



CFO Forum

August 27-28, 2026

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



This 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 27

- 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) **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.
- 10:30-11:45am (45) **Play Offense: Strategies to Push Back on Payors in a Tightening Healthcare Market**
Jim Gilliam and Rachel Gilbert | King & Spaulding
This session will discuss strategies hospitals and health systems can deploy to better deal with commercial payors in a tightening healthcare market. In this market, payors have employed strategies to put hospital systems on defense by denying claims, slow paying claims, unilaterally reducing payment obligations through manuals, bulletins, and policies, and requiring hospitals to participate in a web of appeals. Based on experiences representing hospitals across the country, we'll lead a discussion of the strategies payors are employing to maximize profits and reduce payment obligations to hospitals and how hospitals can respond.
- 11:45am-12:30pm (45) **Networking Lunch**

- 12:30-1:15pm (45) **How AI is Transforming the Hospital Revenue Cycle**
 Lauren DeMoss | Maynard Nexsen
Hospitals are using AI for automated charges, coding, prior authorization, and appeals. While these tools improve efficiency, their interaction with payer AI for claims adjudication and post-payment audits creates uncertainty about who is managing reimbursement decisions. This discussion covers governance, compliance, legal issues, emerging state transparency laws, CMS guidance, and vendor contracting considerations to help CFOs balance AI's opportunities and risks in reimbursement and billing.
- 1:15-2:00pm (45) **New Medicare Advantage⁴ cost Report Requirements: Preparing for Increased Transparency and Oversight**
 Alicia Faust and Chad Mulvany | Forvis Mazars
New and emerging Medicare Advantage (MA) cost reporting requirements, with a focus on financial transparency, compliance expectations, and audit readiness.
- 2:00-2:15pm (15) **Stretch Break**
- 2:15-3:00pm (45) **The Intelligent Health System: Finance, Workforce, & Tech Trends Shaping the Future**
 Cristal MacKay | Qualivis
A discussion of the trends impacting healthcare providers, including comprehensive workforce strategies, how technology or AI will impact the workforce, and the underlying financial metrics to support transformation.
- 3:00-3:45pm (45) **A Business Case & Risk Management Framework for Addressing Workplace Violence**
 Laura Evans, Mary Stuart King, Beth Warren | Burr & Forman
Burr & Forman will examine workplace violence through the lens of the healthcare CFO and executive leadership team. The presentation will explore the measurable and hidden costs associated with violence and threats in healthcare setting, including impacts on recruitment and retention, productivity, patient satisfaction, insurance costs, regulatory compliance, and organizational culture.
- 3:45-4:00pm (15) **Closing Comments & Thank You**
 Matt Elsey | Prisma Health and SCHA Finance Council Chairman
- 4:00-5:00pm (60) **Cocktails & Hors d'oeuvres (Society Hall)**
**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 28

- 7:30-8:15am (45) **Drop-In Breakfast (Charleston Ballroom)**
- 8:15-8:45am (15) **Federal Financial Policy**
 Aaron Wesolowski | 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. The focus will be around ACA, Site Neutral and 340B. Where are we now – and what's next?

- 8:45-9:45am (30) **SFY 2027 Updates: HAWQ and QAP**
Shauna Lorenz, Nicole Martinez and Ronica Hutchison | 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 2027, focusing on how these programs aim to enhance healthcare access and quality across the state.
- 9:45-10:45am (60) **SC DHHS Leadership Briefing**
Eunice Medina, Brad Livingston, Leslie Jones, Nika Simmons and Noelle Wriston |
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, budget developments, directed and DSH payments, enrollment trends, Graduate Medical Education (GME), and Managed Care Organization (MCO) carve-ins.
- 10:45-11:30am (60) **Rural Floor**
Jay Grisoli and Lauren Bohling | Price Waterhouse Coopers, LLC
PwC to provide South Carolina hospitals with an update on the finalized outcomes of the FFY 2027 Rural Floor strategy and discuss preliminary FFY 2028 Rural Floor projections, key assumptions, and strategic next steps.
- 11:30-12:00pm (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 Carmen Goulet at cgoulet@scha.org

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

