



## Wednesday, January 15th, 2025

<b>10:00 AM – 5:00 PM</b>	<b>Registration – Salon A Foyer</b>
<b>8:00 AM – 11:00 AM</b>	<b>Rookie Camp – Pines Second Floor</b>
<b>7:00 AM – 11:30 AM</b>	<b>Exhibitors set up – General Session Room</b>
<b>12:00 PM – 4:00 PM</b>	<b>Educational Sessions</b>
<b>5:00 PM – 6:00 PM</b>	<b>HFMA Board and Committee Chair Meeting - Columbia Room Second Floor (Invitation Only)</b>
<b>6:00 pm- 7:30 pm</b>	<b>Networking Reception – Columbia Room Second Floor</b> Don't forget to wear your wristband provided at registration, and your favorite sports jersey!

### **Rookie Camp / Pines Room, Second Floor**

<b>8:00 AM- 9:00 AM</b>	<b>Session 1: “A Comprehensive Overview of the Revenue Cycle and Steps You Can Take to Improve it”</b> <i>Kim Bruno - AVP of Revenue Cycle / Phelps Health</i> <i>CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None</i>
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**Session Description:** This one-hour session will be a comprehensive overview of the revenue cycle in healthcare. This session is intended for individuals who are new to healthcare revenue cycle or healthcare finance. By attending you will learn the key functions of the revenue cycle and the importance of collaboration among the various functions of the revenue cycle to ensure optimal performance.

**Learning Objectives:**

1. Define the term Revenue cycle and describe the key functions of the Revenue Cycle in healthcare.
2. Describe how each of these functions work in collaboration with the others until account resolution.
3. Learn how front-line staff can impact the Revenue cycle.
4. Learn about ways to impact Revenue cycle performance.

<b>9:00 AM – 10:00 AM</b>	<b>Session 2: “Rebranded Healthcare Reimbursement”</b> <i>Emily Reese – Consulting Director / Forvis Mazars</i> <i>Kaitlyn Kover – Senior Consultant / Forvis Mazars</i> <i>CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None</i>
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**Session Description:** This course will provide individuals with a high-level introduction into Medicare reimbursement as it relates to hospitals. Topics will include the history of Medicare and Medicaid, Medicare payment methodologies, hospital designations and other payment and reimbursement fundamentals. Individuals with minimum experience in healthcare or those seeking to reinforce previously learned concepts are encouraged to attend.



**Learning Objectives:**

1. Describe the origin of Medicare and Medicaid
2. Distinguish between cost based and prospective Medicare payment systems
3. Identify primary worksheets utilized in the Medicare cost report.

**10:00 AM – 11:00 AM**

**Session 3 – “Lessons in Leadership”**

*Paula Littleton – Executive Vice President/CFO / Lake Regional Health System*

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

**Session Description:** This session will explore key principles of effective leadership, focusing on strategies that empower both leaders and their teams. Participants will learn practical leadership tools, insights into adaptive leadership styles, cultivating emotional intelligence and fostering a positive and collaborative work culture.

**Learning Objectives:**

1. Essential leadership tips and skills
2. Benefits of effective leadership
3. Strategies to overcome leadership challenges
4. Importance of Mentorship

**General Sessions – Salon A, Ground Floor**

**11:45 AM – 12:00 PM**

**Presidents' Welcome & Announcements – Salon A – Ground Floor**

*Susan Hayes – Director of Patient Financial Services / Hannibal Regional Healthcare System and AAHAM MO Hawthorn President 2025-2026*

*Paula Littleton – Executive Vice President & CFO / Lake Regional Health System and HFMA Greater Heartland President 2024-2025*

**12:00 PM – 1:00 PM**

**General Session: “Demystifying AI for Healthcare Users”**

*Pavani Munjuliri – CEO / Cognitive Health*

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

**Session Description:** The Landscape of automation and AI in healthcare has undergone significant transformations over the past few years, with accelerated changes during the pandemic. Our work methodologies have evolved alongside advancements in technology, incorporating terms such as automation, RPA (Robotic Process Automation), scripts, AI (Artificial Intelligence), and ML (Machine Learning). In this exploration, we aim to demystify these technologies, tracing their journey from the past to the present and envisioning their future impact from a business user's perspective. Additionally, we will provide realworld examples from the healthcare and revenue cycle space to showcase the practical applications of these innovations.

**Learning Objective:**

1. Appreciation of different technologies currently being used in the industry
2. Learn what are the AI opportunities in RCM
3. Learn the lessons learned in implementing AI in RCM workflows

**1:00 PM – 1:30 PM**

**Break with Exhibitors**



**1:30 PM – 2:30 PM**

**General Session: “Engaging all of your Revenue Cycle in Denial Prevention”**

*Nicole Querio – Director Rev Cycle Operations / OS Inc.*

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

**Session Description:** There are many departments involved in a hospital's revenue cycle. Why do we always lay the responsibility of denial prevention at the feet of the hospital business office? This presentation gives an overview of the revenue cycle and shows how every department involved has an important role in preventing denials. The presentation uses a color-coded UB Form to identify each department's area of responsibility on the form. The visual of a color-coded form naturally highlights the important role of data capture by patient access departments. After this presentation, you will understand the importance each functional area of the revenue cycle has on improving a hospital's first pass payment rate (claims paid on first submission). Revenue cycle departments that work together create the best environment for improved cash flow and A/R performance.

**Learning Objectives:**

1. Attendees will walk away with strategies on how to effectively engage all departments in revenue cycle performance, impact change, improve processes, and track progress.
2. Attendees will learn how to effectively use data to identify opportunities and improve processes.
3. Attendees will learn strategies for tracking improvements and reporting KPIs within the revenue cycle

**2:30 PM – 3:00 PM**

**Break with Exhibitors**

**3:00 PM – 4:00 PM**

**General Session Panel: “Medical Debt & CFPB – Past, Present, Future”**

*Lloyd Ledet – President & CEO / Credit Bureau Systems, INC.*

*Mark Cavin – Senior Policy Fellow Debt Collections / CFPB*

*Dennis Barton – Attorney / The Barton Law Group LLC*

*Jeanne Goche – President and CEO/Solutions in Health Care Management*

*Moderator: Alana Wilson – Director of Patient Accounts/Carroll County Memorial Hospital*

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

**Session Description:** The evolving regulatory landscape and consumer protection laws have heightened the complexity of managing medical bad debt. This interactive panel discussion brings together industry experts to explore the implications of the Consumer Financial Protection Bureau (CFPB) guidelines on medical debt collection practices. Panelists will share insights into balancing compliance with operational efficiency and maintain positive patient relationships while mitigating financial risk. Attendees will gain actionable strategies for navigating these challenges in today's healthcare environment.

**Learning Objectives:**

1. Understand the latest CFPB regulations and their impact on medical debt collection practices.
2. Identify strategies to ensure compliance while maintaining financial performance and patient trust.
3. Explore real-world scenarios and solutions to effectively manage medical debt in a rapidly changing regulatory environment.



<b>4:00 PM – 4:15 PM</b>	<b>Closing Remarks</b>
<b>5:00 PM – 6:00 PM</b>	<b>Board &amp; Committee Chairs Meeting – Columbia Room 2<sup>nd</sup> floor (invitation only)</b>
<b>6:00 PM – 7:30 PM</b>	<b>Welcome Reception – Salon A -Ground Floor</b> Step into the heart of the action in this dynamic networking adventure! <i>Decoding the Heartland</i> invites attendees to work together, uncover hidden clues, and solve a captivation puzzle. Dive into an engaging challenge where every discovery brings you closer to cracking the ultimate code. Along the way, you'll forge connections, showcase your problem-solving skills, and experience the thrill of teamwork in a race against time. Are you ready to piece together the heartland's secrets and emerge victorious? The clock is ticking – your challenge awaits! Don't forget to wear your wristband provided at registration, and your favorite sports jersey!

### Thursday, January 16<sup>th</sup>, 2025

<b>7:30 AM – 8:30 AM</b>	<b>Breakfast with Exhibitors - Salon A, Ground Floor</b>
<b>7:30 AM – 4:00 PM</b>	<b>Registration – Salon A Foyer</b>
<b>8:30 AM – 4:00 PM</b>	<b>General Sessions</b>

#### **General Sessions – Salon A, Ground Floor**

<b>8:30 AM – 9:30 AM</b>	<b>General Session – “How do you KNOW? Challenging Assumption About Patients – Early Insights from the KLAS Patient Voice Collaborative”</b> <i>Adam Cherrington – VP Digital Health &amp; Patient Voice / KLAS Research</i>
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**Session Description:** Digital Health strategies today largely leave out the perspective and preferences of the patient. KLAS will share early insights on the needs and expectations of patients regarding technology and share how it impacts patient loyalty. Healthcare leaders that are seeking better alignment with the growing expectations of consumers will learn principles to be more patient centric.

**Learning Objectives:**

1. Understand common assumptions that healthcare leaders make about patients.
2. Learn about KLAS insights that will empower leaders to challenge misconceptions about patients.
3. Obtain new ideas based on insights from patient interviews of how to be more patient centric and be more aligned to patient expectations regarding technology.

<b>9:30 AM – 10:00 AM</b>	<b>Break with Exhibitors:</b>
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<b>10:00 AM – 11:00 AM</b>	<b>General Session – “Elevating Operations and Organizational Alignment”</b> <i>Jenine Vincent – Director / Forvis Mazars</i> <i>Jennifer Albers – Senior Managing Consultant / Forvis Mazars</i> <i>CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None</i>
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**Session Description:** In this session we will review the key drivers of operational alignment and dive deeper into those key drivers to discuss operational areas of opportunity. We will discuss financial, cultural and compliant impacts and outcomes of



those drivers. Financial and Operational positions will benefit from the discussion as the discussion will provide foundational strategies for future organizational improvement.

**Learning Objective:**

1. Identification of key operational drivers.
2. Understanding how these drivers impact the organization.
3. Strategies to assess the organizations key driver opportunities.

**11:00 AM – 11:30 AM Break with Exhibitors**

**11:30 AM – 12:30 PM General Session: “Leadership & Team Building”**

*Paula Littleton – CFO / Lake Regional Health System*

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

**All Should attend, no restrictions on role or level within and organization.**

**Session Description:** General leadership techniques and real-life case scenarios to develop your leadership skills, and those around you to move your organization forward. Enhance problem solving and decision-making skills. Increase productivity and employee/colleague satisfaction to drive innovation and adaptability.

**Learning Objectives:**

1. How to drive Change from Any Role.
2. Components of High Performing Teams
3. How Leadership Shapes Team Dynamics

**12:30 PM – 1:30 PM Lunch**

**1:30 PM – 2:30 PM General Session – “Federal and State Legislative & Regulatory Update”**

*Andrew Wheeler – Vice President of Federal Finance / Missouri Hospital Association  
Rob Monsees – Vice President of Advocacy and Advocacy and Senior Political Advisor / Missouri Hospital Association*

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

**Session Description:** Information about the current fiscal state of hospitals in Missouri will be shared. The course will include information about the latest federal and state legislative environment, actions and pressing legislative priorities and strategic direction resulting from the 2024 elections. Other topics will include managed care developments.

**Learning objectives:**

1. What is the current environment in Congress?
2. What is the current environment in the Missouri General Assembly?
3. What should hospitals be watching for as governmental strategies shift in 2025?

**2:30 PM – 3:00 PM Break with Exhibitors**

**3:00 PM - 4:00 PM General Session: “Contracting Pitfalls and Coordination with Revenue Cycle”**

*Keith Leltzen – President/Managed Care Partners*

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



**Session Description:** This review aims to provide attendees with an overview of today's managed care contracting issues and the need for coordination with the revenue cycle management process in seeking financial stability.

**Learning objectives:**

1. Identify and review contract language to strengthen and improve the overall structure of the payer contract.
2. Improve the operation and healthcare revenue management process.
3. Understand today's managed care contracting challenges and their alignment with revenue cycle management.

**4:00 PM – 4:10 PM**

**Closing Remarks**

## About The Speakers

**Kimberley A. Bruno** is the Associate Vice President of Revenue Cycle at Phelps Health, a health system located in Rolla, Missouri. Since 2003, Kimberley has spent time working in various sectors of healthcare including: Revenue Cycle Management, Clinic Operations, Laboratory Outreach Management, and Direct Patient Care. Kimberley 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.

**Emily Reese** is a member of the 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 CPA's, Institute of Management Accountants, Healthcare Financial Management Association and Missouri Society of CPA's. She is a Certified Management Accountant (CMA) and a Certified Healthcare Financial Professional (CHFP). She is a graduate of The University of Tulsa, Oklahoma, with an account degree graduate of Missouri State University, Springfield, with a Masters degree in Health Administration.

**Kaitlyn Kover** is a Senior Consultant of Healthcare Practice. She has 3 years of experience in Medicare and Medicaid reimbursement. She prepares Kansas, Missouri, South Carolina, and Nebraska Medicaid DSH surveys, Medicare bad debt listings, Humana Medicare bad debt listings, Medicare S-10 listings, and Medicare cost reports. Kaitlyn is a graduate of the University of Central Missouri, Warrensburg, Missouri, with a Master's degree in Accounting.

**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 region 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.

**Pavani Munjuluri**, is the CEO of CognitiveHealth Technologies, an AI-driven healthcare technology company revolutionizing revenue cycle operations and financial outcomes through automating administrative workflows. Committed to advancing women in leadership and leveraging technology for societal impact, Pavani's journey began in STEM programs during her youth. She created significant business impact in her various senior leadership positions at large tech companies and healthcare start-ups, driving the development of groundbreaking digital healthcare products. In 2018, she founded CognitiveHealth, successfully integrating AI into healthcare. An accomplished Engineer and MBA holder, Pavani's global work spans UK, Asia, Pacific, and India.

**Nicole Querio** is the Director of Revenue Cycle Operations at OS, Inc. Nicole joined the OS team earlier this year and brings a wealth of revenue cycle experience with her. She has over 20 years of experience managing the revenue cycle in both clinic and hospital settings.

She is a recent graduate of Lakeland University, where she earned an MBA in Healthcare Management. She also attended the University of Wisconsin O Green Bay and earned a degree in Psychology and Human Development.

Nicole is passionate about the revenue cycle, continuous improvement, and the use of data analytics to help OS, Inc. clients achieve success within their revenue cycle.



**Lloyd Ledet**, a native Texan with 38 years in Healthcare Revenue Cycle Management (RCM), has expertise in Accounts Receivables Management (ARM) and Business Process Outsourcing (BPO). He serves on the boards of CBS and Goodwill Industries of Kentucky and previously on Bon Secours Mercy Health's Foundation. He was key in launching a GWKY Opportunity Center in Western Kentucky, assisting job seekers and underserved communities.

As President & CEO of Credit Bureau Systems, Inc. (CBS), a 72-year-old Healthcare RCM provider, Mr. Ledet oversees operations across five locations in Kentucky and Tennessee. CBS offers a range of services, from coding to debt recovery, serving clients like healthcare systems, hospitals, and emergency services.

**Mark Cavin** currently serves as the Debt Collections Market Senior Policy Fellow at the CFPB's Office of Consumer Credit, Payments, and Deposits Markets within the Division of Research, Monitoring & Regulations. With 47 years of experience in consumer, commercial, and student loan servicing, Mark is an established Financial Services Executive. His extensive background includes senior roles at Union Bank of California, Arrow Financial Services, Sallie Mae, Asset Acceptance Corp., and Jefferson Capital Systems. He also founded and led Collection Intelligence "CI" LLC, providing consulting services for banks, credit card originators, and regulatory agencies. His expertise extends to near-shore and offshore call center development. Mark is an active industry speaker at national and international conferences, recognized for his commitment to community service in education and healthcare. He has held roles such as Chairman of the Family Health Centers of San Diego Foundation Board, Vice President of the Hispanic Banker's Association (San Diego Chapter), and Executive Sponsor Chair at United Way. Mark's volunteer efforts also span various organizations like Refugee Missions, Center for Peace West, and the St. Vincent De Paul Society. His contributions have earned him several awards, including the JC Penney Community Award, the White House Distinguished Community Award, and the Spirit of the Barrio Community Award. Mark studied at Cleveland State University and completed graduate studies in Asset Management at Pacific Coast Banking School, University of Washington. He resides in Lake Geneva, Wisconsin, with his wife, three adult children, and granddaughter.

**Dennis Barton**, Attorney with The Barton Law Group LLC. Dennis specializes in legal collections and defense of state and federal consumer claims. He owns the Barton Law Group, a successful law firm filing collection lawsuits in Missouri and Illinois to recover a wide range of debts including medical, financial, retail, landlord-tenant, student loans, and others. Dennis is the 2020 ACA Certified Instructor of the Year and a member of ACA's Board of Directors. More important, he is the father of two amazing daughters (who sometimes present bigger challenges than any opposing counsel or federal regulator).

**Jeanne Goche** is the President/CEO of Solutions in Healthcare Management. Jeanne is a seasoned healthcare executive with experience in payer, regulatory, and provider healthcare sectors. She now focuses on revitalizing healthcare organizations. Her experience includes interim management, organizational assessments, turnarounds, preparation for refinancing or acquisition, merger and acquisition due diligence, executive coaching and recruitment, and strategic planning. Jeanne can function effectively as a consultant or line management executive. As an executive, she has served in dual and multiple executive roles simultaneously, e.g., CEO/CFO, CEO/COO. This broad responsibility initially on projects allows for prompt and meaningful assessments for her clients.

**Alana Wilson** currently serves as the Director of Patient Accounts at Corroll County Memorial Hospital, where she provides leadership and strategic oversight for the Billing and Prior Authorization departments. She began her journey over 12 years ago as a Financial Counselor, swiftly progressing through roles in billing before being appointed as Director in July 2016. She is a current member of the Region 8 Greater Heartland HFMA Chapter and a Board Member for AAHAM Hawthorn Chapter.

**Adam Cherrington** is the Vice President of Digital Health and Patient Voice for KLAS. In this role, Adam oversees all KLAS research and projects in Patient Engagement and Digital Health.

Adam has authored dozens of KLAS reports on Patient Engagement and Digital Health. Along with his "KLAS mates" he has worked intimately with many health systems and has advised many of the largest Healthcare IT firms in the world. He regularly is a guest of industry healthcare.

His current passion is to make sure the patient's voice is heard regarding healthcare technology through the KLAS Patient Voice collaborative. He cohosts the KLAS Patient Voice Amplified Podcast.

Adam has worked in healthcare for the last 20 years including the past 12 years with KLAS. He holds a Marketing Communications degree from Brigham Young University, and an MBA from the University of Utah.

He enjoys competing in triathlons, volunteering for his church, cooking breakfast while listening to excellent 80's music, and traveling with his family. His favorite current role is Grandpa.

**Jenine Vincent** 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 clinic, 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 of Missouri State University's School of Business Advisory Council.



She is a 1992 graduate of Missouri State University, Springfield, with a B.S degree in accounting, and a 2013 graduate with an M.H.A degree.

**Jennifer Albers** is a member of Forvis Mazars Health Care Performance Improvement division. She has more than 20 years of experience in health care, including serving as a vice president of operations at a large, integrated health care system. In addition to the daily oversight of multiple service lines, and physician clinics, she also was responsible for starting and leading the Center of Excellence medical travel program.

She leverages her operational experience to help health care providers improve processes, create efficiencies, and navigate major initiatives like labor productivity, service line growth, and supply cost management. She has worked in a variety of provider settings including hospitals, trauma centers, integrated health systems, and physician clinics to implement margin improvement initiatives.

Jen is a member of the American College of Healthcare Executives and Medial Group Management Association. She shares her industry experience by presenting at various industry events on topics including center of excellence development and operational efficiency.

She is a 2000 graduate of University of Wisconsin 0Eau Claire with a bachelor of science degree in health care administration, and a 2003 graduate of Missouri State University, Springfield, with a master of health administration degree.

**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 13 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.

**Rob Monsees** leads the state lobbying efforts at the Missouri State Capitol.

He previously served as deputy director of transition government and deputy chief of staff for policy for Governor Matt Blunt. Monsees received his bachelor's degree in political science from the University of Missouri-Columbia. He has been an active member of the Columbia Chamber of Commerce Government Affairs Committee, several boards for the Mizzou Alumni Association, and the K-LIFE Board of Columbia.

**Keith Leitzen** is the President of Managed Care Partners, where he leads initiatives to enhance rural healthcare by strengthening relationships between payers and community hospitals. Since joining in 2012, Keith has overseen the company's expansion into Arkansas, Texas, and Idaho. His expertise includes Direct to Employer contracting, health cost management, and Medicare training. Keith is passionate about helping hospitals improve reimbursement opportunities while maintaining control over healthcare costs. His leadership emphasizes long-term partnerships focused on primary care, preventive services, and behavioral health. He also guides education programs for hospitals and their staff, enhancing industry knowledge and care delivery.



## Educational Credits



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 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.

**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.



### CEU'S

Earn CEU's for attending these sessions towards your AAHAM certifications.

**CEU Credit:** Upon verification of participant attendance, this program will be eligible for 22 AAHAM CEUs.

### Refunds and Cancellations

*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:** Complimentary

**BUSINESS CASUAL DRESS IS APPROPRIATE FOR THE MEETINGS & EVENTS.**

### Registration Fees:

- **AAHAM Member - \$99.00**
- **HFMA Member – \$99.00**
- **Non-HFMA Member – \$149.00**
- **Student – FREE**

### Hotel Reservations – Stoney Creek Hotel / 2601 S Providence Road, Columbia, MO 65203

Located halfway between Saint Louis and Kansas City, Stoney Creek Columbia is the perfect gathering place for leisure and business travelers alike. The hotel features vast meeting and event space, perfect to host your next event.



Please make your own reservations with Stoney Creek Hotel 18011 Bass Pro Drive, Independence, MO., 64055.

A block of rooms has been set aside starting at \$89 per night and are available exclusively for you until December 15<sup>th</sup>, 2024. Call 573-442-6400.

After this date reservations will be taken on a space & rate available basis. Please make your reservations as soon as possible. EVENT DATE – January 15<sup>th</sup>-16<sup>th</sup>, 2025.

## Greater Heartland HFMA & AAHAM 2025 Winter Conference Exhibit & Sponsorship Opportunities

### **TWO ASSOCIATIONS, ONE SPONSORSHIP - BUILDING A FOUNDATION OF SUCCESS TOGETHER!**

On behalf of the Conference and HFMA/AAHAM Committee, we are thrilled to extend our heartfelt gratitude to you for considering sponsoring and/or exhibiting at the 2025 Winter Conference. Our members benefit greatly from the high-quality education we provide, and we couldn't do it without the support of vendors like you.

This partnership between two leading associations is designed to maximize impact and ensure financial sustainability for the exceptional education and networking opportunities our members depend on.

We are excited about this year's Winter Conference and can't wait to network with you there!

#### **Sponsor Opportunities:**

##### **Beverage & Snack Sponsor - \$250 – 6 spots**

- Logo recognition on the screens between sessions
- Logo recognition on snack and beverage tables

##### **Exhibitor - \$750**

- Exhibit booth location in the General Session room
- 2 complimentary conference registrations
- Marquee recognition at all general sessions
- 6ft table, 2 chairs and waste basket
- Session breaks extended from 15 minutes to 30 minutes to double the facetime with prospects & clients
- Visibility with two separate industry associations
- Opportunity to introduce your company, introduce session speakers and engage in all attendee activities

##### **Title Sponsor: \$1,500**

- Introduce the Keynote Speaker
- Signage on conference website in prime location, on conference headers, electronic media, and print media
- Complimentary conference booth
- 5 complimentary registrations

##### **Networking Event Sponsor: \$1,500**

##### **Networking event is on January 15th from 6:00PM - 7:30 PM**

- Kick off the event with a welcome announcement and 1 minute company introduction
- Logo recognition on website and on-site signage during event (bar stations, food stations)
- 20 Additional Drink Tickets provided to sponsor representative to hand out

##### **Lunch Sponsor: \$350**

- Logo recognition on the screens between sessions and during lunch
- Logo on the lunch buffets

##### **Breakfast Sponsor: \$350**

- Logo recognition on the screens between sessions and during breakfast
- Logo on the breakfast buffets



**Wi-Fi Sponsor: \$250**

- Logo on all the signs that promote the conference Wi-Fi – premarketing and on-site sponsor loop in between sessions
- Customized log-in password \*If allowed by hotel

**Name Badge Sponsor: \$250**

- Your company logo printed prominently on all attendee badges

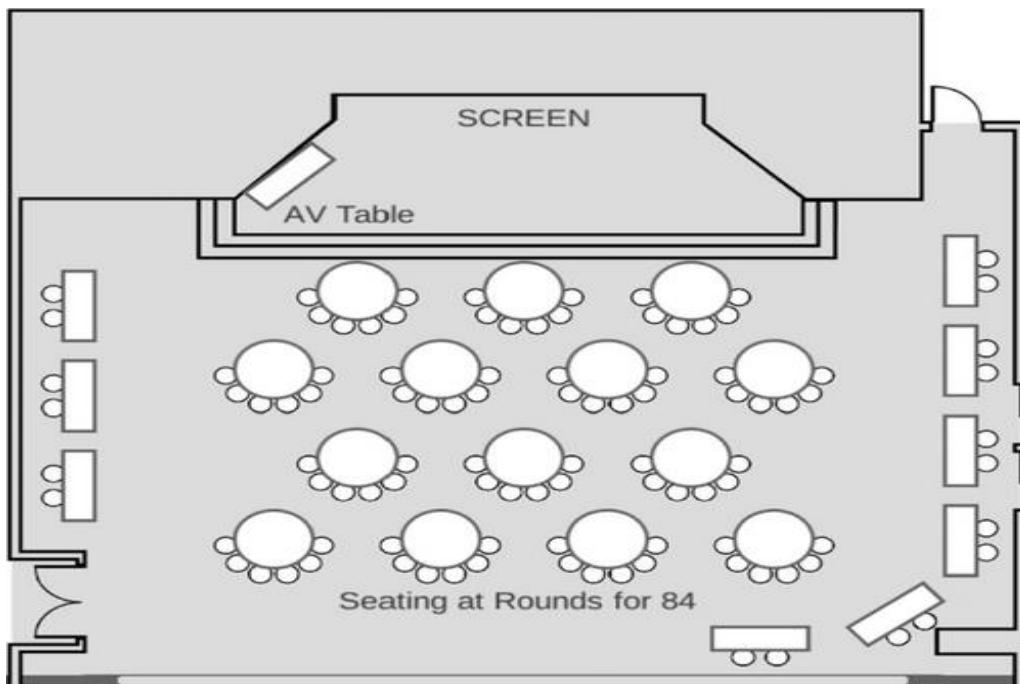
**Exhibit Hall Diagram**

Maximize your impact with our exhibit booth opportunities!

Connect with **two distinct industry associations**, enjoy **double the face time** with prospects thanks to our **extended break periods** and take the stage to **introduce your company and session speakers** for unmatched visibility!

Exhibit booths will be on first come first serve based on arrival.

Below is the general layout of the exhibit booths in the general session room.



**Conference Shipping:**

If you will be shipping to the hotel, please include the following on the shipping label:

*The Stoney Creek Sales Office*

*Company Name – HFMA*

*2601 S Providence Rd*

*Columbia, MO 65203*



**Conference Registration:**

Registering as a sponsor **DOES NOT** register you as an attendee for the conference. Once registration is open register as an attendee. You will need to register for the conference

**Attendee List:**

The attendees list will be sent to all exhibitors and event sponsors 1 & 2 weeks from the event. An attendee list will be available on the app during the conference.

**Confirmation:** Booth space is on a first-come basis and is not confirmed until final payment is received. If you sign-up through Cvent and pay the balance via credit card your space is confirmed. If you sign up though Cvent and select the check option, you have 30 days to pay the balance. If your balance is not paid within 30 days, your booth will be released back into inventory without prior notification. All balances must be paid a minimum of 10 days prior to the conference, or you will not be allowed to exhibit.

**Exhibitor Number of Complimentary Registration(s):** Registration includes full access to all education and networking sessions.

Exhibitor - 2 registrations

**Liability and Security:** Exhibitors will make provisions to insure and safeguard their goods and materials. Exhibitors will leave the exhibit space in the same condition as it was found. Exhibitors are responsible for claims and demands on account of injury or death or damage to property occurring in or upon the exhibitor's booth space or because of the negligent acts of the exhibitor, exhibitor's employees, servants, agents, licenses or contractors, the exhibitor agrees to indemnify and hold harmless HFMA from and against liability claims and demands which arise in connection with the undertakings and responsibilities of the exhibitor. Neither HFMA, its service contractors, nor the owners of the hotel/convention space, their agents, servants, contractors, or employees shall be liable for the injuries to any person or for the damage or theft of property owned or controlled by the exhibitor unless caused or resulting from the negligence of HFMA or the owners of the hotel/convention Center or their respective agents, servant and employees. If any part of the exhibition hall is destroyed or damaged so as to prevent HFMA from permitting an exhibitor to occupy assigned space during part or the whole exhibition period, or in case occupation of assigned space during any part of the whole exhibition period is prevented by strikes, acts of God, national emergency, or other cause beyond the control of HFMA, the exhibitor will be charged for the space for the period the space was or could have been occupied by the exhibitor and the exhibitor hereby waives the right to make claims against HFMA, its directors, officers, agents, or employees for losses or damage which arise.

**Social Functions:** Exhibitors/Sponsors are encouraged to hold social events as long as such events do not conflict with any HFMA scheduled event. Please visit the agenda to review the most up to date schedule of events.

**Exhibit Space:** Space assigned to the exhibitor is for their exclusive use. Exhibitor shall not assign or sublet any space allocated to them without the duly signed consent of HFMA and any attempted assignment shall be null and void. HFMA has the right to reassign booth location if they deem necessary due to acts beyond their control.

**Booth Restrictions:** Any portion of an exhibit that, in the reasonable judgment of HFMA obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor at the event.

**Cancellation Policy:** In the event that the sponsor and/or exhibitor wish to cancel their sponsorship participation, there will be no refund within thirty (30) days of the event (last day to cancel – December 15th, 2024). All refunds will be subject to an administrative fee of ten (10%). All cancellations must be sent in writing to [meghan@demarsemeetings.com](mailto:meghan@demarsemeetings.com). Refunds or credits will not be given for failure to attend, late arrival, unattended events or early departure.



## 2025 WINTER CONFERENCE SPONSORS & EXHIBITORS

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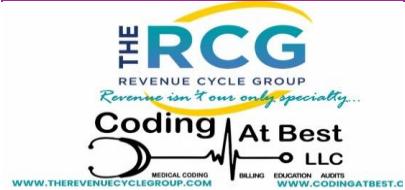
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2024 HFMA Corporate  
Sponsorship Program



The HFMA 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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**2025-2026 AAHAM MO Hawthorn Corporate Sponsorship**



Hawthorn Chapter AAHAM is one of the predominant organizations providing educational and professional development for revenue cycle professionals in Missouri. Our membership includes patient financial services professionals, revenue cycle specialists, clinic managers, administrators, chief financial officers, consultants and numerous other professionals in related fields. Our meetings, roundtables and networking events provide our membership an opportunity to learn, network among colleagues and earn continuing education credits.

As a Sponsor, your company will receive a significant amount of recognition opportunities throughout the year. Your company's name will be included in marketing materials and on-site acknowledgement at all educational conferences. Please refer to the following form for specific Sponsor levels and benefits.

We sincerely appreciate your interest in our AAHAM Chapter. Please contact Keith Bull or Steve Keppner should you have questions or need additional information. We are excited about our upcoming meetings and networking events and look forward to your active participation.

#### **GOLD - \$500 ANNUAL**

- Corporate logo and website link on Chapter home page of website
- Corporate name, logo and contact info on Sponsors page of website
- Corporate name, logo on all educational, event marketing and registration materials distributed to membership
- Sponsor logo displayed at all in-person meetings
- Verbal recognition throughout all meetings
- Two complimentary meeting registrations for year
- First opportunity (prior to general announcement) to sponsor additional meeting and networking events throughout year

#### **SILVER - \$300 ANNUAL**

- Corporate name, logo and contact info on Sponsors page of website
- Corporate name, logo on all educational, event marketing and registration materials distributed to membership
- Sponsor logo displayed at all meetings
- Verbal recognition at all meetings
- One complimentary meeting registration for year

#### **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

##### **ROUNDTABLE MEETINGS (VIRTUAL) - \$100**

Roundtable Meetings are virtual forum discussions regarding current issues affecting healthcare revenue cycle. These monthly discussions are open to all medical facilities.

Opportunity for 3-minute company / services overview at designated Roundtable Meeting

##### **MEETING EVENTS**

Includes sponsoring meals, breaks, nametags, etc. for meetings. In-person events planned for 2025 include our *Annual Meeting*, AUG-SEP TBD.

*Corporate Sponsors* have the first opportunity to purchase these event sponsorships.