hfma™

arkansas chapter

2025 SUMMER Conference

AUGUST 20-22

DoubleTree by Hilton

Hot Springs Arkansas

www.arkansashfma.org

Arkansas HFMA Summer Conference 2025

SCHEDULE AT A GLANCE

Wednesday, August 20, 2025

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

TIME	EVENT	ROOM	TOPIC	SPEAKER	COURSE/CPE
8:00 am – 6:00 pm	Exhibit Setup - Lake Hamilton Ballroom				
5:00 pm – 5:30 pm	HFMA New Member Meet & Greet – Lakeside Room				
5:30 pm – 6:30 pm	HFMA Board and Committee Chair Meeting – Lakeside Room				
6:30 pm – 7:30 pm	Networking Opportunities Sponsored by Corporate Sponsors – Lake Hamilton Ballroom				

Thursday, August 21, 2025

TIME	EVENT	ROOM	TOPIC	SPEAKER	COURSE/CPE
7:30 am – 8:15 am	Breakfast & Networking with Exhibitors & Participants – Lake Hamilton Ballroom				
7:30 am – 5:00 pm	Registration - Lake Hamilton Ballroom				
8:15 am – 8:30 am	Welcome & Announcements - Brian Smith, HFMA President – Lake Hamilton Ballroom				
8:15 am – 9:45 am	General Session	Lake Hamilton Ballroom	Reaching Your Goals Through Teamwork	Gary Adams	SU2501 1.5 Credits CPE | PD
9:45 am – 10:00 am	Break & Networking with Exhibitors & Participants – Lake Hamilton Ballroom				
10:00 am – 11:15 am	General Session	Lake Hamilton Ballroom	Time for What Matters: Optimizing Resources and Time in Your Revenue Cycle	Lori Zindl	SU2502 1.5 Credits CPE | SK
11:15 am – 12:30 pm	Lunch & Networking with Exhibitors & Participants – Lake Hamilton Ballroom				
12:30 pm – 1:45 pm Concurrent Sessions	Financial	Lakeview Room	Maximizing Labor Productivity: Strategies for Effective Workforce Management	Neal Peterson	SU2503 1.5 Credits CPE | SK
	Revenue Cycle	Lake Hamilton Ballroom	Pricing Transparency – Act Now, Save Later	Dr. Ryan Breneman	SU2504 1.5 Credits CPE | SK
1:45 pm – 2:00 pm	Break & Networking with Exhibitors & Participants – Lake Hamilton Ballroom				
2:00 pm – 3:15 pm Concurrent Sessions	Financial	Lakeview Room	Key Strategies to Mitigate the Impact of Rising Costs	Mark Rafalski	SU2505 1.5 Credits CPE | SK
	Revenue Cycle	Lake Hamilton Ballroom	Next Generation Best Practices for Effective Chargemaster Management	Andrea Strosnider	SU2506 1.5 Credits CPE | SK
3:15 pm – 3:30 pm	Break & Networking with Exhibitors & Participants – Lake Hamilton Ballroom				
3:30 pm – 4:45 pm	General Session	Lake Hamilton Ballroom	Arkansas Healthcare Policy Update	Chad Mulvany	SU2507 1.5 Credits CPE | SK
5:15 pm – 7:15 pm	Bingo & Music Trivia - Networking Opportunities Sponsored by AR HFMA Sponsors Lake Hamilton Ballroom				

Friday, August 22, 2025

TIME	EVENT	ROOM	TOPIC	SPEAKER	COURSE/CPE
8:00 am – 8:30 am	Breakfast & Networking with Exhibitors & Participants – Lake Hamilton Ballroom				
8:30 am – 9:45 am	General Session	Lake Hamilton Ballroom	Exploring Ethics	Brandy Tuft & Brandon Locknar	SU2508 1.5 Credits CPE | ET
9:45 am – 10:15 am	Break				
10:15 am – 11:30 am	General Session	Lake Hamilton Ballroom	Preyed On: How Insurance Corporations Are Bleeding America's Hospitals	Mark Craig	SU2509 1.5 Credits CPE | SK
11:30 am	Exhibit Breakdown - Lake Hamilton Ballroom				

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

ARKANSAS CHAPTER HFMA SUMMER 2025 CONFERENCE

WEDNESDAY, AUGUST 20, 2025

8:00 am - 6:00 pm	Exhibit Setup - Lake Hamilton Ballroom
5:00 pm - 5:30 pm	HFMA New Member Meet & Greet – Lakeside Room
5:30 pm - 6:30 pm	HFMA Board and Committee Chair Meeting – Lakeside Room
6:30 pm - 7:30 pm	Networking Opportunities Sponsored by Corporate Sponsors – Lake Hamilton Ballroom

THURSDAY, AUGUST 21, 2025

7:30 am - 8:15 am	Breakfast with Exhibitors - Lake Hamilton Ballroom
7:30 am - 5:00 pm	Registration - Lake Hamilton Ballroom
8:15 am - 8:30 am	Welcome & Announcements – Brian Smith, HFMA President – Lake Hamilton Ballroom

THURSDAY, AUGUST 21, 2025

8:30 - 9:45 am | General Session | Lake Hamilton Ballroom

Reaching Your Goals Through Teamwork

CPE Credits: 1.5 | CPE Type: Personal Development | Level: Basic | Prerequisites: None | Course SU2501

Gary Adams, Executive Vice President, First Collection Services

Program Content:

This presentation will include 55 years of experience with the same team in the Business world and then the benefits and experience of playing junior high, high school, college and professional football. It makes no difference what business or profession one is in. Nothing can be accomplished alone. It takes teamwork to be successful at anything we do in life.

Learning objectives:

- This is a teamwork story. Where making sure you have a solid team working toward the same goals is the objective.
- Shared goals and working together as one team lead to achieving winning results.

Speaker Bio:

Gary Adams was born in a small farmhouse 7 miles outside of Piggott, Arkansas. He was the youngest of four children and the only boy. In high school, he played football, basketball, baseball, and ran track. After his senior year, he was offered a scholarship by Coach Frank Broyles to play football for the Arkansas Razorbacks. He played left cornerback for three years and was named defensive captain in his senior season. Gary was a three-time All-Southwest Conference first-team defensive back and punt returner, and he was voted Southwest Conference Sophomore Defensive Player of the Year in 1966. He led the Southwest Conference in interceptions that season with 7 and was named Honorable Mention All-American. He finished his career as the leading interceptor for the Razorbacks with 13 and is second only to Steve Atwater's 14. Not only did Gary play football, but he also ran track at Arkansas. His senior season was the year Arkansas finished 10-1 and beat Georgia 16-2 in the Sugar Bowl. After the Sugar Bowl game, Gary played in the All-American Bowl game in Tampa, Florida, coached by the legendary Coach Bear Bryant. In 1969, he was drafted by the Philadelphia Eagles. However, his career was cut short when he came in contact with Larry Csonka, a 6'3", 240-pound fullback with the Miami Dolphins. In 2011, he was inducted into the Arkansas Razorbacks Sports Hall of Honor and the Arkansas Sports Hall of Fame in 2019. In November 1970, he began working in sales at First Collection Services in Little Rock, Arkansas. At that time, the company had four employees. Today, First Collection Services has over 300 employees, specializing in third-party collections and first-party back office and front office support. Gary has been Executive Vice President for over 40 years. He loves to compete on the golf course and often shoots his age. He plays golf on many Saturday mornings and Sunday afternoons after church. He has been married to Gail Adams for almost 54 years and has three daughters, six grandsons, and four granddaughters. He and Gail make their home in Little Rock, Arkansas, and attend Chenal Valley Church of Christ in Little Rock.

THURSDAY, AUGUST 21, 2025

10:00 - 11:15 am | General Session | Lake Hamilton Ballroom

Time for What Matters: Optimizing Resources and Time in Your Revenue Cycle

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2502

Lori Zindl, President, OS inc.

Program Content:

This presentation delves into innovative strategies for freeing/creating more time for you and your revenue cycle teams to get back to doing the work you love. Work that can really make a difference in the growth and management of your organization. Rather than solely focusing on time management, it will explore how efficient resource allocation and optimization can provide opportunities to pursue our passions within the business context. Key topics include identifying and eliminating time-wasting activities, streamlining processes, utilizing technology effectively, redefining priorities, and aligning tasks with to strengths and interests. By incorporating real-world examples and case studies, attendees will gain insights into unlocking valuable time resources and discovering ways to combine their passions with business goals, resulting in heightened productivity, job satisfaction, and sustained growth.

Learning objectives:

- Identify and eliminate time-wasting activities to improve operational efficiency within the revenue cycle.
- Explore strategies for optimizing resources and streamlining processes using technology and workflow redesign.
- Learn how to align team responsibilities with individual strengths and passions to increase job satisfaction and productivity.
- Apply real-world examples to discover practical ways to balance business goals with meaningful, impactful work.

Speaker Bio:

An entrepreneur and industry leader, Lori Zindl built OS inc. on the principles of valuing both clients and employees equally. Under her direction, OS inc. has become one of the foremost authorities in revenue cycle management for hospitals, clinics and other healthcare providers. Lori has over 30 years of experience in the revenue cycle management field. She is a nationally recognized speaker, seminar leader, consultant and trainer. Lori has developed well-received training, accounts receivable collection and billing programs and has authored several articles for various industry trade journals.

THURSDAY, AUGUST 21, 2025

12:30 - 1:45 pm | Concurrent Session | Lakeview Room

Maximizing Labor Productivity: Strategies for Effective Workforce Management

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2503

Neal Peterson, National Sales Consultant, The Craneware Group

Program Content:

The costs associated with labor are the single largest expense for any healthcare organization. In this session we will show you how to use real-time data analytics to more effectively plan and manage your workforce for improved patient care, employee satisfaction, and profitability.

Learning objectives:

- Assess the true impact of labor shortages on your operations.
- Create patient-centric staffing strategies in half the time.
- Increase patient and employee satisfaction by improving productivity in the delivery of patient care.
- Effectively manage agency staff and contractors with real-time data analytics.

Speaker Bio:

With over 20 years of experience in healthcare finance, Neal Peterson is a recognized expert in helping hospitals optimize margins and profitability. In recent years, Neal has specialized in guiding healthcare providers to better understand their true costs and profitability through activity-based costing. His approach moves beyond traditional methods like Ratio of Cost to Charges or Relative Value Units, delivering real cost insights that drive impactful decision-making.

Neal's expertise spans addressing physician variation (a common 1–2% annual loss of operating expenses), navigating value-based contracts, and improving service line management. By leveraging cloud-based "costing as a service" solutions, Neal empowers organizations to focus on actionable insights rather than data crunching, ensuring a faster return on investment and meaningful improvements in financial performance.

Dedicated to delivering speed to value, Neal's work enables healthcare organizations to truly understand their operations and thrive in an ever-evolving landscape.

THURSDAY, AUGUST 21, 2025

12:30 - 1:45 pm | Concurrent Session | Lake Hamilton Room

Pricing Transparency – Act Now, Save Later

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2504

Ryan Breneman, Stroudwater Associates

Program Content:

This presentation will cover the important keys to understanding around price transparency, The No Surprises Act, machine-readable file requirements, and how hospitals can prepare themselves to meet these requirements. Additional topics will include how to handle any type of CMS violations that are received, and the best practices to maintain compliance in a rapidly changing environment.

Learning objectives:

- Define the critical requirements for compliance to price transparency, including both shoppable services and machine-readable file expectations.
- Identify online tools for assistance, including the machine-readable file validator tool.
- Learn the required shoppable services and strategies for populating the remaining services to meet the required 300.
- Learn the next steps to take if a CMS violation or corrective action plan has been put in place.

Speaker Bio:

Dr. Ryan Breneman is an empathetic thought leader with over 20 years of experience in the revenue cycle space, working with hospitals, ambulatory surgery centers, and physicians to maximize reimbursement and improve overall revenue cycle management functions. Ryan was drawn to healthcare by the ability to combine analytic and human elements, blending data-driven decision-making with the compassionate aspect of working with others. He is passionate about streamlining processes and finding creative solutions to the complexities within the healthcare space. He brings to each client engagement his ability to analyze complex problems, develop and simplify procedures, and create innovative solutions in all aspects of the revenue cycle.

Ryan earned his Doctor of Business Administration and his MBA from Trevecca Nazarene University in Nashville, TN. He holds a BS in psychology from Trevecca Nazarene University. In 2019, he received his Lean Six Sigma Green Belt. his areas of focus are:

- RCM performance benchmarks and key performance indicators (KPI)
- Accounts receivable management
- Process Improvement and productivity metrics
- Process and technology evaluation

Prior to joining Stroudwater, Ryan served as VP of Revenue Cycle Management (RCM) for a national laboratory organization, leading a team of over 150 employees through all reimbursement activities. During this time, he helped create department-wide KPI dashboards to drive results as well as directing improvements through robotic process automation (RPA). He has also served as Director of Business Operations for a healthcare services organization, focusing on ASC and cancer center revenue optimization.

THURSDAY, AUGUST 21, 2025

2:00 - 3:15 pm | Concurrent Session | Lakeview Room

Key Strategies to Mitigate the Impact of Rising Costs

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2505

Mark Rafalski, Director, Forvis Mazars

Program Content:

In the current economic climate, healthcare organizations face significant challenges due to rising costs of equipment and supplies. Recent events, including global supply chain disruptions and increased tariffs, have exacerbated these issues, making it crucial for organizations to adopt effective strategies to manage and mitigate these impacts.

Invest in cost savings initiatives: The first key action involves investing in initiatives aimed at reducing costs. This includes identifying specific areas where savings can be achieved, such as medical/surgical supplies and purchased services. Organizations should pursue these targets through detailed analysis and strategic planning. Effective negotiation strategies are essential to secure favorable terms with suppliers, ensuring that cost reductions are realized without compromising quality.

Collaborate: Collaboration is vital for achieving cost savings. Internal stakeholders must be engaged and committed to the goals of the organization. This involves fostering a culture of participation and improvement, where everyone is aligned with the cost-saving objectives. Additionally, working closely with vendors is crucial. By building strong relationships and partnerships, organizations can leverage vendor expertise and resources to identify and implement savings opportunities.

Control: The final key action is controlling costs through rigorous measurement and monitoring. Performance metrics should be established to track progress towards cost-saving goals. Regular reporting and communication with internal stakeholders ensure that everyone is aware of the organization's performance and any adjustments needed. Holding vendors accountable is also critical; they must be monitored to ensure they are delivering on their commitments and contributing to the organization's cost-saving efforts.

By focusing on these three key actions—invest, collaborate, and control—healthcare organizations can effectively mitigate the impact of rising costs and enhance their financial performance. These strategies not only help manage current challenges but also position organizations for long-term sustainability and success.

Learning objectives:

- Understanding of how recent events have impacted and are expected to impact the cost structures of health care organizations.
- Gain an understanding of the elements that make up a what a vendor charges including direct cost, overhead and profit margin.
- Learn several key elements necessary for successful negotiations with vendors.
- Understanding of key elements required to help monitor, maintain and improve upon savings.

Speaker Bio:

A member of Forvis Mazars' Healthcare Performance Improvement Services division, Mark has more than 38 years of experience, including more than 25 years with hospitals and health systems. Mark possesses extensive expertise in finance and operations, having served as both a chief financial officer and chief operating officer within a multi-hospital system. His experience includes working with health systems on the acquisition and management of physician practices and surgery centers. Additionally, Mark's areas of practice encompass strategic planning, operational and service line performance, financial improvement, and cash flow management. Currently, Mark focuses on identifying non-labor margin improvement opportunities, helping numerous clients achieve savings in areas such as medical/surgical supplies, implants, purchased services, and finance programs. Mark is a Certified Public Accountant (CPA) and an active member of several professional organizations, including the Healthcare Financial Management Association, the Association for Healthcare Resources & Materials Management, and the American Institute of Certified Public Accountants.

THURSDAY, AUGUST 21, 2025

2:00 - 3:15 pm | Concurrent Session | Lake Hamilton Ballroom

Next Generation Best Practices for Effective Chargemaster Management: Strategies to Optimize Revenue and Compliance

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2506

Andrea Strosnider, Customer Success Manager, The Craneware Group

Program Content:

Maintaining a complete, correct, and compliant chargemaster (CDM) is critical to your organization's financial health—but doing so efficiently in today's complex healthcare landscape requires more than just routine updates.

Join this educational session to explore proven best practices for successful chargemaster management. We'll discuss practical strategies that leading organizations use to improve workflow efficiency, enhance collaboration between clinical and financial teams, and stay ahead of regulatory change.

Led by industry expert and supported by insights from high-performing healthcare organizations, this session is designed to empower your team with actionable tools to sustain a robust, compliant CDM—regardless of the tools you use.

Let's explore how to move from reactive to strategic chargemaster management—driving lasting financial and operational success.

Learning objectives:

- Streamline chargemaster functions through automation to gain operational efficiencies.
- Identify and address revenue leakage risks and opportunities through chargemaster analysis.
- Understand how you and your team can leverage AI technology to enhance your revenue cycle knowledge and expertise.
- Ensure pricing integrity and transparency for your facility.
- Strengthen collaboration with departments to support a healthy revenue cycle.

Speaker Bio:

With 13 years of experience in the healthcare industry, Andrea Strosnider is a seasoned professional dedicated to driving customer success. Currently serving as a Customer Success Manager at The Craneware Group, Andrea leverages her extensive background and expertise to guide customers through successful implementation of Craneware products using a consultative approach.

Andrea collaborates closely with customers to understand their unique needs and provide tailored solutions that maximize the value of Craneware's offerings. Prior to this role, Andrea held various roles in healthcare leadership, where she honed her skills in managing revenue cycle processes and improving operational efficiencies.
Andrea has earned a Master's Degree in Healthcare Administration from the University of Cincinnati. She also holds the professional certifications of RHIA, CCS, and PMP, which underscore her commitment to excellence and continuous learning.

THURSDAY, AUGUST 21, 2025

3:30 - 4:45 pm | General Session | Lake Hamilton Ballroom

Arkansas Healthcare Policy Update

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2507

Chad Mulvany, Director, Forvis Mazars

Program Content:

This presentation will provide an update on federal healthcare policy and issues that will impact healthcare organizations. This session will include the impact of the reconciliation bill on healthcare providers, current CMS proposed changes to policies and regulations that will impact reimbursement and State payer initiatives.

Learning objectives:

- Participants will have a better understanding of how proposed and enacted policies and payment changes may impact their organizations.

Speaker Bio:

Chad is a director in Forvis Mazars' Healthcare Consulting practice. He has 24 years of experience providing hospital and health system executives with insight into federal regulatory and legislative changes. He focuses on how changes in public policy impact revenue cycle and reimbursement, as well as how value-based care models will affect health system strategies, finances, and operations.

He has led the development of federal finance regulatory policy for both national and state health associations. Chad has also helped clients prepare cost reports, participate in voluntary Medicare bundled payment programs, and create Medicare ACOs.

Chad is a Fellow of the Healthcare Financial Management Association and has won multiple awards for his articles and podcasts.

He is a graduate of University of Maryland, College Park, with an M.B.A. degree, and a graduate of University of Alabama, Tuscaloosa, with a B.S. degree in health care management.

BINGO & MUSIC TRIVIA

5:15 pm - 7:15 pm

Networking Sponsored by AR HFMA Sponsors

Lake Hamilton Ballroom

FRIDAY, AUGUST 22, 2025

8:30 - 9:45 am | General Session | Lake Hamilton Ballroom

Exploring Ethics

CPE Credits: 1.5 | CPE Type: Behavioral Ethics |
Level: Basic | Prerequisites: None | Course SU2508

Brandy Tuft, Managing Director, Forvis Mazars

Brandon Locknar, Senior Associate II, Forvis Mazars

Program Content:

This session explores an insightful session as we discuss ethics. Topics will include why we learn about ethics, where our ethics come from, using a code of ethics, solving ethical dilemmas, and working with the Code of Ethics Implementation Guide from the Institute of Internal Auditors (IIA). We'll also use an interactive case study and explore rationalization, bias, and other moral topics.

Learning objectives:

- Identify where our ethics come from.
- Recognize ethical dilemmas.
- Use the IIA's Code of Ethics Implementation Guide.
- Apply lessons learned from the Wells Fargo case study.

Speaker Bio:

Brandy joins Forvis Mazars with more than 16 years of professional experience in auditing with a focus on SEC/PCAOB clients. She has experience with retail/consumer products (both public and private); employee benefits plans; implementing new guidance, e.g., ASC 842 – Leases and ASC 606 – Revenue Recognition; mergers/acquisitions; Foreign Compliance Practices Act compliance; and designing/implementing internal control over financial reporting. In addition to her extensive experience in auditing, she has experience in reporting for ESG, including green bond reporting. Prior to joining Forvis Mazars, she spent 16 years at an international firm in Rogers, Arkansas, serving large, multinational public clients. Brandy is a member of the American Institute of CPAs and Arkansas Society of Certified Public Accountants. She received the Young Alumni award from the University of Arkansas Alumni Association in 2013 and the Outstanding Alumni Award from the Sam M. Walton College of Business – Accounting Department in 2016. Brandy and her husband also established the Erik and Brandy Tuft Advance Arkansas Endowed Scholarship in 2019 and both served as co-chairs for the Chancellor's Society from 2019 through 2021. She serves as the chair of the Accounting and Advisory Committee for the University of Arkansas. She also serves on the Leukemia & Lymphoma Society Executive Advisory Board and the Rogers/Lowell Chamber of Commerce Board including the Audit Committee. Lastly, Brandy serves as treasurer for her daughter's school (Eastside Elementary) and is the incoming treasurer for Rogers District PTO (2023 through 2024). Brandy is a 2006 graduate of Sam M. Walton College of Business at University of Arkansas, Fayetteville, with a B.S.B.A. degree in accounting.

Brandon is a member of the Forvis Mazars' Arkansas practice unit based in the Rogers office. He has several years of experience providing audit services to a variety of healthcare clients, ranging from small standalone hospitals to regional health systems. He also assists in providing reimbursement and other consulting services to healthcare entities. Brandon is a member of the American Institute of CPAs, Arkansas Society of CPAs, and the Arkansas Chapter of the Healthcare Financial Management Association, where he serves as a co-chair for the board's CPE coordinator.
Brandon volunteers at fundraising events for the Children's Protection Center, a non-profit child advocacy and safety center; Junior Achievement of Arkansas, a non-profit organization dedicated to giving young people knowledge and skills to own their economic success and plan for their futures; and Ronald McDonald House Charities of Arkansas, a non-profit organization that provides compassionate support for families and children who are ill or injured. Brandon is a graduate of the University of Central Arkansas, Conway, Arkansas, with a B.S. degree in accounting.

FRIDAY, AUGUST 22, 2025

10:15 - 11:30 am | General Session | Lake Hamilton Ballroom

Preyed On: How Insurance Corporations Are Bleeding America's Hospitals

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2509

Mark Craig, CEO, Write-Off Warrior

Program Content:

Corporate insurers—especially those operating Medicare Advantage plans—are draining hospitals through a calculated mix of delayed payments, excessive denials, and manipulative reimbursement schemes. In this powerful keynote, nationally recognized healthcare advocate Mark Craig brings together frontline accounts, revealing data, and in-depth policy analysis to expose how insurance corporations are quietly destabilizing America's hospitals.

Drawing from his investigative work and real-world experience with hospitals across the country, Mark reveals how these practices are accelerating closures, threatening the independence of community health systems, and forcing providers to absorb unsustainable administrative burdens—all while insurers post record profits. But this presentation is not just a diagnosis—it's a battle plan. Mark shares actionable strategies hospitals can use today to reclaim revenue and hold insurers accountable.

Attendees will also gain tools to educate lawmakers, engage community allies, and advocate for systemic reforms that restore accountability, fairness, and transparency to our healthcare system. This is more than a policy discussion—it's a roadmap for reclaiming control from corporate insurers and ensuring that healthcare decisions remain where they belong: with clinicians and communities, not shareholders.

Learning objectives:

- Identify the most common insurer tactics—such as delays, denials, and downcoding—that drive hospital revenue loss, particularly under Medicare Advantage plans.
- Analyze the systemic impact of payer abuse on hospital sustainability, clinician autonomy, and rural health system independence using data and real-world case studies.
- Apply practical tools such as payer scorecards, denial pattern tracking, and contract audits to pinpoint underpayments and reclaim revenue.
- Implement strategies to strengthen appeal processes, leverage prompt payment laws, and escalate payer disputes effectively within your revenue cycle teams.
- Advocate for broader policy reforms by engaging lawmakers, educating patients, and building community support to hold insurers accountable and protect provider access.

Speaker Bio:

Mark Craig is a nationally recognized healthcare advocate, author, and revenue cycle expert with over 20 years of experience helping hospitals navigate complex reimbursement challenges. He is the CEO and co-founder of Revenue Cycle Associates and Write-Off Warrior Inc., where he partners with hospitals across the country to recover lost revenue and reduce unnecessary write-offs.

Mark authored Preyed On: How Insurance Corporations Are Bleeding America's Hospitals and Communities to Death, an investigative report exposing the abusive practices of insurers—especially Medicare Advantage plans—and their impact on patient care and hospital sustainability.

His policy work has been featured in the Atlanta Journal-Constitution, and he regularly collaborates with lawmakers, rural health associations, and advocacy groups to strengthen payer accountability and restore fairness in healthcare financing.

REGISTRATION

REGISTER TODAY ONLINE AT WWW.ARKANSASHFMA.ORG

click here for registration link

REGISTRATION TYPE	EARLY FEE UNTIL AUGUST 15	AUGUST 15 OR LATER
Full Conference Registration	$300.00	$325.00
ARHFMA Member & ARHFMA Sponsor	$150.00	$175.00
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 August 15, 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.

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 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 DoubleTree by Hilton in Hot Springs (501-525-1391). A block of rooms has been reserved, so please mention that you are with Arkansas HFMA or online at

https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=HOTHSDT&groupCode=CDTHFM&arrivaldate=2023-08-22&departuredate=2023-08-25&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT

to receive the rate of $129 for a double queen & $149 for king room. DoubleTree by Hilton will accept reservations until Friday, August 1, 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
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

There is self-parking available.

BUSINESS CASUAL DRESS IS APPROPRIATE FOR THE MEETINGS & EVENTS.

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