

CFO Forum

August 21-22, 2025

The Lindy Renaissance Charleston Hotel | 68 Wentworth Street | Charleston, SC 29401



This 24th annual event serves as a platform for CFOs to collaborate, share insights, discuss challenges, and explore best practices related to financial management and leadership.

Thursday, August 21

- 8:30-9:30am (60) **Drop-In Breakfast & Registration (Charleston Ballroom)**
- 9:30-9:45am (15) **Welcome, Opening Comments & Event Sponsor Recognition**
Matt Elsey | Prisma Health and SCHA Finance Council Chairman
- 9:45-10:30am (45) **Promoting Financial Health**
Kevin Marshall and Schipp Ames | SCHA
An overview an interactive discussion of SCHA and Solvent Networks' strategic initiatives to enhance financial health, also highlighting the economic report and toolkit.
- 10:30-11:15am (45) **Legislative & Policy Priorities for SC Hospitals**
Ryan Burnaugh | SCHA
Key updates on state developments, funding initiatives, and advocacy efforts impacting hospital financial stability and workforce sustainability.
- 11:15am-12:00pm (45) **Federal Financial Policy**
Aaron Weslowski | American Hospital Association
Get the latest from Capitol Hill with a timely update on federal financial policy. This session will cover what's happening in Congress, key regulatory updates from the Administration, and the implications of current legislative activity on hospital operations. Where are we now—and what's next?
- 12:00-12:45pm (45) **Networking Lunch**

12:45-1:30pm (45)

Leveraging Payer Scorecards & National Data for Financial Success

Travis Gentry | Hyve Health

In an era of increasing denials, down coding, delayed payments, and reduced reimbursement, providers need more than anecdotal evidence—they need data. This session will focus on how hospitals and health systems can use a national, provider-based payer scorecard to identify and address systemic payer behaviors. Developed in partnership with HFMA, NRHA, and state hospital associations, the scorecard leverages real-time claims and remittance data to hold payers accountable and empower providers to move from defense to offense in the fight for fair reimbursement.

1:30-2:15pm (45)

Improving Medicaid Eligibility and Operational Strategies to Boost Reporting

Josh Steedley | Forvis Mazars

This session will explore the challenges and downstream impacts of Medicaid eligibility in South Carolina. Attendees will gain insights into the pain points within the eligibility process and learn effective strategies for advocacy. The discussion will also cover operational improvements to enhance reporting, including revenue cycle optimization, service restructuring, and approaches to better reach high Medicaid populations through outpatient care.

2:15-2:30pm (15)

Stretch Break

2:30-3:15pm (45)

Allied Health Workforce Strategies & Data Driven Insights for CFOs

Sherry Kolb and Mindy Milligan | Qualivis

As demand for allied health professionals rises, hospitals face the dual challenge of workforce shortages and financial pressure. This session will equip CFOs with data-driven insights into workforce trends, statewide spend and utilization patterns, and the financial impact of staffing decisions. Attendees will explore practical strategies for recruiting, retaining, and optimizing allied health staff—balancing cost-effectiveness with high-quality care—and learn how to turn workforce investments into sustainable, long-term solutions.

3:15-4:00pm (45)

Virtual Nursing Impact and Calculating ROI

Morgan Sires | VirtuAlly

This session will explore how to measure both the clinical and financial impacts of virtual nursing programs in hospitals of all sizes, including rural facilities. Attendees will learn how to identify the direct and indirect costs and benefits of implementing virtual nursing and how to leverage the VirtuAlly™ ROI assessment and calculator tool to evaluate return on investment and support data-driven decision-making.

4:00-4:15pm (15)

Closing Comments & Thank You

Matt Elsey | Prisma Health and SCHA Finance Council Chairman

4:15-5:15pm (60)

Cocktails & Hors d'oeuvres

**Enjoy dinner at your leisure or join an event sponsor for a hosted meal. Event sponsor participation in the CFO Forum concludes at the end of the evening.*

Friday, August 22

7:30-8:30am (60)

Drop-In Breakfast (Charleston Ballroom)

8:30-8:45am (15)

Welcome Back

Kevin Marshall | SCHA

8:45-9:45am (60)

SFY 2026 Updates: HAWQ and QAP

Shauna Lorenz and Nicole Martinez | Gjerset & Lorenz LLP

This session will provide key updates on South Carolina's Health Access, Workforce, and Quality (HAWQ) directed payment program and the Quality Achievement Program (QAP). Attendees will gain insights into recent developments, funding changes, and strategic priorities for SFY 2026, focusing on how these programs aim to enhance healthcare access and quality across the state.

9:45-10:45am (60)

SC DHHS Leadership Briefing

Nika Simmons and Leslie Jones | SC Department of Health and Human Services

This session will provide updates from the South Carolina Department of Health and Human Services on key Medicaid topics, including APR-DRG, budget developments, directed and DSH payments, enrollment trends, Graduate Medical Education (GME), and Managed Care Organization (MCO) carve-ins.

10:45-11:30am (45)

Closing Executive Session

Matt Elsey | Prisma Health and SCHA Finance Council Chairman

General Information

In compliance with the Americans with Disabilities Act, we will make every reasonable effort to accommodate your requests. For any special requests, please contact Kristin Hill at khill@scha.org.

This educational activity is jointly provided by AXIS Medical Education and SCHA. AXIS Medical Education 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.

Requirements for credit:

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration form online by September __, 2025. Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

Acknowledgements to our SCHA corporate sponsors for support of this event.

