

HFMA WINTER CONFERENCE

SPEAKERS



Susan Horras

Senior Vice President,
Finance Policy at IHA



**Adam Douglas,
Steve Catts &
Becky Hansel**

McGough and Invision



Shawn Deluhery

Director: Tax Credits,
Tax Incentives, and
Strategy Healthcare at
Eide Bailly



**Sara Gadeken &
Andy Ruback**

Critical Marketing



**Kevin Rash &
Kurt Abbey**

Forvis Mazars

AGENDA

- **Registration Opens** at 8:30 am.
- **S1 9:00–9:55 am** Welcoming and Opening Remarks – followed by IHA Update on Medicaid Directed Payment Program.
- **S2 9:55–10:55 am** Strategically & Effectively Managing Public Dollars on Capital Improvement Projects.
- **Networking Break from 10:55 – 11:10 am**
- **S3 11:10 am–12:10 pm** Energy Credits and Incentives Associated with Construction Projects.
- **Lunch Break from 12:10 – 12:40 pm**
- **S4 12:40–1:40 pm** Maximizing Advertising Budgets.
- **Networking Break from 1:40–1:55 pm**
- **S5 1:55–2:55 pm** Staffing Costs and Challenges.
- **Closing and dismissal** at 3 pm

Iowa Hospital Association
Conference Center
100 Grand Ave, Suite 100,
Des Moines, IA