hfma™

arkansas chapter

2026 SUMMER Conference

AUGUST 19-21

DoubleTree by Hilton

Hot Springs Arkansas

www.arkansashfma.org

Arkansas HFMA Summer Conference 2026

SCHEDULE AT A GLANCE

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

Wednesday, August 19, 2026

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 20, 2026

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 - Misty Prater, HFMA President – Lake Hamilton Ballroom				
8:15 am – 9:45 am	General Session	Lake Hamilton Ballroom	How to Think Like a CFO	Reaper, Smith, Fowler & Rose	SU2601 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	Arkansas Rural Health Transformation Program Update	Brad Nye	SU2602 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	Under the Microscope: Single Audit Risk and the New Reality of Grants Management	Maggie Finley & Corey Jennings	SU2603 1.5 Credits CPE | A
	Revenue Cycle	Lake Hamilton Ballroom	Payer Contracting & Negotiation: Unlocking Dormant Revenue	Shoaeb Basha	SU2604 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	AI in Finance	Sumeet Mahajan & Viral Chawda	SU2605 1.5 Credits CPE | SK
	Revenue Cycle	Lake Hamilton Ballroom	Credentialing from the Inside Out: Provider, Payor & Automation	Randall Reasbeck	SU2606 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	Data Driven, Value Focused: Leading a Modern Data Driven Healthcare Culture	Brock Holman & Nick Zimmerman	SU2607 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 21, 2026

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	From Claims to Cash Flow: Mastering 340B Financial Management	Ashlyn Powell & Elisabeth Mathews	SU2608 1.5 Credits CPE | SK
9:45 am – 10:15 am	Break				
10:15 am – 11:30 am	General Session	Lake Hamilton Ballroom	Bridging the Clinical-Financial Divide	Amanda Novack	SU2609 1.5 Credits CPE | SK
11:30 am	Exhibit Breakdown - Lake Hamilton Ballroom				

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

ARKANSAS CHAPTER HFMA SUMMER 2026 CONFERENCE

WEDNESDAY, AUGUST 19, 2026

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 20, 2026

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 – Misty Prater, HFMA President – Lake Hamilton Ballroom

THURSDAY, AUGUST 20, 2026

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

How to Think like a CFO

CPE Credits: 1.5 | CPE Type: Personal Development | Level: Basic | Prerequisites: None | Course SU2601

Joshua Reaper, CFO, SAGE Healthcare
Andrea Smith, CFO, North Arkansas Regional Medical Center
Brian Fowler, CEO, Arkansas Surgical Hospital
Steven Rose, VP of Finance and Accounting, Baptist Health

Program Content:

Healthcare finance professionals spend years mastering the technical craft: closing the books, building the models, knowing the cost report cold. But the leap from technician to executive isn't about doing more of that work better. It's about a fundamental shift in how you think, what you pay attention to, and what story you tell with the numbers in front of you. This 75-minute panel brings together three healthcare executives with deep CFO experience for an honest conversation about what actually happens inside the role: what CFOs care about that their teams miss, what they don't care about that their teams obsess over, how they stay current in a rapidly changing industry, and how they made the leap themselves. The session is designed for the full range of HFMA Arkansas membership. Early careerists and aspiring CFOs will hear directly from leaders about the skills, habits, and mindset shifts that separate finance professionals who advance from those who plateau. Mid-career professionals in stable roles will gain insight into how senior leaders think about their work. Sitting VPs and CFOs will recognize the conversation and likely add to it during audience Q&A.

Learning objectives:

- Analyze how senior healthcare finance leaders frame financial information as a narrative for non-finance stakeholders.
- Evaluate the difference between high-leverage and low-leverage finance work and apply that lens to prioritize where to invest their own time and their team's effort.
- Apply specific habits used by working CFOs to stay current on industry shifts, build executive presence, and develop the judgment that separates technical proficiency from leadership readiness.

Speaker Bio:

Josh Reaper, CPA, FHFMA serves as Chief Financial Officer of SAGE Healthcare Experts, where he provides financial oversight and strategic leadership to several companies across a variety of healthcare industries. Before joining SAGE, he was a Senior Manager in the Healthcare Practice of Forvis Mazars. He is a member of the American Institute of CPAs, Arkansas Society of Certified Public Accountants, American College of Healthcare Executives, 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.

Andrea Smith is Chief Financial Officer of North Arkansas Regional Medical Center. With more than 20 years of experience in transportation and healthcare finance, she has built her career around using data and financial strategy to solve complex operational challenges. Andrea began her career with FedEx Freight and Services and joined North Arkansas Regional Medical Center in 2015, advancing through multiple finance leadership roles before becoming CFO. She is passionate about supporting sustainable healthcare in rural communities and developing future finance leaders. Andrea lives in Arkansas with her husband and their two children.

Brian Fowler is a healthcare executive with more than 20 years of experience in finance and operations. Originally from Springdale, Arkansas, he earned a bachelor's degree in accounting from Arkansas State University in 2004 and an MBA from the Sam M. Walton College of Business at the University of Arkansas in 2005. He completed the CPA exam in 2008 after beginning his career in public accounting with BKD in Little Rock, where he worked from 2005 to 2008. Throughout his career, Brian has served in a variety of financial and operational leadership roles within healthcare organizations across Arkansas. He joined Arkansas Surgical Hospital as Chief Financial Officer in 2016 and was promoted to Chief Operating Officer six months later. In January 2020, he was named Chief Executive Officer, where he continues to lead the hospital's mission of providing exceptional patient care and advancing surgical excellence. Brian is a Fellow of the Healthcare Financial Management Association (HFMA) and served as President of the Arkansas chapter from 2016–2017. He also serves on the board of Special Olympics Arkansas as Finance Chairman, helping support opportunities for athletes across the state. Outside of work, Brian is active in his church and enjoys spending time with his wife and four children.

Steve Rose, FHFMA, CPA, is the Corporate Vice President of Finance and Accounting at Baptist Health, which is Arkansas' most comprehensive health care system. He previously served as CFO/EFO at health care systems in Arkansas and Texas for over two decades. Prior to his role with providers and health systems, he was an audit and consulting professional at the accounting firm BKD. A veteran healthcare financial executive, he has an extensive history of leadership within the Healthcare Financial Management Association (HFMA), serving in multiple roles at the chapter, regional and national levels, including serving as its National Chair from 2013 to 2014. He is an honor graduate of Arkansas State University with a Bachelor of Science degree in Accounting.

THURSDAY, AUGUST 20, 2026

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

Arkansas Rural Health Transformation Program Update

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2602

Brad Nye, Director, Rural Health Transformation, Arkansas Department of Finance & Administration

Program Content:

This presentation will provide an overview of Arkansas's Rural Health Transformation Program, a five-year statewide initiative designed to move rural healthcare beyond short-term stabilization toward long-term system redesign. The session will explain the state's vision for rural health, centered on prevention, connectivity, workforce development, access, and sustainability, and will highlight the program's four major initiative areas: HEART, PACT, RISE AR, and THRIVE, providing updates on the most recent program developments. Attendees will also review which organizations may participate as subrecipients, what commitments are expected, and how collaboration, data sharing, and accountability support successful transformation. In addition, the presentation will outline allowable and unallowable uses of funds so healthcare leaders can better evaluate strategic opportunities and avoid compliance pitfalls. Finally, the session will summarize the funding timeline and early implementation milestones, helping participants understand how to prepare for applications, align projects with statewide priorities, and position their organizations for long-term impact in Arkansas's rural healthcare ecosystem.

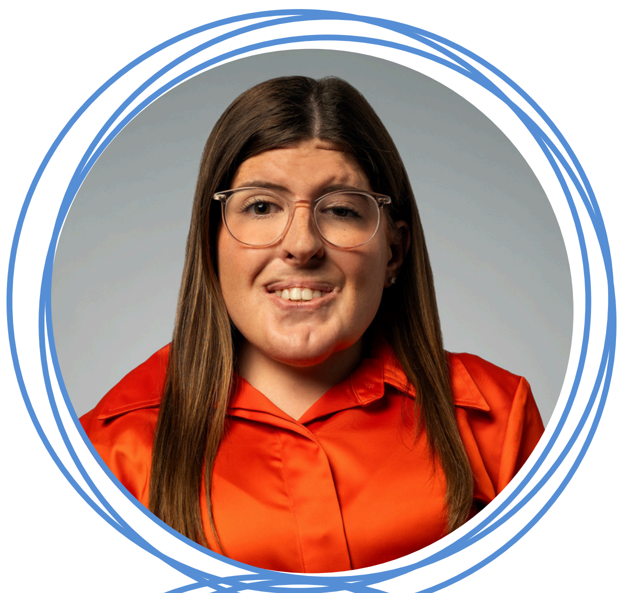
Learning objectives:

- Describe the purpose, structure, and strategic goals of Arkansas's Rural Health Transformation Program.
- Identify the four major initiative areas—HEART, PACT, RISE AR, and THRIVE—and explain how they support rural health transformation.
- Distinguish between allowable and unallowable uses of program funds and will have gained a basic understanding of the federal audit and compliance requirements associated with expenditure of funds from the program.
- Evaluate how their organizations can align with subrecipient requirements, timeline expectations, and long-term sustainability goals.

Speaker Bio:

Drawing on his experience as an attorney and former Legislative Director and Senior Advisor in the Arkansas Attorney General's Office, Brad Nye brings a strong legal foundation to complex healthcare policy and regulatory strategy. He has held senior leadership roles at the state's Medicaid Department leading Medicaid policy development, legislative strategy, and cross-agency implementation efforts in close coordination with CMS and state partners. His work has focused on translating federal and state regulatory framework into actionable policy and operational strategies that strengthen program integrity and advance healthcare delivery.

THURSDAY, AUGUST 20, 2026



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

Under the Microscope: Single Audit Risk and the New Reality of Grants Management

CPE Credits: 1.5 | CPE Type: Auditing (Governmental) | Level: Basic | Prerequisites: None | Course SU2603

Maggie Finley, PhD, Senior Consultant
Corey Jennings, Partner
Forvis Mazars, LLP

Program Content:

As federal and state funding continues to play a critical role in healthcare operations—whether through large-scale transformation programs, targeted grants, or pass-through funding—organizations are facing a parallel reality: increased audit scrutiny, heightened compliance expectations, and greater financial exposure tied to noncompliance. For many, the question is no longer whether they will be audited—but whether their current practices can withstand the level of scrutiny being applied today. This session moves beyond a foundational overview to examine how Single Audits are influencing financial management, internal controls, and operational decision-making across healthcare organizations of all sizes. We will explore how auditors are applying Uniform Guidance in practice, with a focus on high-risk areas such as allowability, allocability, documentation, internal controls, and subrecipient monitoring. Particular attention will be given to the disconnect that often exists between day-to-day grant management practices and what is required to successfully pass audit testing. Building on this perspective, the session will highlight leading practices across the full grants management lifecycle—from pre-award planning and budgeting decisions that shape compliance outcomes to post-award monitoring, reporting, and audit readiness. While examples will include complex funding environments, the strategies discussed are designed to scale and apply to organizations managing anything from a single award to a diverse grant portfolio. Attendees will leave with practical, field-tested insights into common audit findings, emerging risk areas, and actionable steps to strengthen controls, documentation, and coordination between finance and program teams. In addition, attendees will understand the direct and material compliance requirements and the reporting requirements for a Single Audit. The focus is not just on compliance—but on building a sustainable, audit-ready infrastructure that supports both accountability and funding success.

Learning objectives:

- Assess how evolving Single Audit expectations are impacting healthcare organizations, including key compliance risk areas regardless of funding size or complexity.
- Identify gaps between current grant management practices and audit-ready standards, particularly in internal controls, documentation, and financial oversight.
- Apply scalable strategies across the grants lifecycle to strengthen compliance, improve audit outcomes, and support effective stewardship of funding.
- Understand the direct and material compliance requirements and the reporting requirements for a Single Audit.

Speaker Bio:

Maggie Finley, Ph.D., is a grants management consultant with Forvis Mazars, where she advises healthcare, public sector, and nonprofit organizations on grant strategy, compliance, and administration. Since 2019, she has helped clients secure more than $25 million in federal, state, local, and tribal grant funding. Her experience includes a wide range of funding opportunities, including the new Rural Health Transformation (RHT) Program, ARPA initiatives, rural economic development projects, and grants funded through USDA, HUD, EPA, and the VA. Maggie's expertise spans the full grant lifecycle, from funding identification and proposal development to post-award management and compliance. She works closely with organizations to strengthen grants management practices, improve internal controls, and navigate complex funding requirements. Maggie regularly shares insights on federal grant compliance, grants management best practices, and emerging funding opportunities through conference presentations, trainings, and published articles. She's known for making complex grant requirements approachable and actionable, helping organizations maximize funding while maintaining strong compliance practices. Maggie earned a Ph.D. in Health Sciences from Liberty University and a Master of Nonprofit and Civic Leadership degree from Drury University.

Corey Jennings is a partner in the firm's Healthcare Practice and leads the firm's Southwest Region for community health centers. He has more than 20 years of experience providing audit, cost reporting, and management consulting services to community health centers and other not-for-profit organizations that are subject to Single Audits. He is a frequent speaker to various healthcare, nonprofit, and governmental industry associations on financial accounting and operational issues, grants management, cost reporting, Government Auditing Standards, and Single Audit regulations. He makes numerous presentations to boards and audit committees each year. In addition, he has recruitment and training responsibilities. Corey is a member of the AICPA and he has obtained the AICPA's Not-for-Profit Certificate II. He is a board member of City Year Little Rock, a finance committee member of the Episcopal Diocese of Arkansas, and a past member of the Arkansas Forvis Mazars Foundation Committee and Forvis Mazars National Nonprofit Center of Excellence. Corey is a cum laude graduate of Harding University with a B.B.A. degree in accounting.

THURSDAY, AUGUST 20, 2026

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

Payer Contracting & Negotiation: Unlocking Dormant Revenue

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2604

Shoaeb Basha, Director of RCM Development
CompleteCare, Inc

Program Content:

Move beyond revenue protection and into proactive growth by reframing payer contracting as a strategic financial lever. This session explores how overlooked contract terms, misaligned rate structures, and outdated negotiation strategies quietly suppress reimbursement — and how data-driven renegotiation can unlock meaningful incremental revenue.

Learning objectives:

- Identify common contract pitfalls suppressing reimbursement.
- Leveraging data to strengthen payer negotiations.
- 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:

Shoaeb Basha is a healthcare executive with broad experience across revenue cycle management, healthcare operations, and executive leadership in startup's, nonprofit's, and large health system environments.

He currently serves as Director of Revenue Cycle Development at CompleteCare, where he leads initiatives focused on payer contracting, reimbursement optimization, revenue integrity, and scalable RCM solutions for hospitals, physician groups, and specialty providers.

Shoaeb has previously served as a healthcare startup COO and as a senior consultant to HCA Healthcare, bringing a perspective shaped by both community-based care and large, complex health systems.

THURSDAY, AUGUST 20, 2026

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

AI in Finance

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2605

Sumeet Mahajan, Lead Partner, AI & Data
Viral Chawda, Lead Partner, AI & Data for Finance
Grant Thornton

Program Content:

AI in Finance is an interactive, demo-led session designed to showcase how artificial intelligence is transforming core finance functions through practical, real-world use cases. Participants will explore high-impact applications across areas such as reporting, forecasting, and operational efficiency, with a focus on how these solutions are executed in practice.

The session also aims to demystify AI by clearly distinguishing it from traditional automation, helping attendees understand where AI adds incremental value beyond rule-based processes. Through guided demonstrations and discussion, participants will gain a clearer view of AI-driven outcomes in finance and how these capabilities can support more informed decision-making.

By the end of the session, attendees will have a practical understanding of how to identify, evaluate, and apply AI use cases within their finance organization to drive efficiency and improved performance.

Learning objectives:

- Learn AI Driven Outcomes in Finance.
- Demystify AI vs. non-AI (e.g., automation).

Speaker Bio:

Sumeet Mahajan, Partner at Grant Thornton Advisors, enables clients to unlock measurable value with AI and data by linking business strategy to AI strategy and guiding build/buy/partner decisions. He has extensive experience leading end-to-end AI and machine learning initiatives—spanning strategy through deployment—focused on supply chain, operations, and revenue management. He has also helped some of the world's largest companies build internal data and AI capabilities at scale. Prior to joining Grant Thornton, he held multiple leadership roles at Accenture, including North America Head of AI.

Viral Chawda is a Partner at Grant Thornton and a global leader in AI, data, and finance transformation with over 20 years of experience. He has led enterprise modernization initiatives delivering more than $1B in business impact and managed global teams of over 250 professionals. His expertise includes AI strategy, data platforms, governance, and finance transformation across industries such as healthcare and financial services. He previously held leadership roles at OneStream and KPMG, where he built and scaled AI practices. He holds an MBA and MS in Computer Science, is a CPA (exams passed), and serves on the National Kidney Foundation board.

THURSDAY, AUGUST 20, 2026

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

Credentialing from the Inside Out: Provider, Payor & Automation

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2606

Randall Reasbeck, FHFMA, CSBI, MCSA, Director
SAGE Healthcare
Christy Garrett, Provider Communications Director
Access Health Services

Program Content:

Provider credentialing is one of the most revenue-critical — and most misunderstood — functions in healthcare operations. This session delivers a practitioner-level overview of the full credentialing lifecycle, covering provider-side fundamentals, payer enrollment and contracting essentials, and a look at how automation tools can reduce manual credentialing hours without requiring a large IT team. Built from real workflows deployed at a multi-provider Arkansas healthcare organization, attendees will leave with practical strategies they can apply immediately.

Learning objectives:

- Evaluate how AI, RPA, and credentialing technology platforms can be applied to automate manual workflows, build accountability metrics, and reduce the time from provider onboarding to first clean claim.
- Understand the fundamental steps of non-acute provider-side credentialing and common pitfalls.

Speaker Bio:

Randall Reasbeck is a healthcare operations and technology professional with over 20 years of experience across the provider, vendor, and payor sides of the industry. Currently serving as Director at Sage Healthcare Experts and Access Health Services, Randall specializes in revenue cycle technology, process automation, analytics development, and building metrics frameworks that drive accountability and performance. He is passionate about bridging the gap between business operations and technology — leveraging AI, RPA, and data-driven insights to drive end-to-end revenue cycle efficiency and support organizational growth.

Christy Garrett is a strategic communications leader with over 20 years of experience building brands, driving growth, and strengthening stakeholder relationships across healthcare, consumer goods, and nonprofit sectors. Known for her ability to translate data into actionable strategy, she excels in developing high-impact communication plans, leading cross-functional teams, and creating scalable systems that improve performance and engagement. Currently serving as Provider Communications Director at Access Health Services, Christy leads provider relations and credentialing teams. Her leadership has resulted in measurable gains in compliance, accuracy, and team productivity. She is passionate about building strong teams, fostering meaningful partnerships, and creating communication strategies that deliver both business results and lasting impact.

THURSDAY, AUGUST 20, 2026

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

Data Driven, Value Focused: Leading a Modern Data Driven Healthcare Culture

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2607

Brock Holman, Vice President - Finance
Nick Zimmerman, Director – Business Intelligence & Analysis
Baptist Health

Program Content:

True financial sustainability and operational excellence require moving beyond traditional spreadsheet management and email based distribution methods by fostering an organization wide, data driven decision making mindset, augmented by culturally appropriate and reliable content. Many organizations strive to make this transition by investing in advanced analytics, but fail to realize the promised returns. The roadblock isn't only the technology or the content it delivers. It's also culture driven adoption and usage. "Data Driven, Value Focused: Leading a Modern Data Driven Healthcare Culture" is designed specifically for healthcare financial professionals ready to spearhead this transformation. Attendees will discover how balancing cultural alignment and technology dramatically increases adoption and ensures continuous ROI. Rather than focusing on complex technical architecture and tools, this presentation zeroes in on strategies required to bridge the data reliance gap. Participants will learn how to identify common barriers to data adoption and implement practical frameworks that build confidence and trust across less technical leaders. Furthermore, the session delivers actionable organizational strategies to dismantle operational silos, fostering seamless collaboration between finance, clinical, and business intelligence teams. Ultimately, this session provides a roadmap for transitioning from "gut feeling" decisions to operational rigor. Leaders will leave equipped with strategies to normalize data driven due diligence prior to decision making, turning data from an administrative burden into their most powerful tool for meaningful, value focused change.

Learning objectives:

- Maximize Technology ROI through People: Determine why costly analytical platforms often fail to deliver and how prioritizing cultural alignment increases adoption and ensures ROI.
- Bridge the Data Literacy Gap: Identify common barriers to data adoption and implement practical frameworks that build data literacy and trust across less technical leaders.
- Dismantle Operational Silos: Implement organizational strategies that foster collaboration between finance, clinical, and business intelligence teams.
- Transitioning from Feel to Rigor: Strategies that normalize data driven due diligence prior to decision making.

Speaker Bio:

Brock Holman is vice president of financial operations for Baptist Health in Little Rock, AR, which is composed of more than 300 points of access and includes 14 hospitals, over 75 primary and specialty care clinics, urgent care centers, home health agencies, a senior living community, and educational programs, including a college for nursing and allied health studies and a graduate residency program. His responsibilities include financial planning and analysis, cost accounting, service line reporting, labor management, managed care contracting, as well as financial performance improvement. Brock has served in a variety of healthcare accounting and finance roles, including public accounting specializing in health care. Brock is a member of the Arkansas Chapter of HFMA and Leadership Greater Little Rock.

Nick Zimmerman is the Director of Business Intelligence and Analysis for Baptist Health in Little Rock, AR. The organization is composed of more than 300 points of access, which includes 14 hospitals, over 75 primary and specialty care clinics, urgent care centers, home health agencies, a senior living community, and educational programs (including a college for nursing and allied health studies and a graduate residency program). Nick and his team leverage Baptist Health's data warehouses (SQL and Google BigQuery) and business intelligence platform (Tableau) to deliver actionable insights to the organization. By integrating clinical and non-clinical data, his team empowers organizational leaders to make faster, more informed decisions in a single location.

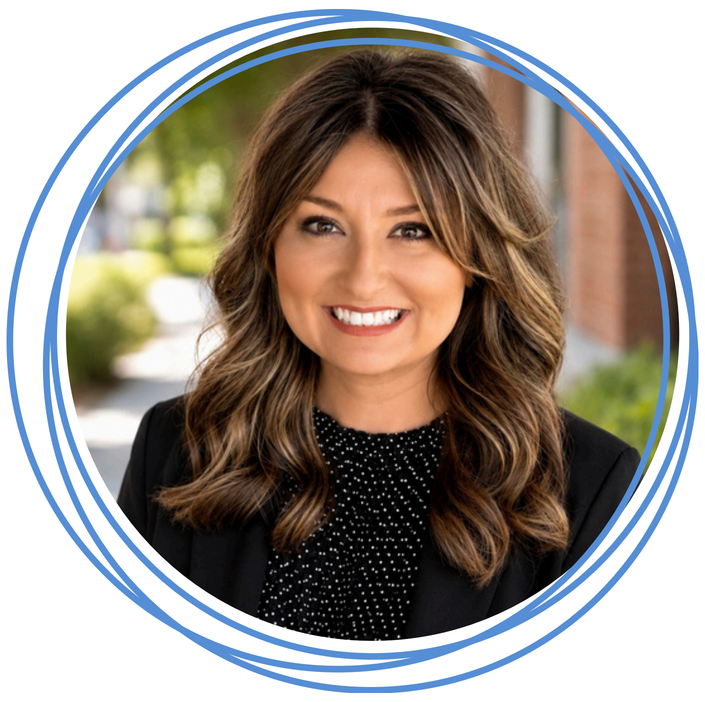
BINGO & MUSIC TRIVIA

5:15 pm - 7:15 pm

Networking Sponsored by AR HFMA Sponsors

Lake Hamilton Ballroom

FRIDAY, AUGUST 21, 2026



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

From Claims to Cash Flow: Mastering 340B Financial Management

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2608

Ashlyn Powell, MAcc, Manager - Program Finance / Controller

Elisabeth Mathews, PharmD, Director - Program Analytics

Contract Pharmacy Insight

Program Content:

The financial management of a 340B program demands more than just compliance — it requires a clear-eyed understanding of how dollars move through the program, how those dollars are recorded, and how an evolving federal policy environment may reshape the program in the years ahead. Presented jointly by a pharmacist with deep experience in 340B program analytics and an accountant who specializes in 340B accounting and financial oversight, the session pairs operational insight with accounting expertise to give attendees a complete picture of 340B financial management. We will begin by establishing a shared foundation: the statutory intent of the 340B Drug Pricing Program, the distinction between retrospective and prospective 340B claims, and the key stakeholders whose actions shape every covered entity's program. From there, we will trace the flow of funds within a 340B program, illustrating how savings are generated, captured, and ultimately recognized on a covered entity's financial statements. Attendees will evaluate the financial implications of common accounting methods used to record 340B program activity, with attention to how each method affects transparency, audit readiness, and executive-level reporting. The session will close with a look at the policy landscape that finance teams need to be tracking. We will examine how recent federal developments — including the Medicare Drug Price Negotiation Program and the proposed 340B Rebate Pilot Program — intersect with the 340B program, and summarize the current landscape of manufacturer-imposed 340B restrictions. Attendees will leave with a clearer framework for managing the financial dimensions of their 340B program today and for anticipating the changes that may affect it tomorrow.

Learning objectives:

- Describe the foundational principles of the 340B Drug Pricing Program, including its statutory intent and the distinction between retrospective and prospective 340B claims.
- Identify the key stakeholders involved in a 340B program.
- Trace the flow of funds within a 340B program.
- Evaluate the financial implications of common accounting methods used to record 340B program activity.
- Explain how recent federal policy developments — including the Medicare Drug Price Negotiation Program and the proposed 340B Rebate Pilot Program — intersect with the 340B program.
- Summarize the current landscape of manufacturer-imposed 340B restrictions.

Speaker Bio:

Ashlyn Powell is Manager of Program Finance and Controller at Contract Pharmacy Insight (CPI), a 340B program management firm based in Thayer, Missouri. CPI's team of 25+ staff — including attorneys, pharmacists, accountants, engineers, IT professionals, analysts, nurses, and operational experts — gives covered entities of every size the depth and sophistication that exceeds that of the largest organizations. Ashlyn leads the financial side of CPI's client work, partnering directly with CFO teams to build the accounting processes a well-run 340B program requires. She holds a B.S. in Accounting and a Master of Accountancy from Arkansas State University, and puts that background to practical use translating 340B's financial mechanics into the language and workflows finance teams already know. She oversees recurring monthly program financial reporting and executive summaries for covered entity leadership, and she routinely supports clients through the 340B-specific components of their audits.

Lis Mathews is a pharmacist and Director of Program Analytics at Contract Pharmacy Insight (CPI). CPI's 25+ person team — attorneys, pharmacists, accountants, engineers, IT professionals, analysts, nurses, and operational experts — allows covered entities of all sizes to run their 340B programs with the depth and sophistication that exceeds that of the largest organizations. Lis oversees the analytical work behind the data and performance metrics CPI's clients use to evaluate their programs. She holds a B.S. in Chemical Engineering from the University of Arkansas and a Pharm.D. from UAMS, and completed an Executive Fellowship in Association Management at the Arkansas Pharmacists Association. Before joining CPI, Lis served as Pharmacist in Charge at an independent pharmacy in rural Arkansas that contracted with three covered entities — an FQHC, a CAH, and a DSH — giving her firsthand experience on the contract pharmacy side of 340B before she ever worked with a covered entity directly. That background shapes the practical, operationally grounded approach she brings to program analytics at CPI today.

FRIDAY, AUGUST 22, 2026

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

Bridging the Clinical-Financial Divide: How Quality and Safety Metric Realities Drive Value-Based Reimbursement

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None | Course SU2609

Amanda Novack, VP of Quality and Safety Independent

Program Content:

This presentation will cover the critical, interdependent relationship between inpatient clinical quality outcomes and hospital financial performance under CMS Value-Based Care programs. As healthcare systems navigate increasingly complex reimbursement models, the financial health of an organization is inextricably linked to bedside clinical execution. Led by an Infectious Diseases physician and health system VP of Quality and Safety, this session will look beyond the high-level theory of Value-Based Care to break down the mechanics of CMS quality programs—specifically focusing on the Hospital Value-Based Purchasing (VBP) Program, the Hospital-Acquired Condition (HAC) Reduction Program, and the Hospital Readmissions Reduction Program (HRRP). Healthcare finance professionals will gain rare, deep insight into how inpatient quality metrics, such as healthcare-associated infections (HAIs), patient safety indicators, and clinical care processes, are measured, reported, and translated into financial penalties or bonus incentives. We will explore real-world operational challenges in aligning clinical teams with financial goals and analyze how Baptist Health system builds cross-functional strategies to mitigate risk. Additionally, the presentation will address the intersection of clinical documentation improvement (CDI) and risk adjustment, illustrating how accurate clinical tracking protects hospital margins. Attendees will walk away with actionable frameworks to foster stronger collaboration between their finance departments and clinical quality leaders, ultimately shifting their organizations from a reactive compliance mindset to a proactive strategy that optimizes both patient outcomes and institutional revenue.

Learning objectives:

- Analyze the distinct financial mechanics, performance thresholds, and overlapping penalty structures of major CMS inpatient quality programs (VBP, HAC, and HRRP).
- Evaluate how specific inpatient clinical outcomes—particularly hospital-acquired infections and patient safety indicators (PSIs)—directly affect an institution's base operating MS-DRG payments.
- Identify key gaps between financial reporting and clinical execution at the bedside, and formulate strategies to bridge communication between finance and quality departments.
- Explain the financial significance of clinical documentation and risk adjustment in accurately reflecting patient acuity and protecting value-based margins.

Speaker Bio:

Dr. Novack is an Arkansas native who graduated from Hendrix College with a degree in biology before attending medical school at the University of Arkansas for Medical Sciences, where she also completed her residency in Internal Medicine, and a fellowship in Infectious Diseases. After her training, she served as faculty at UAMS while also working with the Arkansas Department of Health, doing statewide education about Infection Prevention and Antimicrobial Stewardship. In 2018 she founded a private practice that provided consultant expertise to hospitals around the state, while doing inpatient Infectious Disease consults, both in person and through telemedicine. Her professional career has included overseeing Quality and Patient safety at hospital facilities.

REGISTRATION

REGISTER TODAY ONLINE AT WWW.ARKANSASHFMA.ORG

click here for registration link

REGISTRATION TYPE	EARLY FEE UNTIL AUGUST 7	AUGUST 8 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 7, 2026, only 50% of the registration fee is refundable or still payable. Registrants who do not cancel by August 14th 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, July 31, 2026. 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

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 provider 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.

THANK YOU SPONSORS!

Diamond

AHA SERVICES

COMPLETECARE INCORPORATED

firstsource

BANK OF AMERICA

forvis mazars

IMPACT Healthcare Solutions

MSCB Inc

MID-SOUTH ADJUSTMENT COMPLIANCE PERFORMANCE RECOVERY

PCM Professional Credit Management, Inc.

Gold Sponsors

AccuCode AI, Inc

Blue & Co., LLC.

Elevate Patient Financial Solutions

EngageMED

Federal Funding Group

Franklin Service Inc

Friday, Eldredge & Clark

Professional Consulting Services, Inc

R1 RCM

Revenue Integrity Management Resources

SmarterDx

Silver Sponsors

Arkansas Blue Cross and Blue Shield

EnableComp

Experian Health

First Collection Servcies

Hollis Cobb

JPMorgan Chase

Med-Metrix

Bronze Sponsors

AblePay Health
Healthfuse
Knowtion Health
Lienstar
Meduit
Midwest Health Care Inc
Organization Intelligence
Quadax
Savista RCM
TruBridge
VRI / Higi