

HFMA Mid-America Summer Institute 2026

RIG Intelligence — Field Lookbook

01 · The Event & The Play

HFMA's Region 8 Mid-America Summer Institute is **400+ healthcare finance professionals — hospital and health-system CFOs, revenue-cycle and reimbursement leaders, health-plan and physician-practice finance staff** from seven Midwest chapters. This is the margin room: reimbursement pressure, denials, and rural-health survival, with "Fields of Opportunity" as the 2026 theme.

The play: AI is a named disruption in the program itself — the dedicated SPARK session "Sustaining Revenue Cycle Performance in an Era of Financial Pressure and AI Disruption" — while the exhibit hall is full of AI-RCM vendors (Aspirion, Waystar, RapidClaims, Adonis). The CFOs know ambient scribes hallucinate (1-3% per note; one study found 31% of ambient notes) and that vendors accept zero clinical liability. The opening: AI in production, with controls — denials management, documentation integrity, and payer-response automation a CFO can audit.

02 · Who's in the Room

Tier	Companies
Platinum	Eide Bailly, PSB MARS
Gold	AblePay, Aspirion, FinThrive, Forvis Mazars, PMMC, R1 RCM, RevCure Consultants, RSM, Waystar
Silver	Adonis, Corpay, Experian Health, Harris & Harris, Ni2 Health (INFINX), OS inc., PayZen, RapidClaims, Telcor, Visante
Bronze (23)	Conduent, J.P. Morgan Healthcare Payments, Meduit, TruBridge, IC System, Elevate Patient Financial Solutions, Revology, and more

03 · People Worth Your Time

- **Ann Jordan** (President & CEO, HFMA) — association leadership; the channel to every chapter.
- **Ronald Hirsch** (VP Regulations & Education, R1 RCM) — the regulations voice of revenue cycle; quote him back to every CFO.
- **Derek Goebel** (CFO, Altru Health System) and **Michelle Beckner** (CFO, Hayes Medical Center) — practicing CFOs; the peer-proof conversations.
- **Amanda Hines** (Director of Patient Financial Services, Essentia Health) — front-line RCM operations at scale.
- **Greg Kay** (SVP Revenue Enhancement, PMMC), **Justin Roepe** (Solution Strategist, Waystar), **Chase McGrath** (VP of Product, Aspirion) — the vendor AI bench; white-label and integration surface.
- **TJ Sweet** (opening keynote) and **Liz Matney** (Medicaid leader, RSM) — leadership frame + policy money.

04 · Must-Attend Sessions

- **"Opening Keynote — Living with Purpose: The Power of Intentional Leadership in Healthcare Finance"** — the tone-setter.
- **"SPARK Revenue Cycle — Sustaining Revenue Cycle Performance in an Era of Financial Pressure and AI Disruption"** — THE session; the room's AI anxiety in one hour.
- **"SPARK Revenue Cycle — Payers Are Getting Smarter. Are You?"** — the payer-AI arms race, from the people fighting it.
- **"SPARK Finance — Rural Health Transformation: From Survival to Strategy"** — the Midwest reality.
- **"General Session — The Margin Equation: Aligning Strategic, Financial, and Operational Decisions"** — the frame every AI investment must fit.

05 · The RIG Angle (30 seconds per persona)

- **For the hospital CFO:** "The payers' AI is already in production — denials are getting smarter. Yours should be too, with controls: documentation integrity, denials workflow, payer-response drafting — every output reviewed, every decision auditable. Live in 90 days, measured in recovered margin."
- **For the RCM vendor (Waystar, Aspirion, RapidClaims):** "Your AI works best when the hospital trusts it. A governance layer — human review steps, provenance, audit trails — is what turns your demo into a signed enterprise deal. We build that white-label."
- **For the rural-health exec:** "You don't need a data-science team. You need one workflow that returns hours and one page of rules an auditor can read. That's the install."

06 · Discovery Questions & Objection Handlers

1. Who reviews AI-drafted notes and appeals at your shop — a person, a QA step, or nobody?
2. What's your denial rate doing this year — and what part of it is payer AI?
3. If a scribe hallucinates in a note, whose liability is it? (Check the contract — it's yours.)
4. Which RCM workflow eats the most hours for the least judgment?
5. Could you show an auditor the trail behind one AI-assisted claim today?

"We're already using ambient AI." — Production: achieved. Governance: a clinician signing 20 AI-drafted notes a day with a 1-3% hallucination rate and 100% of the liability. That gap is the work. **"No margin for new projects."** — This is margin work: denials and documentation are where the money is leaking. The report prices the recovery before you spend a dollar. **"Our vendor covers that."** — Your vendor covers their roadmap. Your liability is on your letterhead. Different document.

07 · The Strike Plan

- **Sun Aug 3 (Day 1):** Opening keynote + first exhibit pass. Mark the four AI-RCM booths. Two CFO conversations at the evening reception — lead with the liability question (#3).
- **Mon Aug 4 (Day 2):** The AI-disruption SPARK session + payer-intelligence session. Three discovery conversations with community/regional hospital CFOs. One vendor conversation (Waystar or Aspirion).
- **Tue Aug 5 (Day 3):** Margin Equation general session. Same-day follow-ups referencing each contact's denial numbers. Target: three fit calls + one chapter-workshop conversation with HFMA staff.