



Wednesday, April 16th, 2025

10:00 AM – 5:00 PM	Registration – Pre-Function Area
1:00 PM – 4:00 PM	Rookie Camp – Commissioners Boardroom
4:00 PM – 6:00 PM	Exhibitors set up – Cardinal Ballroom B&C
5:00 PM – 6:00 PM	HFMA Board and Committee Chair Meeting (Invitation Only) – Commissioners Boardroom
6:00 pm- 7:00 pm	Welcome Reception – Jack Buck Room Join us for our Welcome Reception, where we'll kick off the HFMA 2025 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.

Rookie Camp / Commissioners Boardroom

1:00 PM- 2:00 PM	Session 1: “A Comprehensive Overview of the Revenue Cycle and Steps You Can Take to Improve it” <i>Kim Bruno - AVP of Revenue Cycle / Phelp’s Health</i> CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None 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.
2:00 PM – 3:00 PM	Session 2: “Rebranded Healthcare Reimbursement” <i>Emily Reese – Director, Consulting / Forvis Mazars</i> <i>Tony Ganousis – Managing Director/Consulting / Forvis Mazars</i> CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None 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.

3:00 PM – 4:00 PAM

Session 3 – “Lessons in Leadership”

Paula Littleton – Chief Financial Officer / 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. Identify and apply essential Leadership skills
2. Evaluate the benefits of strong leadership
3. Develop strategies for Leadership challenges and mentorship

Thursday, April 17th, 2025

7:30 AM – 8:30 AM

Breakfast with Exhibitors - Cardinal Ballroom B&C

7:30 AM – 5:00 PM

Registration – Pre-Function Area

8:30 AM – 8:40 PM

Presidents’ Welcome and Opening Remarks – Cardinal Ballroom B&C

8:40 AM – 5:00 PM

General Sessions – Cardinal Ballroom B&C

General Sessions – Cardinal Ballroom B&C

8:30 AM – 8:40 AM

Presidents’ Welcome & Opening Remarks from Spring Conference Chair

Paula Littleton – Chief Financial Officer | Lake Regional Health System and HFMA Greater Heartland President 2024-2025

Rebecca Estabrook – Revenue Cycle Educator Supervisor, Revenue Integrity /Cox Health System and HFMA Greater Heartland Spring Conference Chair 2025

8:40 AM – 9:40 AM

Keynote Session: Leadership Lesson from the NFL

Reggie Hodges – Regional Vice President

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



Session Description: I will be sharing the impact of different leadership styles and the importance of developing your own style. Having an understanding of the different approaches can help leaders be more effective through comprehending how and why they do what they do, as well as helping them identify where and when they need to adapt their style.

Learning Objective:

1. Analyze current leadership styles
2. Develop new understanding around leadership
3. Become more aware of your role in the leadership process

9:40 AM – 10:00 AM Break with Exhibitors – Cardinal Ballroom B&C

10:00 AM – 11:00 AM General Session: Transforming Healthcare: Harnessing AI to Optimize Revenue, Reduce Errors, and Elevate Patient Trust
Ray Chase – VP of National Accounts / VestaCare
Tom Brekka – CEO / VestaCare
Greg Carda – CFO / Missouri Delta Medical Center
Fadi Hajah – Senior Director of Development / VestaCare
CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None

Session Description. Discover how AI is revolutionizing healthcare by optimizing financial performance, reducing claim errors, and enhancing patient trust. This session explores how AI-driven solutions can help hospitals and healthcare organizations secure and collect 100% of their net patient revenue by streamlining financial operations, minimizing claim denials, and ensuring accurate reimbursement. Additionally, we will examine how AI enhances the patient experience, fostering confidence and trust through personalized care and a seamless financial journey. Learn how cutting-edge technology can align clinical excellence with financial integrity, creating a healthcare system that benefits both providers and patients.

Learning Objectives:

1. Optimizing revenue cycles to improve financial outcomes.
2. Reducing claim errors, denials and rejections through AI-driven automation
3. Enhancing patient trust and satisfaction by ensuring a seamless, patient-centered financial experience

11:00 AM – 11:15 AM Break with Exhibitors – Cardinal Ballroom B&C

11:15 AM – 12:15 PM General Session Panel: Managing Rising Labor Costs in Healthcare
Tammy Nadler – CFO / Golden Valley Memorial Healthcare
Neal Peterson – National Sales Consultant / Craneware
Kelton Clements – Director, Strategic Analytics and Financial Planning / MU Healthcare
Seth Lovell – System VP of Nursing Transformation & Innovation / SSM Health
CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None



Session Description: As hospitals grapple with surging labor costs – an average increase of 258% over the past three years – healthcare leaders are under immense pressure to find innovative solutions to improve financial performance. This panel discussion will explore how predictive analytics can be used to identify staffing trends and drive overall productivity. Additionally, we'll delve into the role of activity-based costing in managing and optimizing the cost of care, enabling healthcare organizations to secure a sustainable financial future.

Learning Objectives:

1. Provide actionable insights into staffing trends, reducing inefficiencies and improving workforce productivity.
2. Leveraging activity-based costing allows organizations to pinpoint cost drivers and make informed decisions to optimize the cost of care.
3. Proactively addressing labor cost challenges with data-driven tools supports long-term financial sustainability.

12:15 PM – 1:15 PM

Lunch and Chapter Awards – Cardinal Ballroom B&C

1:15 PM – 2:15 PM

**General Session: *Playing the “Payer Game” – Overcoming the Odds to Win*
*Dawn Crump – VP Revenue Integrity Solutions / MRO Corp***

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

Session Description: Learn how to manage an internal audit program, successfully incorporating cross-disciplinary teams and ensuring executive engagement. We will walk through a common scenario that has an impact on billing and revenue risk and coding compliance. Providing valuable tools, analytics and tips to incorporate into any revenue integrity program.

Learning Objectives:

1. Identify revenue and coding risk
2. Describe benefits of internal audit program across revenue cycle
3. Provide valuable tools, analytics and tips to incorporate into any revenue integrity program

2:15 PM – 2:30 PM

Break with Exhibitors – Cardinal Ballroom B&C

2:30 PM – 3:30 PM

**General Session *“Washington Healthcare Update – Implications for Strategy, Finance & Operations”*
*Chad Mulvany – Director/Forvis Mazars***

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

Session Description: A new administration and Congress promise to bring significant changes to health policy. Efforts by CMS and Congress to address concerns about ongoing federal deficits, healthcare cost growth, and patient access will have profound implications. Understanding these shifts is crucial for health systems so they can adjust their strategies, budgets, and operations to mitigate the impact and respond to opportunities created by these changes.



Learning Objectives:

1. Review recent and anticipated federal legislative and regulatory changes that occur post-election
2. Discuss implications for health systems and health plans
3. Share strategies organizations can use to navigate these changes

3:30 PM – 3:45 PM

Chapter Mentorship Program Presentation – Cardinal Ballroom B&C

3:45 PM – 4:00 PM

Break with Exhibitors

4:00 PM – 5:00 PM

General Session “Price Transparency in 2025 – What You Need to Know”
Blake Hartgraves – VP, Revenue Strategy/PMMC

Session Description: This session will provide an overview of the key developments in price transparency enforcement throughout 2024, as well as an in 0depth review of the requirements for 2025. The session will cover common gaps identified in machine0readable files, along with the issues that have led to corrective action requests from CMS. Practical guidance will be offered on how to audit your organizations’ price transparency compliance effectively. Beyond compliance, the session will explore strategic opportunities to leverage machine0readable files to gain valuable insights that can enhance negotiation strategies.

Learning Objectives:

1. Gain knowledge through an overview of the CMS price transparency requirements in 2025.
2. Review enforcement actions from CMS through 2024, the common compliance gaps that have led to penalties from CMS, and how to avoid those penalties for your organization.
3. Plan strategies on how to strategically leverage machine-readable files to gain valuable insights that can enhance payer negotiation strategies.

5:00 PM – 5:05 PM

Closing Remarks

5:30 PM – 7:30 PM

Networking Event – Outdoor Patio

Join us for an unforgettable evening of laughter, connection, and springtime fun at the HFMA Greater Heartland Chapter’s 2025 Spring Conference Networking Social! Unwind with your peers after a full day of insightful sessions, the event will feature a light-hearted egg hunt (weather permitted) with fun prizes & an epic Chubby Bunny Contest - where bravery, strategy, and marshmallows collide. Whether you’re here to network with industry peers, catch up with familiar faces, or simply enjoy the festivities, this event promises to be a refreshing highlight of the conference. Proceeds from the Chubby Bunny contest will go the STL Food Bank, so come ready to laugh, network, and give back!



Friday, April 18th, 2025

8:00 AM – 9:00 AM	Breakfast with Exhibitors - Cardinal Ballroom B&C
9:00 AM – 3:00 PM	General Sessions – Cardinal Ballroom B&C
3:00 PM – 3:10 PM	Closing Remarks – Rebecca Estabrook – Spring Conference Chair

General Sessions – Cardinal Ballroom B&C

9:00 AM – 10:00 AM	General Session – “Peer to Peer Roundtables” Sponsored by Forvis Mazars Session Description: This peer-to-peer session will focus on brainstorming through strategy prompts with leaders from other organizations. Plan to discuss, brainstorm, trade ideas, and take notes! Learning Objectives: 1. Attendees should take away peer approaches for connecting across silo’s and departments. 2. Attendees should take away peer ideas and strategies for managing change and change fatigue with their staff, as both can have real financial and regulatory impacts. 3. Attendees should take away peer ideas and strategies for working through payer challenges.
10:00 AM – 10:15 AM	Transition Break & Exhibitor Giveaways:
10:15 AM – 11:15 AM	General Session – “CFO Panel” <i>Amy Nachtigal – VP of finance Central Region/Saint Luke’s Hospital of KC</i> <i>Greg Damron – CFO/MU Healthcare</i> <i>Shawn Harris – VP Finance / St. Luke’s Health Corp</i> <i>CPE Credits: 1 / CPE Type: Personal Development / Level: Basic / Prerequisites: None</i> Session Description: This CFO panel will discuss and share perspective and lessons learned from their own career path experiences and provide an opportunity for the audience to ask questions as well. It will round out with insight on top CFO priorities in the near future. Learning Objective: 1. Attendees should take away insight on concrete key leadership skills needed in upward career growth. 2. Attendees should take away high-level insight on areas of opportunity for skills and resources across organizations in our region. 3. Attendees should take away insight into key priorities for organizations in our region over the next 1-3 years.



11:15 AM – 11:30 AM Break

11:30 AM – 11:40 AM Volunteer Program Update – Cardinal Ballroom B&C

11:40 AM – 12:45 PM Lunch & Networking – Cardinal Ballroom B&C

12:50 PM – 1:50 PM General Session – “Fraudulent ROI & Cybersecurity – What you Should Know Today”

Chris Shatswell – Program Manager/Sharecare

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

Session Description: This session will cover fraudulent medical requests – what they are, who sends them, and why. We’ll discuss how to recognize these scams and steps to prevent them. Additionally, we’ll provide an overview of healthcare cybersecurity, highlight six key strategies to protect patient data, and outline critical questions for cybersecurity teams. Attendees will also receive a list of known fraudulent ROI requestors to help build their own database.

Learning objectives:

1. Describe what AI and analytics means in the context of health care
2. Describe a fraudulent medical record request and define the impacts
3. List the 3 most important steps our organization can take to upgrade our cybersecurity and protect our patients

1:50 PM – 2:00 PM Break

2:00 PM – 3:00 PM General Session: “Missouri Medicaid DSH – What You Need to Know”

Emily Reese – Director, Consulting/Forvis Mazars

CPE Credits 1 / CPE Type: Specialized Knowledge / 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. Understand the Missouri DSH process and upcoming changes
2. Develop strategies for estimating future DSH liabilities
3. Identify key considerations, common pitfalls and best practices for completing the DSH survey

3:00 PM – 3:10 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.

Tony Ganousis is a managing director in Forvis Mazar's St. Louis Healthcare Practice. Tony brings more than 19 years of healthcare experience, including experience in public accounting, with a large Catholic nonprofit health system, a regional hospital network, and a Medicare Administrative Contractor. He supervises the preparation of Medicare and Medicaid cost reports, reviews interim Medicare payment rates, and assists clients with regulatory reimbursement issues. He has worked with large health systems, community hospitals, critical access hospitals, skilled nursing facilities, home health agencies, teaching hospitals, and organ transplant centers. His Medicare and Medicaid experience includes analyzing reimbursement implications of various programs and developing reimbursement strategies. He has regulatory reimbursement experience working for disproportionate share hospitals, IME-GME teaching facilities, and organ acquisition providers. Tony is a member of the Healthcare Financial Management Association and is a former board member and former treasurer. He is a past President's Award winner in the Greater St. Louis Chapter from 2017-to 2018. He is also the current treasurer of SCB Forever, a nonprofit 501(c)(3) organization. He is a graduate of Missouri State University, Springfield, with a B.S. degree in accounting, M.B.A degree.

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.

Reggie Hodges, an 8-year NFL career took him on a purposeful journey across the country, finally landing him in Columbus, Ohio. In addition to strong performances on the field that would earn him an NFL record, his efforts off the field were just as important. He served as a mentor and spiritual leader in the locker room. The goal was to assist fellow players in their efforts to develop their spiritual, emotional, and mental health skills along the way.

Ray Chase has over 25 years of revenue cycle experience and is a recognized subject matter expert. He comes to VestaCare after his recent engagement with Catholic Health Initiatives (CHI). At CHI Ray served as the VP of Revenue Cycle where he had operational oversight over 9 of the 16 hospitals in the Texas Division of CHI. Prior to CHI, Ray managed the Revenue Cycle functions for three years at the Seha's Ai Ain Hospital in Abu Dhabi. Ray led this hospital to become the best financially performing facility of all hospitals in the city of Ai Ain. Ray's primary goal at VestaCare is to use his expert knowledge of the revenue cycle to help VestaCare's hospital clients build a reputation for providing affordable healthcare to their patients while increasing the financial standing for their organization.

Tom Brekka has thirty years' experience leading and managing high tech companies serving the healthcare industry. He has raised a combined of \$45 million in private and corporate investment capital across those companies. Having founded VestaCare in 1999, Mr. Brekka leads the business development and product innovation planning for the company. Mr. Brekka spearheaded the launch of VestaCare's newest product, "VestaPay", which is a Patient Payment Management solution helping hospitals avoid losses due to the major shift in revenue from Payor to Patients and to enable patients to better afford their healthcare. Mr. Brekka has spoken regularly at major healthcare conferences on the subjects of optimizing hospital financial performance through the application of advanced technologies and people performance improvements. This includes the Beckers Healthcare Conferences, Q1 Healthcare and Healthcare Payments Innovations.



Greg Carda has served as the Vice President and Chief Financial Officer at Missouri Delta Medical Center (MDMC) in Sikeston, Missouri. MDMC is a 144-bed, not for profit, sole community hospital providing comprehensive medical services in more than 25 different areas at over 25 clinics in Southeast Missouri. Missouri Delta has over 1,000 employees with an annual payroll exceeding \$85 million and an operating budget of approximately \$170 million. Greg is responsible for the financial leadership and planning of MDMC. Cash management, financing, financial reporting and coordination of operational strategy with financial planning comprise his primary job duties. He reports to the CEO of MDMC and works closely with the CEO and Board of Directors to establish strategic direction supporting the organization's financial and operating goals. Greg has over 32 years of board experience in both the for profit and not for profit segments of the hospital industry.

Fadi Hajjah is a seasoned Software Engineer with a Bachelor's degree in Computer and Communication Engineering. Since 2006, he has been deeply involved in the software industry, working on multiple successful projects in the healthcare field. His expertise spans software architecture and design, microservices architectures, service-oriented architectures (SOA), and distributed systems. He possesses deep knowledge across all phases of the software development lifecycle (SDLC) and excels at translating business requirements into scalable, high-performance technical solutions. His approach to software engineering is driven by a strong focus on quality, usability, security, and scalability. As Director of Software Development at VestaCare, Fadi leads and manages cross-functional software teams, overseeing development processes using Agile/Scrum methodologies and industry best practices. He provides technical leadership, strategic vision, and mentorship, ensuring the delivery of innovative and reliable software solutions. Fascinated by machine learning and AI, Fadi is passionate about adapting these technologies to continuously enhance products and solutions, driving greater efficiency and smarter automation in software development.

Tammy Nadler has led the financial department as the Chief Financial Officer for over 18 years. Tammy is involved in the Greater Heartland HFMA Chapter and serves as the Chapter Secretary.

Neal Peterson has over 20 years of experience in healthcare finance. Neal is a recognized expert in helping hospitals optimize margins and profitability. In recent years, Neal has specialized in guiding healthcare providers to better understand their true costs and profitability through Activity-Based Costing. His approach moves beyond traditional methods like RCC or RVUs, delivering real cost insights that drive impactful decision-making. Neal's expertise spans addressing physician variation (a common 1-2 % annual loss of operating expenses), navigating value-based contracts, and improving service line management. By leveraging cloud-based "costing as a service" solutions, Neal empowers organizations to focus on actionable insights rather than data crunching, ensuring a faster return on investment and meaningful improvements in financial performance. Dedicated to delivering speed to value, Neal's work enables healthcare organizations to truly understand their operations and thrive in an ever-evolving landscape.

Kelton Clements is the Director, Strategic Analytics and Financial Planning MU Healthcare

Seth Lovell is the System VP of Nursing Transformation & Innovation SSM Health.

Dawn Crump is VP of Revenue Integrity Solutions at MRO, Crump has an impressive career in healthcare revenue cycle management, with a strong background in compliance, technology, and operational leadership. Her work has focused on improving healthcare processes, increasing revenue retention and reducing inefficiencies, especially in complex and often burdensome revenue cycle functions.

Chad Mulvany is a director in Forvis Mazars' Healthcare Consulting practice. He has 24 years of experience providing hospital and health system executives with insight into federal regulatory and legislative changes. He focuses on how changes in public policy impact revenue strategies, finances, and operations. Chad is a Fellow of the Healthcare Financial Management Association and has won multiple awards for his articles and podcasts. He is a graduate of University of Maryland, College Park, with an M.B.A degree, and a graduate of University of Alabama, Tuscaloosa, with a B.S. degree in health care management.

Blake Hartgraves is the Vice President of Revenue Strategy at PMMC. Blake has an MBA from Texas A& M and leverages over 11 years of healthcare industry experience. He offers a unique perspective by integrating health systems issues with insights into 340B programs, pharmaceutical processes, and supply chain optimization. He specializes in aligning PMMC's products with health systems needs and is committed to educating clients about advanced financial insights and providing white-glove service. Outside of work, Blake enjoys spending quality time with his family, working on home projects, and collecting fine spirits.

Amy Nachtigal is the Vice President Finance of Saint Luke's Health Systems Central Region, overseeing financial operations for Saint Luke's Hospital of Kansas City since 2011. She joined Saint Luke's in 1999, contributing to capital planning, acquisitions, and finance functions. Previously, she worked in public accounting with Arthur Andersen LLP and Ernst & Young LLP. A CPA, Amy is active in civic and professional organizations, including the AICPA and HFMA. She serves on multiple boards, including MRI Global and LifeFlight Eagle.

Shawn Harris is the VP Finance at St. Luke's Health Corp



Greg Damron is the Chief Financial Officer for MU Health Care. In this role, he is responsible for strategic leadership and oversight of the financial operations of the organization. Most recently, Greg served as Chief Financial Officer over the Academic Division of Banner Health based in Phoenix, Arizona, which provides clinical delivery in affiliation with the University of Arizona. Previously, Greg held the Chief Financial Officer position with AU Health System (now Wellstar MCH Health) in Augusta, Georgia which is the clinical affiliate of the Medical College of Georgia. Greg also served several finance leadership roles at Duke University Health System in Durham, North Carolina and worked in public accounting with Ernst & Young in Phoenix, Arizona. Damron holds a master's degree in accounting from the Kenan-Flagler Business School at the University of North Carolina in Chapel Hill, North Carolina as well as a Bachelor of Science in Physics from the University of North Carolina at Chapel Hill. He is a Certified Public Accountant Licensed in the state of North Carolina.

Chris Shatswell flew in from Oklahoma City, where he calls home. He was in charge of his first network at 19, running the entire base of Ft. Jackson SC while in the Army. He has over 30-years of experience in secure data networking design including nearly a decade with ultra-secure banking institutions. Has spent the last 3 years with Sharecare, maturing their cybersecurity with certifications like HITRUST and Soc 2.

Venue

Live! By Loews
799 Clark Street
St. Louis, MO 63102

Parking

Self-Parking is available at the PWC Pennant Lot/Garage. Self-parking for overnight guest will be \$30. Please pick up your parking voucher at the registration desk. Valet parking is available for \$50.

The Registration & Information Desk

The registration/information desk will be open and staffed starting at 12:00pm on Wednesday, April 16th in the pre-function area. Registration will re-open on Thursday, April 17th at 7:30AM. General Sessions and meals will be taking place in Cardinal Ballroom B&C that connects directly to the pre-function area.

HFMA Gives Back

The HFMA Greater Heartland Chapter is supporting the mission of the St. Louis Area Foodbank during our spring conference. Please support our efforts by donating any amount that will directly impact the children, families, seniors, and veterans who are faced with food insecurity in the bi-state region. Virtual food drives' bring people together to fight hunger, no matter the circumstances. Virtual food drives' help your donation go further and feed more people. A \$25 donation provides food for a family for one week! Click [HERE](#) to see how you can support virtually.

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 are comfortable. Please note, the weather forecast is forecasting rain, if you will be walking to and from places outdoors, pack rain gear accordingly!

Social Activities

- **Wednesday, April 15th · 6:00 pm – 7:00 pm Welcome Reception – Jack Buck Room**

Join us for our Welcome Reception, where we'll kick off the HFMA 20245 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.

- **Thursday, April 17th · 5:30 pm – 7:30 pm Networking Reception**

Join us for an unforgettable evening of laughter, connection, and springtime fun at the HFMA Greater Heartland Chapter's 2025 Spring Conference Networking Social! Unwind with your peers after a full day of insightful sessions, the event will feature a light-hearted egg hunt (weather permitted) & epic Cheeky Bunny contest – where bravery, strategy, and marshmallows collide. Whether you're here to network with industry peers, catch



up with familiar faces, or simply enjoy the festivities, this event promises to be a refreshing highlight of the conference. Proceeds from the Chubby Bunny contest will go to the ST Louis Food Bank, so come ready to laugh, network, and give back!!

Event Agenda

View the Full Agenda [HERE](#)

Conference App

This year we will be using the “Cvent Events” app for all materials. You can download the app [here](#). Please search for “HFMA Greater Heartland Spring Conference 2024”

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.

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

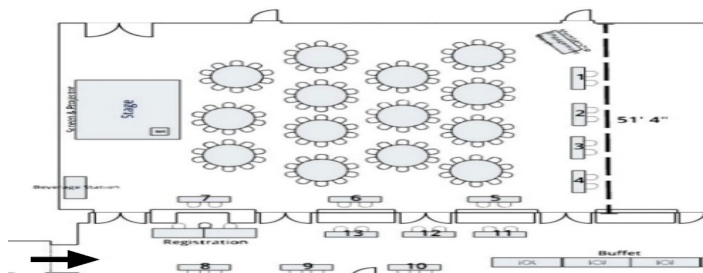
To receive CPE credits, you must sign in for each individual session you attend. Sign-in registers will be located in each session room. CPE Certificates and speaker presentations will be available on the hfma Greater Heartland website.

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.



2025 SPRING CONFERENCE SPONSORS & EXHIBITORS



BOOTH LOCATION

Booth 1 -	Hollis Cobb Assoc.
Booth 2 -	Elevate Patient Sol.
Booth 3 -	Credit Bureau Syst.
Booth 4 -	CLA
Booth 5 -	PCM
Booth 6 -	ForVis Mazars
Booth 7 -	Harris & Harris
Booth 8 -	Experian
Booth 9 -	TCS United
Booth 10 -	UHS
Booth 11 -	Firstsource
Booth 12 -	SlicedHealth
Booth 13 -	PMMC

Important Dates

- April 16th 4:00pm – 6:00pm Exhibitor Setup
- April 17th 7:30am – 8:30am Exhibitor Setup
- April 18th 3:00pm - Exhibitor Breakdown

Conference Registration

Purchasing a booth **does not** register you for the conference. Please visit the website [HERE](#) to register who will be attending. The exhibit booth benefits include **2 complimentary registrations**. Please use the code “**exhibitor**” at checkout to access your complimentary registrations.

Exhibit Game Card

All provider attendees will receive an exhibit game card to come and visit your booths. You will need to sign off on these cards next to your company name, and attendees will be entered into a raffle.

Conference Hotel

If you are booking a hotel room, please be sure to use the room block link here: <https://www.loewshotels.com/live-by-loews-st-louis-missouri/group-hfma-ghl-spring-conference-2025> **that the room block has expired.**

Shipping Information

Please address all packages as the following:

ATTN: (Vendor Name/HFMA GHL Conference) Phone number / Conference Date: 4/16/25-4/18/25

Packages can arrive no sooner than 3 days prior to the event. Upon conclusion of the event, you will need to schedule a pickup time with your carrier from the hotel.

If you are shipping boxes, please provide Meghan with DeMarse with the following:

Vendor Name /How many packages you are shipping / Tracking numbers / Scheduled pickup date/time

Power | Internet | Equipment Rental

Basic internet will be available to all conference attendees. If you require any additional power or rentals, please use this link here: https://eventnow.encoreglobal.com/myevents/result/index/show_id/535d8134-f0ee-ef11-9341-7c1e527da7ef/

Booth Location

The hotel will provide a 6ft table, two chairs and a wastebasket at each booth. You should have received an email regarding selection of your booth. Please see below for current booth locations:

GHF Spring Conference 2025

SPANNING HORIZONS –

CONNECTING FINANCE & REVENUE CYCLE

St. Louis, MO • April 16-18, 2025

Exhibitors


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Credit Bureau
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SERVICES


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