



**Wednesday, October 15th, 2025**

**1:00 PM – 6:00 PM**

**Exhibitor Setup located in the Congress Ballroom (12<sup>th</sup> Floor)**

**1:00 PM – 4:00 PM**

**Rookie Camp –Missouri Room (2<sup>nd</sup> Floor)**

*Paula Littleton – CFO/Lake Regional Health System*

*Andy Walla – Senior Manager/Forvis Mazars*

*Matthew Ortiz – Senior Manager/Forvis Mazars*

*CPE Credits: 3 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**Session Description:** An exclusive opportunity for attendees to get a comprehensive introduction to the intricacies of healthcare financial management world.

Whether you’re new to the field or looking to broaden your horizons, Rookie Camp is your starting line! Gain insights from seasoned pros, explore the fundamentals of healthcare financial management, and learn how to navigate the unique challenges of industry.

**Learning Objectives:**

1. Participants will learn about different areas and functions of the Revenue Cycle
2. Participants will learn about difference types of hospitals and their payment structures
3. Will learn best practices from Revenue Cycle and CFO Leaders.

**5:00 PM – 6:00 PM**

**HFMA Board and Committee Chair Meeting– Missouri Room (2<sup>nd</sup> Floor)  
(Invitation Only)**

**6:00 pm- 7:00 pm**

**Welcome Reception – Mezzanine Level (All Attendees Welcome)**  
Join us for our Welcome Reception serving drinks and appetizers!

**Thursday, October 16th, 2025**

**8:00 AM – 5:00 PM**

**Registration Opens– Pre-Function Area**

**8:00 AM – 9:00 AM**

**Breakfast with Exhibitors - Congress Ballroom (12<sup>th</sup> Floor)**

**10:00 AM – 10:15 AM**

**Presidents’ Welcome and Opening Remarks – Congress Ballroom (12<sup>th</sup> Floor)**

**10:15 AM – 11:15 AM**

**Keynote Session – Congress Ballroom (12<sup>th</sup> Floor)**

***“Courageous Leadership – Living a Life of Influence”***

*Dan Meer – Former KC Wolf Mascot/Kansas City Chiefs*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**Session Description:** On November 23, 2013, Dan Meers came within inches of losing his life while practicing a bungee jump and zip line stunt at Arrowhead Stadium...home of the Kansas City Chiefs. What Dan anticipated being the thrill of a lifetime ended up being the spill of a lifetime. The stunt went terribly wrong, and Dan plummeted 75 feet before crashing into the stadium seats. Miraculously Dan serviced. He spent 9 days in the hospital and got some really big scars. Dan smiles when he says, “Scars are just Tattoos that come with a Cool Story”. During this powerful presentation Dan shares his incredible story and the important lessons that he learned during his long journey to recovery about leadership and about life.



**Learning Objectives:**

1. Prioritize and learn to live life for those things that matter most
2. Live a Life of Influence in Your home, workplace and world
3. Simple investment principles for positively impacting those around you

**11:15 AM – 11:45 AM**

**Break with Exhibitors – Congress Ballroom (12<sup>th</sup> Floor)**

**11:45 AM – 12:45 PM**

**General Session - Congress Ballroom (12<sup>th</sup> Floor)**

**“State of Healthcare Industry Heading into 2026”**

*Natalie Trebes – VP, Strategic Insights Advisory Board Fellowship*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**Session Description:** As we head into 2026, the healthcare industry is facing a pivotal shift—not from any single disruptor, but from a broad diffusion of control across the ecosystem, as social and political support crumbles. Long-standing assumptions about access, spend management, and clinical decision-making are unraveling under pressure from funding cuts, rising costs, and changing consumer trust and expectations. Healthcare leaders must understand the players exerting new power and the spillover effects within their regional ecosystems, to navigate a future where control is no longer centralized, but shared (for better or for sores).

**Learning Objectives:**

1. Estimate potential safety net access vulnerabilities, including publicly funded health plans, rural providers, pharmacies, and academic medical centers.
2. Anticipate changing purchaser spend management strategies, including specialized management for GLP Is, behavioral health, and shoppable procedures
3. Understand care decision making influencers, including direct-to-consumer sources, physician practice owners, and tech vendors.

**12:45 PM – 1:45 PM**

**Lunch and Charity Presentation – Congress Ballroom (12<sup>th</sup> Floor)**

**“HAPPYBOTTOMS CHARITY”**

We are thrilled to partner with HappyBottoms, a mission-driven organization working to close the diaper gap in the Kansas City area. Since 2009, HappyBottoms has been helping families who struggle to afford enough diapers, a basic necessity that isn’t covered by programs like WIC or Medicaid. At our Fall Conference 2025, we’ll be joining forces to bring awareness and support to this vital cause. We invite you to be a part of the impact.

<https://happybottoms-101520.square.site/>

**1:45 PM – 2:45 PM**

**Breakout Session – Congress Ballroom (12<sup>th</sup> Floor)**

**“U.S. Congressional Update and Rural Health Transformation Program”**

*Andrew Wheeler – Vice President of Federal Finance/Missouri Hospital Association*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**Session Description:** The course will include information about the latest developments in Congress major federal regulatory updates and detailed overview of the rural health transformation program as codified by OBBBA. Information about the current fiscal state of hospitals in Missouri will be shared.



**Learning Objectives:**

1. Describe the current legislative environment in Congress and its implications for healthcare policy.
2. Explain the Rural Health Transformation Program and analyze its significance for hospitals.
3. Assess the likelihood of site-neutrality advancing in the 119<sup>th</sup> Congress and its potential impact on providers.

**1:45 PM – 2:45 PM**

**Breakout Session – Missouri Breakout Room (2<sup>nd</sup> Floor)**

**“Workforce Management in Healthcare”**

*Sherry Person – Workforce Management Coordinator/NKC Health*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**View the presentation**

<https://custom.cvent.com/BF623C33076140AB84B1D8318B384E0F/files/194596e5dd3c479b87718c746225361a.pdf>

**Session Description:** Managing the healthcare workforce by using the Workforce Management Cycle. Identify meaningful metrics and establish reports to maintain accountability.

**Learning Objectives:**

1. Explain the Workforce Management Cycle
2. How to set meaningful targets for Productivity
3. Publish reports to hold departments accountable to expectations.

**2:45 PM – 3:00 PM**

**Break with Exhibitors**

**3:00 PM – 4:00 PM**

**General Session – Congress Ballroom (12<sup>th</sup> Floor)**

**“Medicare Advantage Strategies for Sustainable Rev Cycle Improvement”**

*Richelle Marting – Director of Managed Care Consulting/NKC Health*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**View the presentation:**

<https://custom.cvent.com/BF623C33076140AB84B1D8318B384E0F/files/afeba188396f4980ab7b926b9a9a91fb.pdf>

**Session Description:** This session will explore the foundational rules guiding the coverage and payment of Medicare benefits, providing clarity on how regulations shape reimbursement. Participants will gain insight into common causes of Medicare Advantage denials and learn proven strategies to strengthen appeals and improve overturn rates. The discussion will also highlight the broader impact of payer policies on the revenue cycle, equipping attendees with practical approaches to mitigate financial risk and support compliance.

**Learning Objectives:**

1. Explain Medicare Advantage plans’ requirements to cover basic Medicare benefits
2. Apply actionable strategies to improve appeal success
3. Recognize common payer policy issues and how health organizations can respond

**4:00 PM – 4:10 PM**

**Break with Exhibitors**



**4:10 PM – 5:10 PM**

**General Session – Congress Ballroom (12<sup>th</sup> Floor)**

**“Best Practice Roundtable with Cocktails”**

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**Session Description:** 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:**

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

**5:10 PM – 5:15 PM**

**Closing Remarks**

**5:30 PM – 7:00 PM**

**Networking Reception - Congress Ballroom (12<sup>th</sup> Floor)**

*Networking Night is about to be legendary! Light apps, drinks, and plenty of connections, PLUS the change to meet Taylor Swift and Coach Andy Reid ( impersonators). Snap a selfie, join the huddle, and let’s shake it off KC-style! Come in your best KC Attire!*

**Friday, October 17th, 2025**

**7:00 AM – 8:00 AM**

**Breakfast with Exhibitors - Congress Ballroom (12<sup>th</sup> Floor)**

**7:00 AM – 12:00 PM**

**Registration – Pre-Function Area**

**8:00 AM – 8:15 AM**

**Welcome & Committee Introductions – Congress Ballroom (12<sup>th</sup> Floor)**

**8:15 AM – 9:15 AM**

**General Session – Congress Ballroom (12<sup>th</sup> Floor)**

**“Missouri Medicaid DSH – Payment Changes and What you Need to Know”**

*Emily Reese – Managing Director/Forvis Mazars*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**Session Description:** With the many changes in the past several years to the Medicaid program in Missouri and continued changes upcoming to both Medicaid and the Disproportionate Share Hospital (DSH) reimbursement, there are some key things that hospital leaders need to know. This session will provide an overview of the state DSH process for Missouri, including upcoming changes that will take affect in the next year. We will discuss some processes for the hospitals to consider when estimating future liabilities to the DSH program, as well as tips and tricks on the DSH Survey to help capture as much Uncompensated Care cost as possible.



**Learning Objectives:**

1. Gain a comprehensive overview of the Disproportionate Share Hospital (DSH) process in Missouri, including upcoming changes.
2. Learn about the processes hospitals should consider when estimating future liabilities to the DSH program
3. Discover tips and tricks for completing the DSH Survey to maximize the capture of Uncompensated Care cost.

**9:15 AM – 9:30 AM**

**Break with Exhibitor**

**9:30 AM – 10:30 AM**

**Breakout Session – Missouri Room (2<sup>nd</sup> Floor)**

**“ From Registration to Reimbursement – Building a Denial Free Workflow”**

*Ray Chase – VP National Accounts/VestaCare, Inc.*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**Session Description:** This course equips healthcare revenue cycle professionals with the strategies and tools to proactively prevent claim denials across the patient journey. Participants will learn how to embed real-time eligibility checks, authorization validation, predictive risk scoring, and documentation audits into daily workflows ensuring clean claims and faster reimbursement. Through case studies, workflow diagrams, and KPI-driven tactics, the course emphasizes cross-functional accountability and operational excellence. At the end, attendees will be prepared to design and implement a denial prevention framework that protects revenue, reduces rework, and improves patient financial outcomes.

**Learning Objectives:**

1. Understanding the Denial Landscape
2. Front-end Prevention – Eligibility & Authorization
3. Predictive Risk Scoring & Claim Triage

**9:30 AM – 10:30 AM**

**Breakout Session – Congress Ballroom (12<sup>th</sup> Floor)**

**“Leadership Growth and Advancement in Healthcare Today”**

*Michael Burcham – Chief Strategy Officer/Health Partners MGMT Group, Inc.*

*CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None*

**View the presentation**

<https://custom.cvent.com/BF623C33076140AB84B1D8318B384E0F/files/c9947155d3d04596aebe10fa9eb265c2.pdf>

**Session Description:** This session is designed for emerging and mid-level leaders who want to take charge of their growth journey. We’ll explore how to set meaningful professional growth goals, make intentional career choices, and pursue educational opportunities that align with your aspirations, whether advancing clinical expertise or earning additional degrees. Attendees will also learn how participation in professional organizations such as HFMA and ACHE, and others can expand networks, build credibility, and accelerate career success.



**Learning Objectives:**

1. Identify key communication skills that support effective collaboration across healthcare teams and organizations.
2. Explain the role of mentoring, formal training, and hands-on experience in advancing career and leadership development.
3. Recognize opportunities to strengthen business acumen and financial understanding to enhance leadership effectiveness in healthcare.

**10:30 AM – 11:00 AM**

**Networking Break with Exhibitors**

**11:00 AM – 12:00 PM**

**General Session: Congress Ballroom (12<sup>th</sup> Floor)**

**“Hospitals Aren’t Hotels, Airlines or Restaurants, but Maybe it’s Time They Think Like One”**

*Seth Katz – Chief Operating Officer/United Healthcare – Community & State, KS*

*CPE Credits 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None*

**View the presentation**

<https://custom.cvent.com/BF623C33076140AB84B1D8318B384E0F/files/266772faac854039a9e1ab756ccef553.pdf>

**Session Description:** Healthcare organizations often resist comparisons to service industries, yet patients increasingly measure their experiences against the best in hospitality, travel, and dining. A flight may last three hours, a hotel stay a weekend, but a hospital visit can define a lifetime—yet many hospitals still struggle to consistently meet even basic customer expectations. This session will explore what healthcare can learn from industries that have mastered customer feedback, loyalty, and service recovery. We’ll examine how listening to patients, acting on their feedback, and creating moments of trust and ease can improve satisfaction, strengthen reputation, and build long-term loyalty. Participants will walk away with practical strategies to rethink patient experience—not as a box to check for surveys, but as a powerful driver of clinical, financial, and community outcomes.

**Learning Objectives:**

1. Identify strategies from hospitality, airlines, and restaurants that can be adapted to improve patient experience in hospitals.
2. Apply patient feedback methods to design service improvements that enhance trust, satisfaction, and loyalty.
3. Develop an action plan to integrate customer-centric practices into hospital operations without compromising clinical care.

**12:00 AM – 1:00 PM**

**Lunch & Exhibitor Giveaways – Congress Ballroom (12<sup>th</sup> Floor)**

**1:00 PM – 2:00 PM**

**Breakout Session – Congress Ballroom (12<sup>th</sup> Floor)**

**“Funding Projects Now”**

*Bill Wilson – Managing Director/Northland Securities, Inc.*

*CPE Credits 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None*

**View the presentation -**

<https://custom.cvent.com/BF623C33076140AB84B1D8318B384E0F/files/707c937f4e3b4b07a08e5e52c0f8810a.pdf>



**Session Description:** Having deferred major capital projects during COVID and its aftermath, many hospitals are looking to restart renovation and expansion plans. Examples include transforming campuses to provide additional outpatient and ancillary services, as well as expanding networks with community-based clinics. In order to fund this backlog of growth opportunities, hospitals need strategies to access a bond market that is significantly different from the beginning of the decade. The session will discuss options in the current interest rate environment, as well as funding structures that will maintain flexibility for future projects. Case studies will provide helpful perspective on funding options for projects of varying scope.

**Learning Objectives:**

1. Overview of interest rate conditions, including short-term and long-term options.
2. Outline bond and government-related structures that will enhance the financial strength of the project.
3. Understand key credit expectations of commercial banks and bond investors.

**1:00 PM – 2:00 PM**

**Breakout Session – Missouri Room (2<sup>nd</sup> Floor)**

**“Out-of-Network Reimbursement Disputes”**

*Gordan Jay – Executive Director, RCM Policy & Industry Engagement/EnableComp*

*CPE Credits 1 / CPE Type: Specialized Knowledge / Level: Basic / Prerequisites: None*

**Session Description:** This session will cover the Federal IDR Process, and where applicable, will also inform state laws that must be followed. While the focus will be provider and payer disputes, it will also include some information on patient and provider disputes.

**Learning Objectives:**

1. Identify cases requiring special OON handling
2. Maintain arbitration documentation and timelines.
3. Analyze payer payment patterns for OON claims

**2:00 PM – 2:10 PM**

**Closing Remarks**



## About The Speakers

**Paula Littleton**, a certified public accountant and certified healthcare financial professional, has over 20 years of health care experience. Currently chief financial officer at Lake Regional Health System. Paula served as the Chief Financial Officer – critical access regional for Saint Luke’s Health System, overseeing the financial operations of four nonprofit hospitals. Previously, she worked for 14 years for MU Health Care, earning the role of senior director of finance and controller.

**Andy Walla** has been with Forvis Mazars for almost 11 years. As a member of Forvis’s health care reimbursement consulting team, Andy provides consultation services to a variety of health care entities, such as Hospital’s , Home Health, Hospice, and Nursing Homes. He also helps providers improve their reimbursement by overseeing cost reports, audits, and wage index reviews. Andy is a 2009 graduate of University of Nebraska, Lincoln, with a B.S.B.A. degree in Finance and MBA from the University of Bellevue.

**Matthew Ortiz** is a member of the Forvis Mazars health care regulatory reimbursement team who provides consultation services to a variety of health care entities, including governmental, not for profit and religious organizations. He regularly provides Medicare and Medicaid compliance and strategic services to health care providers across the country. He has experience in various aspects of healthcare reimbursement issues including critical access cost reimbursement, Medicare DSH, Medicare bad debt reviews, wage index reviews, and geographic reclassifications, Matthew is a 2015 graduate of University of Central Missouri, Warrensburg, with B.S.B.A. degree in accounting and a M.Acc. degree.

**Dan Meers** has been KC Wolf, the mascot of the Kansas City Chiefs, for more than 30 years. In 2006 he was selected as the first NFL mascot inducted into the Mascot Hall of Fame. Dan travels throughout the United States and the world entertaining thousands of people both in and out of costume. He has performed in over 40 states and 12 different countries. He is in high demand not only as a mascot but also as a humorous and motivational speaker to audiences of all ages. His enthusiasm, optimism and love for life are contagious and make Dan an inspiration to all those he meets. Be it young or old, executive or blue collar, his audiences walk away with a smile and a renewed spirit to live life to the fullest. Whether you’re a Kansas City Chiefs fan or not, you’ll enjoy Dan Meers as he shares his unique wit and wisdom about life.

**Natalie Trebes** leads Advisory Board’s executive strategy research team, which incorporates the best of Advisory Board Teams’ latest research to provide insights on the future of healthcare strategy. She oversees the development of the Advisory Board’s flagship annual “state of the industry” presentation and the corresponding annual “things CEOs need to know” report. She also advises on the firm’s overall annual research agenda and structures for cross-sector collaboration. Natalie previously led the firm’s research initiatives for health plans, and worked at the Center for Medicare and Medicaid Innovation prior to joining The Advisory Board. She holds a Master of Public Policy from Duke University.

**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 11 years with the Missouri Hospital Association, advocating, education 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 and director of managed care contracting with a focus on the legal implications of health plan contracts and policies on patient access to care and healthcare providers’ revenue cycle. She has helped successfully recover or retain tens of millions of dollars for healthcare organizations and individuals by defending and appeal payer audits and negotiating contract terms. Richelle has also served as an expert in litigation supporting attorneys on matters related to health information management, reimbursement, and privacy. She serves on the American Hospital Associations’ payer Accountability Workgroup and the Missouri Hospital Association Payer Scorecard Advisory Committee.



**Sherry Person** has more than 20 years' experience in Healthcare Financial Decision Support.

**Emily Reese** is a member of Healthcare Practice and provides reimbursement and regulatory consulting services for hospitals ranging from large healthcare systems to community hospitals. She has experience in various aspects of healthcare regulatory topics such as cost report preparation and review, Medicare DSH and uncompensated care, state DSH survey assistance, interns and residency programs, Medicare bad debt reimbursement, and nursing and allied health programs. She has been providing regulatory reimbursement consulting services since 2005 and regularly helps clients evaluate the regulatory reimbursement impacts of various strategic opportunities. Emily is a member of the American Institute of CPAs Institute of Management Accountants, Healthcare Financial Management Association, and Missouri Society of CPAs. She is a Certified Management Accountant (CMA) and a Certified Healthcare Financial professional; (CHFP). She is a cum laude graduate of the University of Tulsa, Oklahoma, with a B.S. degree in business administration/accounting and a minor in economics, and a magna cum laude graduate of Missouri State University, Springfield, with and M.H.A degree.

**Ray Chase** with over 30 years of experience leading revenue cycle transformation across hospitals and health systems, I specialize in turning complexity into clarity and financial performance into patient-centered success. Since 1992, I have built a career grounded in operational excellence, strategic advisory, and hands-on leadership. From multi-hospital portfolio to high-performing revenue cycle teams, I have consistently delivered measurable results: reduced AR days, improved net revenue realization, and enhanced patient financial engagement. My consulting approach is rooted in real-world experience and a deep understanding of the evolving healthcare landscape. I partner with hospital executives to assess performance gaps, implant best-in-class workflows, optimize EMR workflows, integrating their-party financing platforms, or leading turnaround initiatives, Focus on outcomes that matter.

**Michael Burcham**, MBA, RRT, FACHE, is a visionary Senior Executive passionate for collaborative leadership, providing the ultimate patient experience through clinical and financial excellence. Mike's career has spanned 44 years in healthcare at both the clinical and the administrative levels in Nebraska and Missouri, including 14 years as a Chief Executive Officer. His administrative experience has included both hospital services and physician practice services.

**Seth Katz** – United Healthcare's Community Plan of Kansas, the organization's Medicaid Managed Care plan. In this role, he oversees compliance, billing, provider relations, government relations, and other key functions, ensuring that contractual obligations are met across patients, providers, and regulators. Outside of his executive roles, Seth is a consulting faculty member for the Health Information Management program at the University of Kansas Medical Center, has served on boards for HFMA, AHIMA, and other organizations, and is a frequent speaker at national conferences.

**Bill Wilson** is a Kansas City-based Managing Director with Northland Securities. Bill has over 25 years of experience as an investment banker serving hospital and senior housing providers. He has assisted management teams and their Boards with more than a billion dollars of funding, including issuing tax-exempt bonds and successfully accessing USDA Loans. Bill will draw on the market feedback provided by Northland's public finance platform, which has been involved in more than 3,000 bond issues, representing more than \$6 billion, since 2019.

**Gordan Jaye** is a seasoned healthcare executive with a long history of driving transformation in revenue cycle management, complex claims, and virtual care delivery. He currently serves as the Executive director of RCM Policy and Industry Engagement at Enablecomp. With a strong emphasis on patient access and experience, he has led initiatives that streamline front-end operations, improve claim resolution, and enhance the patient journey across diverse healthcare settings. He holds dual master's degrees in public health and project management from University of Essex, United Kingdom, and is also a Certified Lean Six Sigma Black Belt (CLSSBB).



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](http://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.

**ADVANCE 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.

#### **Registration Fees:**

##### **HFMA Member Provider - \$219.00**

Full conference registration for HFMA Provider Organization members.

This special registration rate is only available to Provider attendees. Please note that our definition of a Provider is an individual that is directly employed by the provider organization (hospital, health system, nursing home, clinic or other direct healthcare provider of services) and is not a business consultant that is hired by the provider.

##### **Non-HFMA Member Provider - \$229.00**

Full conference registration for non-HFMA members.

This special registration rate is only available to Provider attendees. Please note that our definition of a Provider is an individual that is directly employed by the provider organization (hospital, health system, nursing home, clinic or other direct healthcare provider of services) and is not a business consultant that is hired by the provider.

##### **HFMA Member Provider Group Pack - \$750.00**

4 total registrations for a discounted group rate. Must have a maximum of 4 people from the same organization. *Discount code for additional registrations will be emailed to you separately.*

Please note that our definition of a Provider is an individual that is directly employed by the provider organization (hospital, health system, nursing home, clinic or other direct healthcare provider of services) and is not a business consultant that is hired by the provider.

##### **Non-HFMA Member Provider Group Pack - \$800.00**

4 total registrations for a discounted group rate. Must have a maximum of 4 people from the same organization. *Discount code for additional registrations will be emailed to you separately.*

Please note that our definition of a Provider is an individual that is directly employed by the provider organization (hospital, health system, nursing home, clinic or other direct healthcare provider of services) and is not a business consultant that is hired by the provider.



**HFMA Member Business Partner - \$249.00**

Full conference registration for HFMA Members.

**Non-HFMA Member Business Partner - \$269.00**

Full conference registration for non-HFMA members.

**Rookie Camp ONLY - \$50.00**

Join us at Rookie Camp, an exclusive opportunity for attendees to get a comprehensive introduction to the intricacies of healthcare financial management world.

Whether you're new to the field or looking to broaden your horizons, Rookie Camp is your starting line! Gain insights from seasoned pros, explore the fundamentals of healthcare financial management, and learn how to navigate the unique challenges of industry.

Don't miss out on this chance to kick off your journey towards success in your career! Sign up for Rookie Camp now and secure your spot on the path to becoming a healthcare financial MVP.

**Student - FREE**

Full conference registration for students.

*A full refund of 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.*

**VENUE:**

Hilton President Kansas City  
1329 Baltimore Avenue  
Kansas City, MO 64105

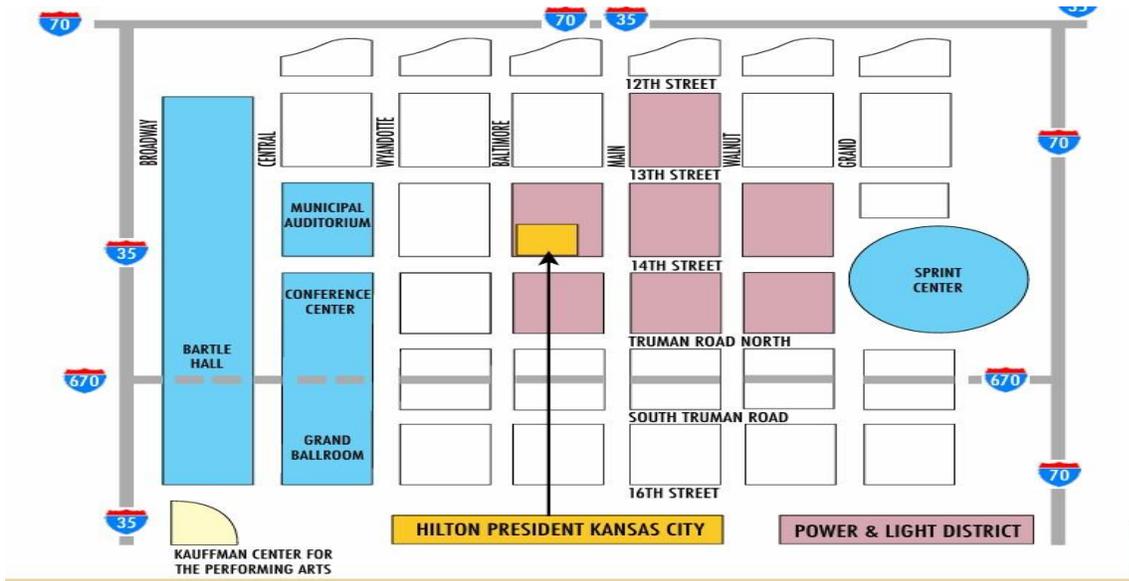
**PARKING**

Overnight guests at the hotel will need to check in at the front desk before proceeding to the parking garage. The front desk will give you a parking pass to place on the dashboard of their car (this is only for overnight parking). The front desk will give you directions to the parking garage. Overnight parking is \$30 or \$45 for valet.

Event only guests (not staying at the hotel) will use the driveway behind the hotel – this entrance is on **14<sup>th</sup> Street** – not Baltimore Ave to get to the parking garage. The daily event only **parking fee is \$10 and they only accept cash**, a parking attendant will be stationed at the garage each day. If you are arriving after the event has started you will need to pay for parking at the front desk. If you do not have cash they have an ATM in the hotel lobby.



**PARKING MAP**



**THE REGISTRATION & INFORMATION DESK**

The registration/information desk will be open and staffed starting at 8:00 am on Thursday, October 16th in the Congress Ballroom pre-function area. General Sessions and meals will be taking place in the Congress Ballroom.

**WHAT TO WEAR**

The suggested dress code for the meeting is business casual. Keep in mind that the venue air flow may not meet your personal preference, so we suggest dressing in layers to ensure that you

**CONFERENCE APP**

Download the Cvent Event App to see the full conference agenda, attendee list, presentations, session surveys, and more. You can access by [clicking here](#). Search "Greater Heartland HFMA 2025 Fall Conference."

**EVENT AGENDA**

View the full agenda [HERE](#).

A printable agenda will be available on the Greater Heartland HFMA website [here](#)



## **FALL CONFERENCE EXHIBITORS:**

VestaCare, Inc.  
Forvis Mazars  
Action RCM  
Quadax  
HPMG – Health Partners MGMT Group  
Ni2 Health  
Elevate Patient Financial Solutions  
Unified Health Services  
Medical Recovery Revenue

## **FALL CONFERENCE SPONSORS:**

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