



Thursday July 17th, 2025

Welcome Reception – Moxy Hotel, 430 South Ave., Spfd., MO.

6:00 pm- 7:00 pm Welcome Reception – Moxy Hotel/Eyrie Rooftop Bar

Please join us at our welcome reception!



Friday July 18th, 2025

General Sessions – Forvis Mazars – 910 E St. Louis, Spfd, Mo.

8:00 AM – 8:50 AM **Registration & Breakfast**

8:50 AM – 9:00 AM **Welcome & Announcements**
*Rebeka Lortz, CPA – Controller / Lake Regional Health System and
HFMA Greater Heartland Summer Conference Chair 2025*

9:00 AM – 10:00 AM **General Session: “Strategic Liquidity for Health Systems”**
Emily Abrantes – Healthcare Investment Banking/Fifth Third Securities
Holly Boll – VP, Senior Treasury Solution Consultant/Fifth Third Bank
John Herald – Executive Director/Fifth Third Securities
CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None

Session Description: This session will discuss current Liquidity Management Best Practices and Products in the context of the economic environment.

Learning Objective:

1. Provide attendees with a detailed landscape of current Liquidity Management topics.
2. Illustrate current strategies and products utilized in Liquidity Management.
3. Discuss the overall importance of Liquidity Management in the view of the entire Balance Sheet and Rating Agency perspective.

10:00 AM – 10:15 AM **Networking Break**



10:15 AM – 11:15 AM **General Session: “Driving Financial Efficiency through External Partners”**
Alicia Auman – Director of Revenue Cycle/Lake Regional Health System
 CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None

Session Description: Learn from the provider perspective (how to negotiate contracts, hold them accountable, measure ROI). Applicable to Financial and Revenue Cycle attendees.

Learning Objectives:

1. Define what external partnerships in healthcare operations entails
2. Explore types of partnership that drive cost savings and operational improvement
3. Share success stories and data-driven results

11:15 AM – 11:30 AM **Networking Break**

11:30 AM – 12:30 PM **General Session Panel: “Unlocking Workforce Potential: Strategic Investments that Drive Retention, Efficiency, and Growth”**
Emily Harrington – Administrative Director of Workforce/CoxHealth
Ryan Morris – Director, Talent Development/CoxHealth
 CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None

Session Description: Looking to close skill gaps, retain top talent, and maximize operational efficiency! This session is a must-attend for leaders, talent development professionals, and operational decision-makers who are shaping the future of their workforce. Join us as we explore how strategic investments in training, development, and pipeline programs can deliver measurable returns – both financially and culturally. Walk away with a fresh perspective on the true impact of workforce development, along with practical, actionable strategies to build a stronger, more engaged team that’s equipped to meet the demands of tomorrow.

Learning Objectives:

1. Analyze the financial and operational impact of targeted workforce development initiatives on employee retention and organizational efficiency.
2. Appl practical strategies to design and implement workforce programs that effectively close skill gaps and strengthen talent pipelines.
3. Evaluate current workforce planning efforts to identify opportunities for strategic investment that align with long-erm organizational goals.

12:30 PM – 1:30 PM **Lunch**

General Sessions – Forvis Mazars. 910 E St. Louis Street, Spfd. Mo.

1:30 PM – 2:30 PM **General Session – “Physician Compensation Strategies to Drive Profitability, Sustainability & Productivity”**
Panelist: Jason Bartholomew – Senior VP, Medical Group Operations/Phelps Health
Panelist: Jaren Pippitt – Chief Administrative Officer/Lake Regional Health System
Panelist: Doug Fast – Executive Director of Clinic Finance/Mercy
Moderator: Jenine Vincent – Managing Director/Forvis Mazars
 CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None

SUSTAINING SUCCESS: THE ROI OF INVESTING IN PEOPLE



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Session Description. This session will cover aligning compensation with productivity metrics, improving recruitment and retentions, and creating performance-based incentives that motivate physicians while contributing to the financial health of the organization.

Learning Objectives:

1. Understand how to align physician compensation models with productivity metrics to drive performance.
2. Explore strategies to enhance recruitment and retention.
3. Learn how to design and implement performance-based incentive plans that motivate physicians.

2:30 PM – 2:45 PM

Networking Break

2:45 PM – 3:45 PM

General Session – “Roundtable”

Derek Lee, CPA – Director / Forvis Mazars

Session Description: Get ready to mix, mingle, and flex your healthcare brainpower at our Networking Trivia! Test your healthcare knowledge, share a few laughs, and build meaningful relationships with peers from across the industry.

3:45 PM – 4:00 PM

Closing Remarks



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 11 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.

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About The Speakers

Emily Abrantes – Healthcare Investment Banking/Fifth Third Securities

Holly Boll-VP, Senior Treasury Solution Consultant/Fifth Third Bank. Holly brings over 20 years of expertise in Commercial Payments, with a specialized focus on serving the healthcare sector. Throughout her tenure at Fifth Third, she has consistently advanced into greater responsibility, reflecting her deep industry knowledge, commitment to excellence, and leadership within the organization.

John Herald – Executive Director/Fifth Third Securities. John is an executive Director with the Fifth Third Securities Institutional Fixed Income. He has 25 years of banking and investment management experience with a large range of healthcare systems across the U.S. John received a BA in Economics from Centre College in Danville, KY.

Alicia Auman – Director of Revenue Cycle/Lake Regional Health System

Emily Harrington - Administrative Director of Workforce /CoxHealth. Emily Harrington is the Administrative Director of Workforce at CoxHealth, where she leads the Recruitment, Talent Development, and Employee Relations teams. With over 10 years of HR experience, both in healthcare and manufacturing, Emily has honed her expertise in conflict resolution, talent strategy, and employee engagement. Emily graduated from Missouri State with a degree in business and minor in communications. She is passionate about empowering others and fostering professional growth, holding certifications in DDI (Development Dimensions International) and Shift Positive.

Ryan Morris – Director, Talent Development/CoxHealth. In his role, he has the opportunity to lead leadership development, change management, e-Learning and workforce & student development teams. With over a decade of experience in Human Resources and Learning and Development, Ryan has made significant contributions in non-profit, education, and healthcare sectors. He earned his bachelor's degree in Business Administration and Master's degree in Educational Leadership, both from Evangel University. Ryan is deeply committed to connecting with leaders and facilitating micro adjustments that lead to maximum organizational impact.

Jason Bartholomew – Senior VP, Medical Group Operations/Phelps Health. Jason Bartholomew joined Phelps Health in 2023 as a senior vice president of medical group operations, where he oversees a multi-provider group spanning six counties and multiple clinic locations. Prior to joining Phelps Health, Bartholomew was senior operations leader of the medical group at Lake Cumberland Regional Hospital in Somerset, Kentucky. Prior to that, he served in various leadership roles at HC Physician Services Group in Nashville, Tennessee. Bartholomew holds a Bachelor of Business Administration degree from Southern Adventist University and a Master of Business Administration degree with a focus on healthcare management from Loma Linda University. Bartholomew was born in Redlands, California, but grew up in Nashville, Tennessee. He now resides in Rolla, Missouri with his wife and three children.

Jaren Pippitt – Chief Administrative Officer/Lake Regional Health System an integrated health system based in Osage Beach, Missouri that serves the broader Lake of the Ozarks and Lebanon communities. Jaren has more than 25 years of leadership experience across nearly every aspect of the healthcare delivery system. She holds a Masters of Health Administration from the University of Missouri-Columbia, is a member of the American College of Healthcare Executives and is a Fellow of the The Advisory Board Company. She previously held leadership positions at Mosaic Life Care in St. Joseph, Missouri and Mercy Medical Center in Sioux City, Iowa.

Doug Fast - Executive Director of Clinic Finance/Mercy

Jenine Vincent – Managing Director/Forvis Mazars. Jenine is a member of the Forvis Mazars Health Care Performance Improvement Advisory Services team. She has more than 25 years of experience in health care operations, working with large and rural health care systems. Her depth of health care operations, experience spans across clinic and hospital system structures, including rural health clinics, fee-for-service, and acute and critical access hospitals. Her operational leadership experience translates into strategic insights for clients in the areas of operational efficiencies, margin improvement, physician compensation plans, and managed care contracting. She has received recognition for leading hospital and clinic systems through key strategic initiatives that resulted in significant margin improvement and service line growth. Jenine is an active member of American College of Healthcare Executives and a Certified Medical Practice Executive (CMPE) with American College of Medical Practice Executives. She is a member Missouri State University's School of Business Advisory Council. She is a 1992 graduate of Missouri State University, Springfield, with B.S. degree accounting and 2013 graduate with an M.H.A. degree.

Derek Lee, CPA – Director/Forvis Mazars



CONTACT

If you have any questions during the meeting, please contact Rebeka Lortz, Conference Chair.

LOCATION & PARKING

VENUE – WELCOME RECEPTION – MOXY ROOFTOP BAR

VENUE – SESSIONS – FORVIS MARVAS – 910 E. ST. LOUIS, SPFD, MO.

Please park in any reserved or visitor spaces. Overflow parking will be at the University Parking Plaza.

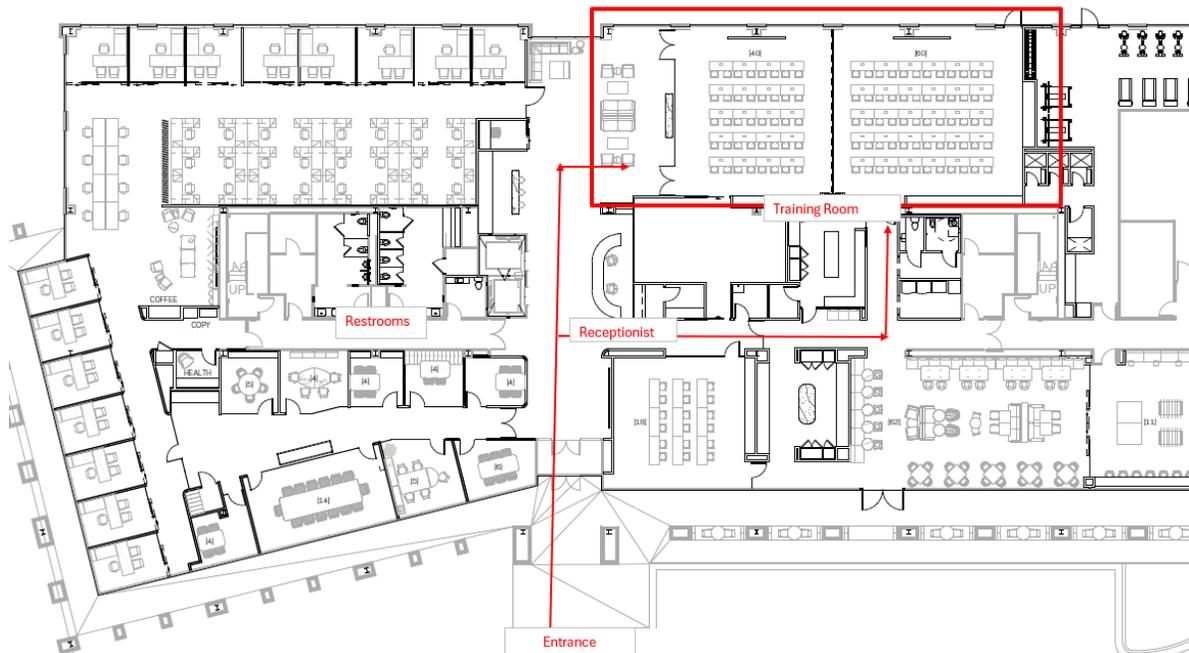
WHAT TO WEAR

The suggested dress code for this event is business casual. Keep In mind that the venue air conditioning can be extreme, so we suggest dressing in layers (jackets and sweaters) to ensure that you are comfortable.

REGISTRATION & INFORMATION DESK

The registration/information desk will be open and staffed starting at 8:00 AM. A registration table will be located outside the conference room, and a greeter will just be inside the building entrance the day of the event.

Venue Diagram



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