

2nd Annual Conference

Here.
Inspire. Learn. Connect.

March 9, 2018
in Columbia, SC



hfma[™] south carolina chapter
healthcare financial management association

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| 9:30am | Opening Remarks | Candice Powers – President, SC-HFMA |
| 9:45 – 10:45am | Opening Keynote – Opening our day with her <u>Pearls of Wisdom</u> and experience Pearl will share lessons learned from her career in healthcare, and later in politics and government. With a wise nature and open sense of humor, she captures the hearts of her audience with her candor and solid career and life advice. | Pearl Burris - Floyd |
| 10:45 – 11:00am | Morning Break/Networking | |
| 11:00 – 12:30am | <u>AR Systems Story – Building A Business in Healthcare</u> Having built a successful consulting business in healthcare, Day will share the story of her journey, key strategies she learned along the way, and how she balances it all. | Daylee Egusquiza |
| 12:30pm – 2:00pm | Lunch and Museum Tour | |

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| 2:00pm – 3:15pm | <u>“The Perfect Day”</u> Perfect Day: An entrepreneur’s guide to curing lifestyle deficit disorder, and reclaiming your business, your relationships, and your life. Having just published her book, she touches on how women all too often wear too many hats ruining the opportunity for a #perfectday | Cokie Berenyi |
| 2:15 – 2:30pm | Afternoon Break/Networking | |
| 2:30 – 3:30pm | <u>The Role of Heart in Leadership Performance</u> Heart Intelligence can be accessed using simple practices and intentions that create a state called "heart coherence" - connecting the Heart and Mind . "Heart coherence" is a term created by the Institute of HeartMath , a scientific research organization that studies qualities of the heart that have a powerful impact upon personal happiness, health, and performance. In this session you will learn how to gain heart coherence which activates higher brain centers enhancing decision making and creativity. | Gail DePriest |
| 3:30pm | Closing Remarks | Candice Powers |
| 4:00 – 5:00pm | Networking Closing Reception & Door Prizes | |

Pearls of Wisdom: 9:45 – 10:45 AM

Session Summary:

Opening Keynote Session

Pearls Of Wisdom: Polishing Your Pearls

Opening our day with her pearls of wisdom, will share lessons learned from her career in healthcare, and later in politics and government. With a wise nature and open sense of humor, she captures the hearts of her audience with her candor and solid career and life advice.

The key take away points Pearls of Wisdom: Polishing Your Pearls are:

1. Promote "polishing your pearls"
2. Stimulate attendees personal thoughts on creativity and development personal
3. Identify leadership acumen from birth to retirement
4. Understand being the driver versus being the passenger.

Pearl Burris - Floyd



Pearl Burris-Floyd is the founder and chief executive officer of Hidden Gemstones Consulting, and Chief Governmental Affairs Officer for Partners Behavioral Health and Associate Pastor of First Baptist Church in Dallas, North Carolina.

During her successful career in laboratory medicine, she founded her company, Hidden Gemstones in 2004 to provide staff development training and workforce support in a changing 21st Century environment.

Pearl began her career as a cytologist and subsequently served in healthcare management and executive roles. Before starting Hidden Gemstones Consulting she was Associate Chief of Cytology at Duke University Medical Center, Director of Anatomic Pathology Mercy Hospital, Cytology Applications Specialist for Cytoc Corporation, Marlborough, Massachusetts serving private and hospital based laboratories in North Carolina, West Virginia, Virginia, Washington DC and Maryland. She is the former Senior Advisor to the Secretary of Health and Human Services for North Carolina, Vice President of Governmental Affairs - Greensboro Chamber of Commerce and former Chief Operations Officer - Gaston Regional Chamber of Commerce.

She earned a Master of Healthcare Administration degree from Pfeiffer University and a Bachelors degree in Biology from the University of North Carolina at Chapel Hill. She is certified by the American Society of Clinical Pathologists and the International Academy of Cytology. She is also a former Gaston County Commissioner and member of the North Carolina House of Representatives. Pearl currently serves on the Board of Directors for CaroMont Regional Medical Center and on the University of North Carolina Board of Governors.

She has received numerous awards and recognitions, including 2016 Community Leadership Award, Dr. Martin Luther King, Jr. Legacy Award, 2016 Citizen of the Year, Outstanding Leadership Proclamation City of Gastonia and Healthcare Hero Award from the Mecklenburg Times.

The AR Systems Story: 11:00 - 12:30 PM

Session Summary:

The AR Systems Story: Building a Business in Healthcare

Having built a successful consulting business in healthcare, Day will share the story of her journey, key strategies she learned along the way, and how she balances it all.

Day Egusquiza



Day Egusquiza has been an Entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations.

Day has over 30 years experience in health care reimbursement, hospital business office operations (20 years in an Idaho hospital), contracting and compliance implementation. Additionally, her experience includes eight years as a Director of a Physician ... Medical Management billing service, which included completing an integrated business office between a hospital and a large physician clinic.

Day served as the President of the Idaho HFMA Chapter. She has been on the AAHAM National Advisory Council, HFMA National Advisory Council. She has been highlighted in JCAHO's Six Hospitals in Search of Excellence, Zimmerman's Receivable Report, HFMA's HFM and Patient Account, AHIA Prospective and numerous healthcare newsletters along with a contributing author to 2006 Health Law and Compliance Update. She received the Idaho Hospital Association "Distinguished Service Award" for her legislative work and training on new indigent law. She received the Lifetime Achievement Award.

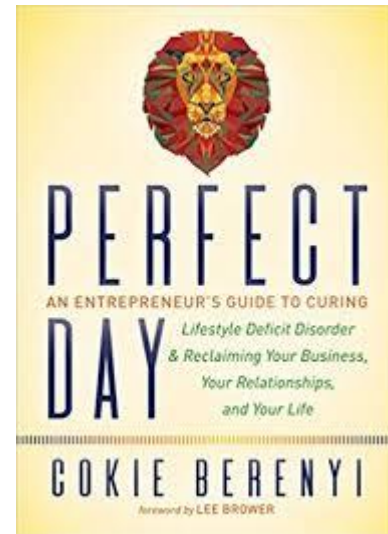
Day Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement systems and implementing an operational focus of compliance both in hospitals and practices.

The Perfect Day 1:30 - 2:30 PM

Session Summary:

The Perfect Day

The Perfect Day: An entrepreneur's guide to curing lifestyle deficit disorder, and reclaiming your business, your relationships, and your life. Having just published her book, she touches on how women all too often wear too many hats ruining the opportunity for a #theperfectday



Cokie Berenyi



Cokie Berenyi has been in financial services and serving the needs of individual and institutional clients and entrepreneurs since 1996. Mother, author, business owner, financial “samurai” and Perfect Day engineer, Cokie loves food, wine, travel, stray dogs, goat cheese, tennis, and alpine mountaineering.

Founder of Alphavest, an industry pioneer that is right- sizing Wall Street one client at a time, Cokie inspires investors and entrepreneurs at-large with her vision and storytelling of her many experiences leading clients through the financial and work-life-balance maze.

Author of the Liberated Investor, a 40 under 40 recipient and Woman CEO of the Year 2012, Cokie is currently climbing the 7 Summits of the world and beat Stephen Colbert in the Charleston to Bermuda race in 2011. Founder of non-profits Rein & Shine and She CLIMBS, Cokie’s passion for entrepreneurship spans for-profit and not-for profit arenas, alike.

The Role of Heart in Leadership Performance: 2:30 – 3:30 PM

Session Summary:

The Role of Heart in Leadership Performance

Heart Intelligence can be accessed using simple practices and intentions that create a state called "heart coherence" - [connecting the Heart and Mind](#). "Heart coherence" is a term created by the [Institute of HeartMath](#), a scientific research organization that studies qualities of the heart that have a powerful impact upon personal happiness, health, and performance. In this session you will learn how to gain heart coherence which activates higher brain centers enhancing decision making and creativity.

Gail DePriest



Gail DePriest is the Director of Executive Leadership & Corporate Relations for the Clemson MBA.

Formerly a Senior Vice President and Corporate Director for a global management consulting firm, Gail DePriest has advised Fortune 500 companies and top-ranked business schools.

She is a Senior Lecturer teaching Advanced Leadership as well as Innovation & Creativity in the MBAe for Entrepreneurship focusing her research on organizational cultures.

She teaches Global Leadership in the Clemson/Oxford study aboard program and her clients have included the US Department of Defense, Michelin North America and Bon Secours Health System.

She is a contributing writer for the Upstate Business Journal, the South Carolina Chamber of Commerce Journal and is the author of, "Journey 21 – 10 Strategies to a Better Work Life."