Hfma
Greater Heartland Chapter
2024 Spring Conference

Wednesday, April 10, 2024

12:00 pm – 3:00 pm **Registration – Lindell Pre-Conference Lobby (lower area)**

4:00 pm – 6:00 pm **Exhibitor Setup – Lindell Pre-Conference Lobby, Lindell C & D**

Plaza Room / Main Floor

1:00 pm- 4:00 pm **Rookie Camp**

Jana Cook, MBA, CPA
Senior Vice President/CFO Administrator – Phelp's Health.
Kimberley A. Bruno, MSL
Associate Vice President of Revenue Cycle Administration – Phelp's Health
Patty Rachell
Managing Director / Healthcare – Forvis
Lindsey Odum
Senior Manager / Forvis

Program Content: In these sessions, 2 healthcare executives will walk through the revenue cycle departments, discussing each areas impact to revenue cycle performance and ways each area can positively or negatively impact revenue cycle performance. This session is beneficial for attendees who are looking for an overview or improvement techniques of the revenue cycle.

Learning Objectives:

- Participants will learn about difference areas and functions of the Revenue Cycle
- Participants will learn how front-line staff can impact the Revenue Cycle
- Participants will learn ways to impact Revenue Cycle Performance

HFMA Rookie Camp unlocks your potential in the fields of healthcare finance and revenue cycle. This immersive program equips you with the skills you need to advance your career through interactive sessions led by industry veterans.
Master essential charge capture and coding practices, navigate complex billing procedures, ensure compliance with legislative updates, and dive into financial reporting and analysis, all while building a solid foundation for your career.
But Rookie Camp isn't just about education. It's about the connections, too. You'll forge lasting, authentic relationships with peers facing similar challenges and opportunities. Come network with fellow rookies, seasoned professionals, and industry super stars, exchanging insights, experiences, and support that extend far beyond the program. These connections can become valuable sounding boards, collaboration partners, and even mentors, guiding you throughout your healthcare finance journey

Lenox / Main Floor

5:00 pm – 6:00 pm **HFMA Board and Committee Chair Meeting (invitation only)**

6:00 pm- 7:00 pm **Networking Opportunities Sponsored by**

Shannon Herbert
USA Senior Care Network

Join us for our Welcome Reception, where we'll kick off the HFMA 2024 Spring Conference with a warm ambiance, light refreshments, and great company. It's the perfect opportunity to connect, relax, and set the tone for the exciting conference ahead. Located at the Chase Park Plaza Royal Sonesta Hotel.

Thursday, April 11, 2024

7:30 am – 9:00 am **Exhibitor Setup – Lindell Pre-Conference Lobby, Lindell Ballroom C & D**

8:00am – 4:00 pm **Registration – Lindell Pre-Conference Lobby**

General Session – Lindell Ballroom C & D

9:00 am – 10:00 am **Breakfast/Round of Golf w/ Exhibitors**

9:45 am – 10:00 am **Mentorship Program**
Connie Stimpson
VP, Partner Engagement / Senexco

10:00 am – 10:15 am **Welcome & Announcements**
Connie Warnat
HFMA Greater Heartland President 2023 -2024
Fabian Conde
Spring Committee Chair

10:15 am – 11:15 am **Keynote Session / Sponsored by Tom Brekka with VestaCare**
"It's Time"
Marc Scher
Chair Elect / HFMA
CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None

Program content: Join HFMA's 2023-24 National Chair-Elect Marc Scher, a former partner with PMG LLP, as he reflects on the duality of duress on the healthcare industry and the opportunities for discovery and innovation. He'll also share why now is the time for healthcare finance leaders to be on the lookout for innovative solutions that can make a difference on the big picture of cost, convenience, and results.
***Learning objectives*:**
- List the three elements that have aligned to create a perfect storm for innovation in the healthcare finance industry.
- Explain the concept of punctuated equilibrium and how it might apply to the current healthcare industry environment.
- Identify actions healthcare financial professionals can take to identify innovative solutions that make a difference on the big picture of cost, convenience, and results.

11:15 am – 11:30 am **Break/Round of Golf with Exhibitors**

11:30 am – 11:45 am **Volunteer Program**
Andrea Lindsay
Volunteer Chair
Patient Accounts Manager / Saint Luke's

11:45 am – 12:45 pm **General Session**

"Fiscal State of Missouri Hospitals and Legislative Update"
Andrew Wheeler
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: Information about the current fiscal condition of hospitals in Missouri will be shared. Audience participation during the fiscal update is encouraged. This course will include information about the latest federal and state legislative environment, actions and pressing legislative priorities.
Learning Objectives:

- What is the current fiscal condition of hospitals in Missouri?
- What is the budget for federal and state governmental programs?
- What is the major healthcare related legislative efforts, both federal and state?

12:45 pm – 1:45 pm **Lunch/Round of Golf with Exhibitors**

1:30 pm – 1:45 pm **Community Service Project for Charity**
"Nurses for Newborns"
Dawn Crump – MA, CHC, LSSBB
Senior Director Revenue Cycle Solutions / MRO

We are excited to announce the charity for the Spring Conference, Nurses for Newborns. Nurses for Newborns was founded in 1991 in St. Louis, Mo., by Sharon Rohrbach and Robin Kinney, a newborn nurse. The organization was established in response to the alarming rate of infants returning to hospitals with life-threatening conditions. Their mission is to support at-risk families during pregnancy and newborn care. Nurses provide health assessments for infants, as well as screenings for mothers/caregivers for issues like depression, stress, domestic violence, and substance abuse. They also offer education on parenting techniques and connect families with necessary resources.

Break Out Sessions – Lindell Ballroom A/B and C/D

1:45 pm – 2:45 pm **Breakout Session – Lindell Ballroom A/B**
"Medicare Advantage Plan Standards in 2024/Understanding Flexibilities and Limitations in MA Plan Policies"
Richelle Marting
Attorney Marting Law, LLC
CPE Credits 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: This session will cover extensive guidelines released by CMS governing the scope and limits of Medicare Advantage plans in establishing parameters for authorization, coverage, and policy development in the 2024 MA Plan final rule. Content includes an inventory of the key provisions, a discussion of the areas of hospital operations impacted by the rule, and strategies to navigate concerns with MA plan non compliance. Attendees responsible for finance oversight of healthcare facilities including CFOs, operations, managed care contracting, and their functional units including utilization management, physician advisors, and CDI.
Learning objectives:

- Describe the longstanding policy that MA plans cover, at a minimum, Traditional Medicare benefit.

- Analyze whether Traditional Medicare has fully developed coverage policies for particular services.
- List the standards MA plans must follow when developing or using their own criteria for coverage determinations

1:45 pm – 2:45 pm

Breakout Session – Lindell Ballroom C/D
"Key Regulatory Updates Keeping Your HIT Supplier Up at Night"
John Travis
Principal JFT PRG LLC
CPE Credits 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: This session will cover the regulatory updates coming from the 21st Century Cures Act related to the regulation of Artificial Intelligence, HIPAA Regulatory Updates, 42 CFR Part 2 Updates, Information Blocking Updates and Related Policy Developments impacting your use of Health Information Technology and the support to look for from your HIT supplier partners. This session is of general interest to healthcare financial management and patient financial services management and leadership. It will provide background for them to understand how their strategic information system planning may be impacted by regulatory developments.
Learning objectives:
- Learn of the latest developments for HIPAA EDI prior authorization and healthcare attachments
- Understand the impacts of ONC's latest HIT certification regulation of AI in decision support
- Identify impacts and potential for other regulatory developments for revenue cycle

2:45 – 3:00 pm **Break/Round of Golf with Exhibitors**

General Session – Lindell Ballroom C/D

3:00 pm – 4:00 pm

General Session
"Trailblazing Remote Patient Monitoring"
Evan Harmon
Remote Patient Monitoring System Leader / Baptist Health
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: Remote Patient Monitoring (RPM) has become an important "buzz word" in healthcare as organizations look to expand their digital health strategy and offer innovative models of care. Follow the journey that Baptist Health (KY & IN) trailblazed as They implemented and scaled RPM. From review of clinical scenarios to the development of automated billing workflows, this is a session that finance leaders, healthcare administrators, and clinicians will not want to miss.
Learning Objectives:
- Define foundational elements associated with successful clinical and billing integration of RPM solutions within the EHR.
- Identify best practices for both clinical and billing workflow to ensure strong adoption of RPM within your organization.
- Explain core clinical and billing KPIs needed to drive a successful RPM Program.

General Session – Lindell Ballroom C/D

4:00 pm – 4:10 pm **Break/Round of Golf with Exhibitors**

4:10 pm – 5:10 pm **General Session**
"Facilitated Round Table Discussion"
Jean Nyberg / Forvis
Matt Ellis / EnableComp
Dan Reilly / R3 Dynamics, LLC
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: Join us for a cocktail and get to know your table mates during this one-hour roundtable discussion which includes interactive table discussions amongst your peers. During this session we will explore a variety of current perspectives that are impacting most healthcare organizations today.
Learning Objectives:

- Understand current issues that other healthcare organizations are facing today and the impact on organizations.
- Learning from your peers' resolutions and tactics to resolve issues that arise within your health systems.
- Establish connections with industry peers to build long-term relationships and collaboration opportunities.

5:30 pm – 7:30 pm **Social Networking Night – Lindell Ballroom A/B**
Networking Night Featuring Mouse Races!
Dan Reilly
R3 Dynamics, LLC
Josh Hess
Optum

Grab your cheese, sharpen up those whiskers and mark your calendars because Dan Reilly, Josh Hess and the Greater Heartland Social/Networking Committee have put together an epic Networking Night that will be sure to leave you squeaking with excitement!
The Lineup: From Sponsors to Board Members to Officers, Everyone's Racing!
Each mouse in the first four heats will be represented by an annual sponsor of the Greater Heartland chapter. From Healthcare giants to local businesses, they're all in for the thrill of the chase! But wait, there's more! In the fifth heat, it's time for the HFMA Greater Heartland Board of Directors to step up to the starting line. Each mouse will be represented by a chapter director! And in the final heat, it's the Greater Heartland chapter officers' turn to shine. Each mouse will be represented by a chapter office! These fearless leaders will guide their furry friends to glory in a race that's sure to have you on the edge of your seat! So, whether you're a seasoned mouse racing aficionado or a newcomer to the world of whickers and wheels, mark your calendars for April 11th at 5:30pm!

Friday, April 12, 2024

7:00am – 12:00pm **Registration – Lindell Ballroom Pre-Conference Lobby**

General Session – Lindell Ballroom C/D

8:45 am – 9:00 am **Region 8 Update**
Jean Nyberg / Forvis

9:00 am – 9:30 am **Sponsorship Update & Exhibitor's Giveaway Winners & Golf Card Winner**
Paul Knudtson
Sponsorship Chair / Saint Luke's

9:30am – 10:30 am **General Session**
"Payor Open Discussion"
Dr. Kate Lichtenberg
Medical Director / Anthem Blue Cross Blue Shield
Amanda Fahrendorf
MO HealthNet Education and Collaboration Manager /
Department of Social Services MO HealthNet
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: This Session will be beneficial for individuals interested in Medicaid policy and general information. Mo HealthNet resources, policy, eligibility, and billing will be discussed. Attendees will have the opportunity to ask questions.
Learning Objectives:
- Explain and discuss Medicaid policy, billings, and resources.
- An opportunity for attendees to ask questions and discuss issues they may be encountering with the Medicaid Agency.

10:30 am – 10:40 am **Mouse Race Prizes**
Dan Reilly
R3 Dynamics, LLC
Josh Hess
Optum

Breakout Session – Lindell Ballroom A/B & C/D

10:40 am – 11:40 am **Breakout Session – Lyndell Ballroom A/B**
"Outsmart Denials: 5 Strategies for a Proactive Action Plan"
Christine Fontaine
Solution Strategist / Waystar
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: Denial prevention and management can easily become a moving target, causing teams to be reactive rather than forward-thinking. Recent research from Waystar, conducted by HFMA, found that proactive denial prevention resources lead to lower first-pass denials rates, but just 17.3% of those surveyed do this.
Join our session for a deep dive analysis of the latest denials research and strategies to improve denial management KPIs, reduce AR days, lessen write-offs, and free up valuable resources.
Learning Objectives:
- Explore the most recent research about denials, conducted by HFMA, and the gap in perception versus reality in resource investment.
- Examine the common root causes of denials and processes, streamline workflows and prevent more denials up front.

- Chart a path to a proactive denial prevention and management strategy.

10:40 – 11:40 am

Breakout Session – Lyndell Ballroom C/D
"Strategic Patient Debt Relief Solution"
Sani Messchi
Provider Partnership Manager / RIP Medical Debt
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: Topics that will be presented and discussed: RIPMD's Impact and introductions, Policy team and patient advocate aims, background and qualification criteria, hospital financial assistance information, why medical debt is a problem, where patients are cutting costs to pay for medical debt, presumptive eligibility, and resources for providers, best billing practices, data feedback. The benefit: Providers will have gain tools to utilize and understand market trends better, potential ability to lower patient aging and raise revenue. Target audience: Any medical provider serving patients in their community.
Learning Objectives:
- Create awareness of patients' medical debt and link to SDOH.
- Provide solutions for lowering patient aging balances and financial assistance improvements.
- Educate on background and best billing practices.

General Session – Lindell Ballroom C/D

11:40 am – 1:00 pm

Lunch, Recognition and Awards & Installation of Officers
Connie Warnat – President 2023-2024
Paula Littleton – President Elect
Matt Ellis – Vice President of Programs
Jean Nyberg – Regional Executive

Breakout Session – Lindell Ballroom A/B

1:00pm - 2:00 pm

Breakout Session - Lyndell Ballroom A/B
"Preempt Vs Manage: The New Age of Patient Access"
Alicia Auman - Solution Sales Executive, Optum
Nicole Stokes - Senior Client Manager, Optum
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: Following the worst financial year since the start of the pandemic, providers are still experiencing higher expenses, lower profit margins and widespread workforce shortages. Enacting a preemptive revenue cycle management strategy powered by intelligent automation is the most effective way to avoid revenue loss while increasing staff efficiency and productivity. In this session, you'll hear from two former patient access directors on how to build and execute a revenue cycle optimization strategy that helps avoid unnecessary costs associated with denials, write-offs, and rework, increasing yield and patient satisfaction.
Learning Objectives:
- Ensuring accuracy on the revenue cycle front end to prevent denials, rework and bad debt.

- Utilizing intelligent automation to reduce time-on-task, increase efficiency and optimize staff resources.
- Automating and streamlining prior authorization processes to reduce denials, administrative burden, and care delays.

1:00pm - 2:00 pm

Breakout Session – Lyndell Ballroom A/B
"Finance Trends in Healthcare: Focus on Fraud Mitigation and Payments Automation"
Samantha Werner
SVP, Treasury Market Manager / Commerce Healthcare
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: Join us in this insightful conference session as we delve into the dynamic landscape of finance trends in the healthcare industry. As the healthcare sector continues to evolve, so do the challenges and opportunities in financial management. This session will particularly spotlight the critical areas of fraud mitigation and payments automation, exploring innovative strategies, cutting-edge technologies, and best practices to safeguard financial integrity and streamline payment processes within the healthcare ecosystem.
Learning Objectives: Comprehensive Understanding: Provide attendees with a comprehensive understanding of the current finance trends in healthcare.
Fraud Awareness: Increase awareness of potential fraud risks in healthcare finance and equip attendees with practical strategies to identify, prevent, and mitigate fraudulent activities. Payment Automation: Showcase the advantages and challenges of automating payment processes in healthcare finance. Learn about the latest tools and technologies that facilitate seamless and secure payment transactions. Best Practices: Share industry best practices to inspire attendees with actionable insights that can be implemented within their organizations.

2:00 pm – 2:05 pm **Break**

General Session – Lindell Ballroom C/D

2:05 pm – 3:05 pm

General Session
"The Link Between Gratitude and Retaining Talent
Alan Freeman"
Senior Director of Patient Care Centers / A.T. Still University
"Leadership and Gratitude in the Workplace"
Regina Stuff
CNO / Liberty Hospital
CPE Credits: 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None

Program Content: This presentation will be of benefit to anyone in leadership
Learning Objectives:

- Creating a joyful Work Environment: Discover strategies to retain nurses by fostering a workplace filled with happiness and satisfaction.
- Expressing Gratitude in Your Workplace: Learn how to create a positive and motivated team through the power of gratitude.

- Building a joyful Culture: Explore the journey from a 30% turnover rate to 4.1% within just 18 months, and the steps Liberty Hospital took to achieve this remarkable transformation.

3:05 pm **Closing Remarks**

3:10 pm **Exhibitor Breakdown**

About the Speakers:

Jana Cook is Senior Vice President and Chief Financial Officer at Phelps Health. She has been with Phelps Health for 24 years. In her role, Jana is responsible for all functions of Financial Management and Revenue Cycle at Phelps Health. She holds a Master of Business Administration from Webster University, a Bachelor of Science in Business Administration from Columbia College and received her CPA in 2011. She enjoys serving as a volunteer for HFMA and has served as Past-President of the Greater Heartland Chapter and is incoming Regional Executive 3 for Region 8.

Kimberley A. Bruno is the Associate Vice President of Revenue Cycle at Phelps Health, a health system located in Rolla, Missouri. Since 2003, Kim has spent time working in various sectors of healthcare including: Revenue Cycle Management, Clinic Operations, Laboratory Outreach Management, and Direct Patient Care. Kim has an accomplished career track known throughout the industry for being focused on delivering and sustaining revenue and profit gains while staying focused on patient safety and experience. She has the ability to aggressively identify opportunities while developing focus and providing tactical business and operational solutions.

Patty Rachell / Forvis – Patty has more than 30 years of healthcare experience assisting hospitals and health systems with Medicare and Medicaid reimbursement issues. She has experience in various aspects of healthcare reimbursement issues such as Medicare disproportionate share and uncompensated care reviews, state DSH survey preparation and audits, medical Intern and Resident program reimbursement, shadow billing reviews, and organ transplant program reviews. Patty has experience leading multiple large health system projects, outsourcing engagements, and regulatory reimbursement strategic projects.

Lindsey Odum / Forvis – Lindsay is a Senior Manager with 12 years of reimbursement experience. Most of her career has been spent working at large Health Systems from Colorado to North Carolina and most recently California.

Marc Scher, HFMA's Chair-Elect, is a global healthcare innovator with more than 40 years of experience guiding public, private, and not-for-profit firms through significant change events. Over the course of his career, Marc has developed results-focused expertise with health systems, biotech's, payers, and other healthcare ventures. A respected industry and board director, he is valued for his strategic perspective, and advocacy for innovation, digital transformation, and process improvement. Rising to become KPMG's US and Global HealthCare Audit Partner-in-Charge, Marc became a subject matter expert on the ever-changing needs and challenges of the healthcare industry, including mergers, regulatory mandates, disruptive technologies, and business innovation.

Andrew Wheeler -Vice President of Federal Finance Missouri Hospital Association Andrew Wheeler serves as the Vice President of Federal Finance at the Missouri Hospital Association, specializing in federal advocacy, Medicare payment and policy, and Regulatory compliance. He has more than sixteen years of experience in the hospital setting, working in hospital operations, finance, and strategic planning. He has 12 years with the Missouri Hospital Association, advocating, educating and assisting hospitals with current issues. Andrew is a certified healthcare financial professional, a fellow of the Healthcare Financial Management Association and has received the William G. Follmer Bronze, Robert H. Reeves Silver and Frederick T. Muncie Gold awards.

Richelle Marting is a healthcare attorney with a focus on reimbursement, health information management, and regulatory compliance. She has in - house experience as a health information management professional including as director of managed care contracting. interim health system privacy officer, compliance coordinator, billing office coordinator and coding. She has helped successfully recover or retain tens of millions of dollars for healthcare organizations and individuals through defending payor audits and preparing appeals. Richelle has also served as an expert in litigation supporting attorneys on matters related to health information management, reimbursement, and privacy.

Evan Harmon - Remote Patient Monitoring System Leader, Baptist Health Evan T. Harmon, is the Remote Patient Monitoring (RPM) System Leader for Baptist Health (KY & IN), responsible for RPM oversight, expansion, and strategy development. He previously served as Baptist's corporate IT manager providing direction over health information management IT applications, including the full suite of Epic HIM and 3M applications. He also served as a project manager, leading HIM integrated areas including legal medical record, eMPI conversion, patient confidentiality, and ICD-10 for Baptist's nine facilities and 300+ outpatient locations. Evan has served in numerous boards and committee positions, including president for the Kentucky Health Information Management Association and River Valley Health Information Management Association.

Dr. Kate Lichtenberg - Medical Director, Anthem Blue Cross Blue Shield Dr. Lichtenberg is board-certified in Family Medicine and Public Health/General Preventive Medicine. She attended medical school at AT Still University – Kirksville College of Osteopathic Medicine and received her master's in public health from Saint Louis University. She was in fulltime practice for 13 years before moving to Blue Cross Blue Shield of Missouri where she has managed value-based programs for Commercial, Medicare Advantage, and Medicaid for the past 11 years. She currently serves as the Secretary for the Missouri Immunization Coalition. Her interests include population health and ending medical homelessness.

Amanda Fahrendorf - MO HealthNet Education and Collaboration Manager Department of Social Services MO HealthNet Amanda Fahrendorf, with 21 years of experience at the Department of Social Services (DSS), MO HealthNet Division (MHD), serves as the Education and Collaboration Manager in the Education and Training Unit. Over the past 9 years, she has played a key role in providing education and training to MHD providers, participants, and staff, contributing to enhanced understanding of MO HealthNet policies. Amanda has actively engaged with various groups, fostering strong relationships with providers and sister agencies, and she oversees MHD Education and Training resources while also handling special assignments, provider recruitment and serving as an expert on complex Medicaid inquiries. Additionally, she is involved in committees and workgroups related to Maternal and Infant Health initiatives, provider recruitment, and access to care. Amanda holds a Bachelor of Science degree in Business Management and is currently pursuing a Master of Public Health from A.T Still University, having graduated from William Woods University in 2009.

Christine Fontaine - Solution Strategist , Waystar Christine Fontaine is a Solution Strategist with over 20 years' experience in the healthcare finance field, managing rev cycle operations at both physician and hospital business offices. She specializes in identifying solutions to help organizations optimize their revenue cycles.

Sani Messchi - Provider Partnership Manager, RIP Medical Debt I've worked in the Rev cycle world for the last decade and a half. A highlight of my career was assisting KDHE in expanding the Traumatic Brain Injury waiver program, that allowed for a larger patient pool to be eligible, when I was Director of Financial Services at a rehab hospital in Gardner KS for four and a half years. The organization I'm introducing to you today is Rest In Peace Medical Debt - we are actually rebranding our name (RIP comes off a bit morbid). I want to say that I avoided public speaking classes like the plague during my college years but I'm here today - That takes me to my point of how medical debt can spring up - we just never know what life has in store for us! Medical debt can take over our lives; affect futures, family life, as well as mental and physical health. Personally, my seven year little old dude does things like jump off monkey bars or get his finger slammed in doors at school left and right and these medical expenses just hit after one another. The mission for our nonprofit is to put an end to medical debt. My goal is to create some awareness as to what we are seeing across the US with patient debt and provide some solutions for providers with patient aging balances. Also, I do talk fast, but hey - more time for Q&A and bathroom break at the end? Hopefully no one falls asleep on me!

Samantha Werner- SVP, Treasury Market Manager, Commerce Healthcare Samantha is Senior Vice President and Treasury Market Manager. Since joining CommerceHealthcare in 2018 her primary focus is working with health systems and insurance companies. She also leads our Treasury Healthcare team who focus on large health systems with over $250MM in net patient revenue. Samantha received her BS in Marketing from Southwest Missouri State University. She maintains her Accredited ACH Professional (AAP) certification and Certified Treasury Professional (CTP) certification. with 23 years of Treasury Management experience, Samantha offers her clients a wealth of experience in streamlining cash flow, improving efficiency, and mitigating fraud.

Nicole Stokes, Senior Client Manager, Optum I started my healthcare career in a hospital outpatient pharmacy with the dream of being a pharmaceutical sales rep. I earned my BBA in Marketing and then went to work at Relay Health, a division of McKesson in hopes to work my way up to sales in the pharmacy sector. I went back to school and earned my Master of Organizational Leadership while I worked in a variety of roles at Relay Health. I had the pleasure of supporting hundreds of hospitals and health systems on their front-end revenue cycle processes, specifically around quality assurance and eligibility verification. Prior to my role at Optum, I managed Patient Access operations, with a focus on training and education, for Prime Healthcare. Prime Healthcare consists of forty-five acute hospitals across the country.

Alicia Auman - Solution Sales Executive, Optum Alicia Auman joined Optum in 2024 as Solution Sales Executive after acquisition of AccuReg in 2022, bringing more than 20 years of healthcare leadership experience in revenue cycle management. Alicia has a passion for continuous improvement on patient experience as it aligns with both clinical and revenue cycle outcomes for a holistic approach to caring for each individual patient's needs. In her former role as Director of Patient Access at KSB Hospital in Illinois, Alicia doubled her team size by consolidating patient access into one centralized department to include both hospital and clinic operations focused on denial prevention/reduction, registration accuracy and increased POS collections. Understanding the impact on revenue cycle integrity within patient access, she implemented a career ladder to identify and develop other leaders and introduced a QA analyst/educator role to reduce turnover, improve employee satisfaction and improve accuracy to support a healthy revenue cycle. Under the new model, registration accuracy increased from 80 percent to 99 percent, denials decreased from 21 percent to 7 percent, staff turnover improved from 42% to 25%, and KSB saved $20 million in lost revenue.

Alan Freeman - Senior Director of Patient Care Centers, A.T. Still University Dr. Alan Freeman is senior director of patient care centers for A.T. Still University. His extensive career includes chief executive roles in two hospitals and two CHCs, and Director of the Missouri Department of Social Services. Alan holds master's and doctorate degrees from Webster University and is a Fellow in the American College of Healthcare Executives. He was honored with Webster's Distinguished Alumni Award and bestowed The honorary Doctor of Laws degree by ATSU. Alan is the recipient of three regional and two national healthcare leadership awards. His service to others includes an adjunct professorship and membership on various boards.

John Travis – Principal JFT PRG LLC, John Travis has nearly 39 years of work experience with almost 37 of it at Cerner (now Oracle Cerner) working in health information technology. John has worked since the mid-1990s on the role of HIT in enabling providers to use same to comply with federal laws implicating or directly requiring use of HIT. John has his own consultancy focused on advising HIT companies, startups and provider organizations on the role of technology in enabling compliance. At Cerner, John drove most major efforts to have its products enable its clients to comply with every major federal regulatory requirement since HIPAA was passed in 1996. John has served on federal task forces under the Federal Advisory Committees to the Office of the National Coordinator (ONC) for HIT in the Obama era and in the Trump era. John has also served on several Electronic Health Record Association committees for certification, delivery system reform and privacy, served as chair of the Common well Government Affairs Committee and participated in a number of industries collaborations with CHIME, AMA, AHA, AMIA, AHIMA and HFMA. John is a licensed CPA in Missouri and is a Fellow in HFMA and has served as chapter president and in numerous volunteer leadership roles for both the Heart Of America (Kansas City) and Greater Heartland (Missouri) chapters.

Regenia Stull – Chief Nursing Officer, Liberty Hospital. Regenia Stull joined the Liberty Hospital team in January 2022 after working as a CNO Consultant and LNC for a number of years. She has worked in all levels of nursing from C.N.A., staff RN, charge nurse, house supervisor, unit manager, division director, Administrative Director, ACNO and CNO. She received her Bachelor of Science in Nursing (BSN) from West Virginia University in

Morgantown, WV, her Master of Science in Nursing (MSN) and Nursing Administration from the University of Phoenix, Honolulu campus. She obtained her Doctor of Nursing Practice (DNP) in Executive Leadership at American Sentinel University in Aurora Colorado.

Hotel Reservations

Please make your own reservations with The Chase Park Plaza Royal Sonesta Hotel 212 N. Kings highway Blvd, St. Louis, Missouri, 63108, USA

A block of rooms has been set aside starting at $209 per night and are available exclusively for you by using the website. Reservations must be made by March 25, 2024, to receive our group rate. Click HERE to make your reservation. After this date reservations will be taken on a space & rate available basis. Please make your reservations as soon as possible. EVENT DATE – April 10th-12th, 2024 Add to calendar

The Royal Sonesta properties are a collective of unique, memorable hotels in some of the world's most desirable destinations. Our inspired mix of striking design, unrivaled—but decidedly unstuffy—service, and authentic local touches deliver a stay that truly can't be replicated. It's elevated travel for the next era.

Educational Credits

NATIONAL REGISTRY OF CPE SPONSORS

Healthcare Financial Management Association - Greater Heartland 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.

CPE Credit: Upon verification of participant attendance, this program will be eligible for credits in various fields of study. Credits may vary depending on individual state guidelines.
PROGRAM LEVEL: This program features sessions with program levels from basic to intermediate.
DELIVERY METHOD: Group - Live
PREREQUISITES: This program is appropriate for healthcare finance professionals with experience and knowledge comparable to CFO's, Revenue Cycle Executives, Consultants, Controllers, Finance Executives, and other similar positions.
ADVANCED PREPARATION: None

CPE Sign-in and Certificates

To receive CPE credits, you must sign in for each individual session you attend. Sign-in registers will be located in each session room. CPE Certificates and speaker presentations will be available on the hfma Greater Heartland website.

Refunds and Cancellations

To view, modify or cancel your registration confirmation, Click here. You will be asked to enter your confirmation number. *A full refund of the meeting registration fees will be granted only if the cancellation is received at least seven days prior to the scheduled program. Cancellations made between 4 and 6 days prior to the program will receive a 50 percent refund: cancellations within 3 days of the program are non-refundable.*

Parking: Overnight self-parking is available at our attached garage located on Maryland Plaza Ave. Self-parking is available to your guests at $10 per night. We are also happy to offer valet services at our main entrance located on Kings highway at the price of $47.00 per evening. Daily parking is subject to a 5% sales tax.

Hfma
Greater Heartland Chapter
2024 Spring Conference

BUSINESS CASUAL DRESS IS APPROPRIATE FOR THE MEETINGS & EVENTS.

2023-2024 Corporate Sponsorship Program

The Corporate Sponsorship Program is designed to enhance the quality of the Chapter programs, newsletters, and other activities. Organizations can strengthen the Chapter by becoming a Corporate Sponsor Interested in becoming a chapter sponsor? **Learn more!**

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