intelligence and Director of Revenue Cycle Technology at Arkansas Heart Hospital, Randall brings a comprehensive perspective to advancing healthcare operations. Having worked in diverse roles on the provider, vendor, and payor sides, Randall is passionate about coordinating the business and tech sides of organizations and specializes in improving processes that drive strategic decision-making and operational efficiency. By utilizing data-driven insights and innovative technologies, RPA, Randall enhances outcomes across revenue cycle, accounting, and clinical areas, ultimately supporting financial growth and improving patient care.

Chandler Braxton is the RPA Solutions Architect at Arkansas Heart Hospital, specializing in business intelligence, process automation, and application development. With prior experience in the material handling equipment industry, Chandler brings a diverse perspective to his role. A 2019 graduate of Rhodes College, he designs and implements RPA solutions that enhance operational efficiency and improve data accuracy, contributing to valuable business insights and streamlined workflows.



1:00 – 2:15 pm | Concurrent Session | Event Center A

## Power Gap – Payers have all the money; the providers provide the care and try to get paid. Why am I contracted, exactly?

CPE Credits: 1.5 | CPE Type: Specialized Knowledge |  
Level: Basic | Prerequisites: None | Course SP2504

*Day Egusquiza, President, AR Systems, Inc*

### Program Content:

This dynamic class walks thru the ongoing challenges of getting paid with the payer contracts, denials, rejections, cost to get paid -it is time to discuss strategies

### Learning objectives:

- Gain an understanding of the operational aspects of payer contracts.
- Identify strategies to address the power gap – collaboration is difficult.
- Learn it is time to say: Where does it say in the contract that we agreed to that?

2:30 – 3:45 pm | Concurrent Session | Event Center A

## Strategies with Medicare Advantage – Taking your power back!

CPE Credits: 1.5 | CPE Type: Specialized Knowledge |  
Level: Basic | Prerequisites: None | Course SP2506

### Program Content:

This class will introduce strategies to identify hot spots with the Medicare Advantage (MA) plans - learning to say “No.” Tracking and trending all disputes for payment used for new payer conversations.

### Learning objectives:

- Learn updates impacting the MA market
- Action-oriented ideas for attacking disputes, downgrades and denials - the Three D’s.
- Discover ways to use Medicare regulations- including the 2 midnight rule to determine inpatients.

### Speaker Bio:

Day Egusquiza brings over 40 years’ experience in health care reimbursement, including 20 years in an Idaho hospital leading hospital revenue cycle operations, contracting, new program development, auditing and compliance implementation. Additionally, her experience includes eight years as a Director of a Physician Medical Management billing service which included completing an integrated business office between a hospital and a large multi-specialty physician clinic. She has been an entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations. Her work includes providing guidance as a compliance & reimbursement educator while providing operational insight on the revenue cycle impacts of disruption, lost charges, coding validation and yes, why I love Traditional Medicare’s 2 midnight rule. Day’s strength is her ability to ‘operationalize’ complex regulations into teachable components.

Ms Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement systems and implementing an operational focus of compliance - both in hospitals and practices. She has been on the AAHAM National Advisory Council, HFMA National Advisory Council, is a past President of the Idaho HFMA Chapter & recently received the Lifetime Achievement Award. She has been highlighted in JCAHO’s Six Hospitals in Search of Excellence, Zimmerman’s Receivable Report, HFMA’s HFM and Patient Account, AHIA Prospective, and numerous healthcare newsletters along with a contributing author to 2006 Health Law and Compliance Update. She received the Idaho Hospital Association “Distinguished Service Award” for her legislative work and training on new indigent law. Attendees at HFMA’s ANI rated her in the top 25% for each year she has presented, earning her the ‘Distinguished Speaker’ award.



2:30 – 3:45 pm | Concurrent Session | Catherine & DeGray

## Navigating 340B: Updates and Strategies

CPE Credits: 1.5 | CPE Type: Specialized Knowledge |  
Level: Basic | Prerequisites: None | Course SP2505

***Brian Bell, Principal, Forvis Mazars***

### Program Content:

Safety net providers play a crucial role in providing affordable healthcare services to underserved populations. The 340B Drug Pricing Program is a valuable program that enables hospitals to stretch scarce resources and improve patient access to medications. However, the 340B Program is currently facing numerous challenges, including regulation changes, restrictions imposed by manufacturers, and complex compliance requirements. Navigating these challenges can be daunting for organizations participating in the 340B Program. Our presentation of the 340B Program is designed to help hospitals to enhance their ability to comply with program requirements, optimize savings, and continue to provide essential healthcare services to their communities. Additionally, we will cover recent 340B Program developments, provide an outlook on the future of the 340B Program as well as discuss utilizing provider-based status as a means for optimizing the program.

### Learning objectives:

- Develop strategy and process to improve reimbursement and decrease costs related to pharmacy and outpatient services with measurable key performance indicators and forward thinking for future and new services.
- Utilize data analytics for driving collaboration with pharmacy, outpatient providers and their patients.
- Manage performance and opportunities for the future.

### Speaker Bio:

Brian Bell is a principal within the Forvis Mazars Healthcare Performance Improvement team. He has more than 20 years of experience helping health systems, academic medical centers, community hospitals, and community health centers grow their organizations through consulting services. Brian focuses on helping clients identify and implement operational efficiencies, cost reduction opportunities, and revenue generating strategies. He leads Forvis Mazars' Pharmacy and Clinic Consulting Services. Brian has extensive experience with the 340B Drug Pricing Program, pharmacy maximization, and providing clients with regulatory assistance to improve reimbursement. He worked with a national IT company to implement 340B split-billing software for hospitals and contract pharmacies. He has helped clients throughout the country assess their 340B compliance. He assists providers with managing their 340B program, including standing up their program, registration, vendor selection, software implementation, and policy and procedure development. Brian has assisted many providers with identifying and implementing opportunities for maximizing pharmacy services. Brian focuses on assisting providers with tackling the opioid epidemic. He has assisted providers with assessing opioid diversion, opioid prescribing trends, opioid policies and procedures and developing a monitoring strategy. He is often a featured speaker at healthcare conferences, presenting on different aspects of the 340B Drug Pricing Program, pharmacy, clinic strategy, and margin improvement. Brian is a member of the Healthcare Financial Management Association, the American Society of Health System Pharmacists, 340B Health and the American College of Healthcare Executives. Forvis Mazars is a corporate partner for 340B Health and the American Society of Health System Pharmacists. Brian serves as co-leader of the Forvis Mazars Healthcare Consulting Forward Together Committee. He also serves on the Ohio University College of Health Sciences and Professions Master of Health Administration Advisory Board. He is a magna cum laude graduate of Ohio University, Athens, with a B.S. degree in health services administration.



4:00 – 5:15 pm | General Session | Event Center A

## Navigating the Evolving AI Regulatory Landscape in RCM

CPE Credits: 1.5 | CPE Type: Specialized Knowledge |  
Level: Basic | Prerequisites: None | Course SP2507

***Landon Tooke, COO, Chief Compliance Officer;  
Attorney, Impact Healthcare Solutions***

### Program Content:

This presentation provides an update on the evolving regulatory landscape of AI in RCM. As legislation races to catch up with technological advancements, staying ahead of these changes is crucial for maintaining compliance and a competitive edge. Building on last year's discussion of legal liability, I will shift our focus to the latest legislative developments at both federal and state levels.

I will examine recent and proposed AI legislation and highlight key areas of regulatory focus including data privacy, healthcare-specific AI regulations, and emerging ethical guidelines. I will discuss impacts on AI deployment in RCM, addressing algorithmic transparency, data protection, fairness, and consumer protection.

The presentation aims to provide clear understanding of regulatory directions and practical compliance strategies. I will explore how organizations can prepare for AI governance while innovating in RCM. The session concludes with insights on balancing compliance and technological advancement to leverage AI effectively in healthcare RCM.

### Learning objectives:

- Identify key federal and state-level legislative developments affecting AI use in healthcare RCM.
- Analyze the potential impacts of emerging AI regulations on data privacy, algorithmic transparency, and fairness in RCM processes.
- Develop strategies for maintaining compliance with evolving AI regulations while continuing to innovate in healthcare RCM.
- Evaluate their organization's current AI practices against emerging regulatory standards and ethical guidelines.
- Articulate the balance between regulatory compliance and technological advancement in leveraging AI for healthcare financial management.

### Speaker Bio:

Landon Tooke is the COO and Chief Compliance Officer of Impact Healthcare Solutions. He has over 23 years of experience in hospital administration, sales, compliance, cybersecurity, medical practice management, and revenue cycle management. Landon is also a licensed attorney practicing primarily in the areas of health law, regulatory compliance, AI governance, privacy law, cybersecurity, business law, intellectual property, and dispute resolution. Landon earned a Juris Doctor from Mitchell Hamline School of Law, a Master of Legal Studies in Health Law from the University of Oklahoma College of Law, and a Bachelor of Arts from Louisiana Tech University.

**SLOT**  
**TOURNAMENT**

5:30 pm - 7:30 pm

Networking Sponsored by AR HFMA Sponsors

Oaklawn Racing Casino Resort – Pop's Lounge - Second Floor

**FRIDAY, APRIL 25, 2025**

**8:30 – 9:45 am | General Session | Event Center A**

**Unlocking the Power of Health Information Exchange: Enhancing Care and Value Based Programs with SHARE HIE**

**CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SP2508**

***Justin Villines, HIT Policy Director ,  
Arkansas Department of Health, SHARE HIE***  
***Anne Santifer, Director ,  
Arkansas Department of Health, SHARE HIE***



**Program Content:**

This session explores how SHARE HIE, Arkansas' statewide Health Information Exchange, empowers healthcare organizations to enhance care delivery. By enabling seamless, real-time data sharing across the care continuum, SHARE HIE reduces redundancies, optimizes workflows, and supports improved patient outcomes. From a financial perspective, SHARE HIE provides tools to minimize unnecessary testing, avoid medical errors, and reduce readmissions—key drivers for controlling healthcare costs. The platform also enhances performance metrics tied to value-based care reimbursements by supporting quality reporting and improving care coordination. Additionally, SHARE HIE's robust data-sharing capabilities enable more accurate care gap closures, streamlined billing, and efficient population health management, ultimately strengthening financial sustainability for healthcare providers and health systems. Attendees will gain insight into real-world success stories that illustrate SHARE HIE's role in achieving both clinical and financial efficiencies. The session highlights actionable strategies for leveraging SHARE HIE to improve operational workflows, enhance patient-centered care, and boost financial outcomes. Participants will leave with a clear understanding of how SHARE HIE fosters collaboration, streamline processes, and drives meaningful improvements, equipping their organizations to thrive in an evolving healthcare landscape.

**Learning objectives:**

- Identify how SHARE HIE facilitates real-time data sharing to enhance care delivery, reduce redundancies, and optimize clinical workflows.
- Explore real-world examples of SHARE HIE enhancing care coordination, reducing duplicative services, and preventing avoidable readmissions.
- Explore how SHARE HIE supports quality reporting and improves metrics tied to value-based care reimbursements.
- Discover strategies for utilizing SHARE HIE's data-sharing capabilities to close care gaps and implement effective population health management initiatives.
- Identify opportunities to use SHARE HIE for population health management, driving both clinical improvements and cost savings.

**Speaker Bio:**

Anne Santifer serves as the Director of the Office of Health Information Technology within the Arkansas Department of Health, bringing 15+ years of expertise in operations, development, and policy implementation. A leader in advancing Medicaid quality improvement programs, Anne excels in program management, driving value-based initiatives, and leveraging innovative data technologies to improve healthcare and social services. Her career reflects a deep understanding of the intricate relationship between technology, policy, and healthcare outcomes. Anne's strategic vision and leadership have fostered transformative improvements, enhancing patient care, operational efficiency, and service delivery. Her ability to manage complex programs has made her a key figure in reshaping healthcare systems for the better.

Justin Villines, an Arkansas native, serves as the Health Information Technology (HIT) Policy Director for the Office of Health Information Technology, overseeing SHARE, the state's only Health Information Exchange (HIE). With over 18 years of experience, Justin is well-versed in Health Information Exchange, EMR/EHR systems, public health, practice transformation, healthcare consulting, project management, and education. He has played a pivotal role in implementing HIE initiatives across Arkansas, supporting Patient-Centered Medical Homes (PCMH), Practice Transformation, Clinically Integrated Networks (CIN), and the Arkansas Medicaid PCMH program. As an adjunct professor, Justin teaches in the Master of Health Administration and Management programs at Webster University and Park University. Previously, at UAMS, he developed seven PCMH teaching modules for Family Medicine Residency programs and evaluated quality improvement requirements for The Joint Commission and CMS. A U.S. Army veteran with two combat tours in Iraq, Justin holds a Bachelor of Science in Management (BSM) and an MBA with a focus on Healthcare Management. He is currently pursuing a Doctorate in Public Health (DrPH) with a concentration in Community Health Promotion and Education. Justin's dedication to improving healthcare through technology, education, and innovation underscores his commitment to advancing public health and patient care in Arkansas.



**10:15 – 11:30 am | General Session | Event Center A**

## **2024 HFMA MAP Award Winner – Our Journey to Success**

**CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SP2509**

***Robin Corley, CFO, Ozark Health Medical Center***

***Kristi King, Revenue Cycle Director,  
Ozark Health Medical Center***

***Kathy Stull, Senior Manager,  
Revenue Cycle and Analytics, HFMA***

### **Program Content:**

Recognition for Revenue Cycle excellence; it's something we all work hard for every day, but how can we really know if we are performing well compared to our peers? The answer is HFMA MAP keys. This presentation is meant to educate the audience on key performance indicators established by HFMA and to share how striving for excellence will allow others to achieve the recognition they deserve.

### **Learning objectives:**

- Inform attendees about the HFMA MAP Award
- Educate attendees about the HFMA MAP Key Performance Indicators
- Educate attendees about HFMA Enterprise Wide Membership Benefits

### **Speaker Bio:**

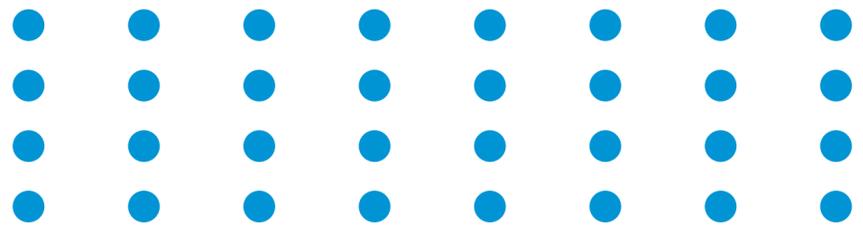
Robin Corley has been with Ozark Health Medical Center for over 20 years and currently serves as the CFO. She is a graduate of Arkansas State University with a Bachelor of Science in Accounting and Business Administration along with a master's degree in public administration. Robin leads the financial teams and acts as a steward of the company's overall financial well-being. She is passionate about people as well as process improvement and when she's not thinking of new ways to improve workflow, Robin enjoys hiking, spending time with family and reading.

Kristi King is an alumnus of Clinton High School. She graduated Magna Cum laud from Central Baptist College in Conway Arkansas with a Bachelor of Science in Organizational Management and has a master's degree in healthcare administration from Ohio University. Kristi is the Revenue Cycle Director at Ozark Health where she has been employed in some aspects of Revenue Cycle for 30 years. Kristi has been an HFMA member for at least 10 years. She is an active member of the community and is the current President of the Clinton Area Rotary Club. Kristi serves as the President of the Arkansas Society for Directors of Volunteer Services (ASDVS), a member of the Ozark Health Foundation Board, and actively contributes to multiple fundraising events throughout Van Buren County. Kristi has been married for eighteen years. In her free time, she likes to bake, travel with her mother and sister, and relax with her pets and a good book or movie.

Kathy Stull is the Manager of Revenue Cycle and Analytics at the Healthcare Financial Management Association (HFMA). Kathy supports HFMA members in navigating the complexities of finance and reimbursement regulations. She provides guidance on understanding the impact of these regulations and policies, as well as on adapting them effectively to their organizations' operational environments. Prior to joining HFMA in 2024, Kathy spent 32 years at an academic medical center and designated cancer hospital, where she led revenue cycle initiatives across cross-functional teams both within and outside the organization. Throughout her career, Kathy specialized in revenue cycle and finance, with a strong emphasis on financial and reimbursement analytics, accounts receivable management, and technical applications. She also holds Epic certifications in Resolute Hospital Billing Administration, Charge Router, and Hospital Billing Charging.



## REGISTRATION



**REGISTER TODAY ONLINE AT [WWW.ARKANSASHFMA.ORG](http://WWW.ARKANSASHFMA.ORG)**

[click here for registration link](#)

REGISTRATION TYPE	EARLY FEE UNTIL APRIL 18	APRIL 19 OR LATER
Full Conference Registration.....	\$250.00.....	\$275.00
ARHFMA Member & ARHFMA Sponsor .....	\$125.00.....	\$150.00
ARHFMA Past President.....	\$ 75.00.....	\$100.00
ARHFMA Sponsors using complimentary registrations will be issued a discount code to register		

## REFUNDS & CANCELLATIONS

If cancellations are received after April 18, 2025, 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  
501-231-0200 or [arhfma@arkansashfma.org](mailto:arhfma@arkansashfma.org).

## DISCOUNTS

**Multiple Registrations from Same Organization:**

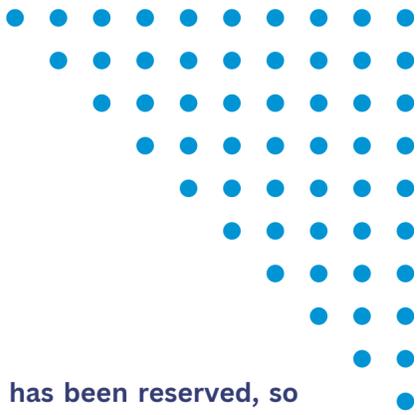
- 1st & 2nd entire meeting attendee – full price
- 3rd & 4th entire meeting attendee – 50% off
- 5th & over entire meeting attendee – 75% off

Please contact:

Tami Hill at [arhfma@arkansashfma.org](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.

**Please make checks payable to: HFMA Arkansas Chapter and mail to:**

**HFMA Arkansas Chapter | ATTN: Tami J. Hill, Registrar | 419 Natural Resources Drive | Little Rock, AR 72205**



## 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# HFMA Room Block to receive the rate of \$150 for a single & \$150 for double room. Online booking reservation is available at <https://book.rguest.com/wbe/group/1971/Oaklawn-Jockey-Club/auth> Booking ID: BKG790 Password: 68495153. Oaklawn Racing Casino Resort will accept reservations until April 11, 2025. 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

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



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