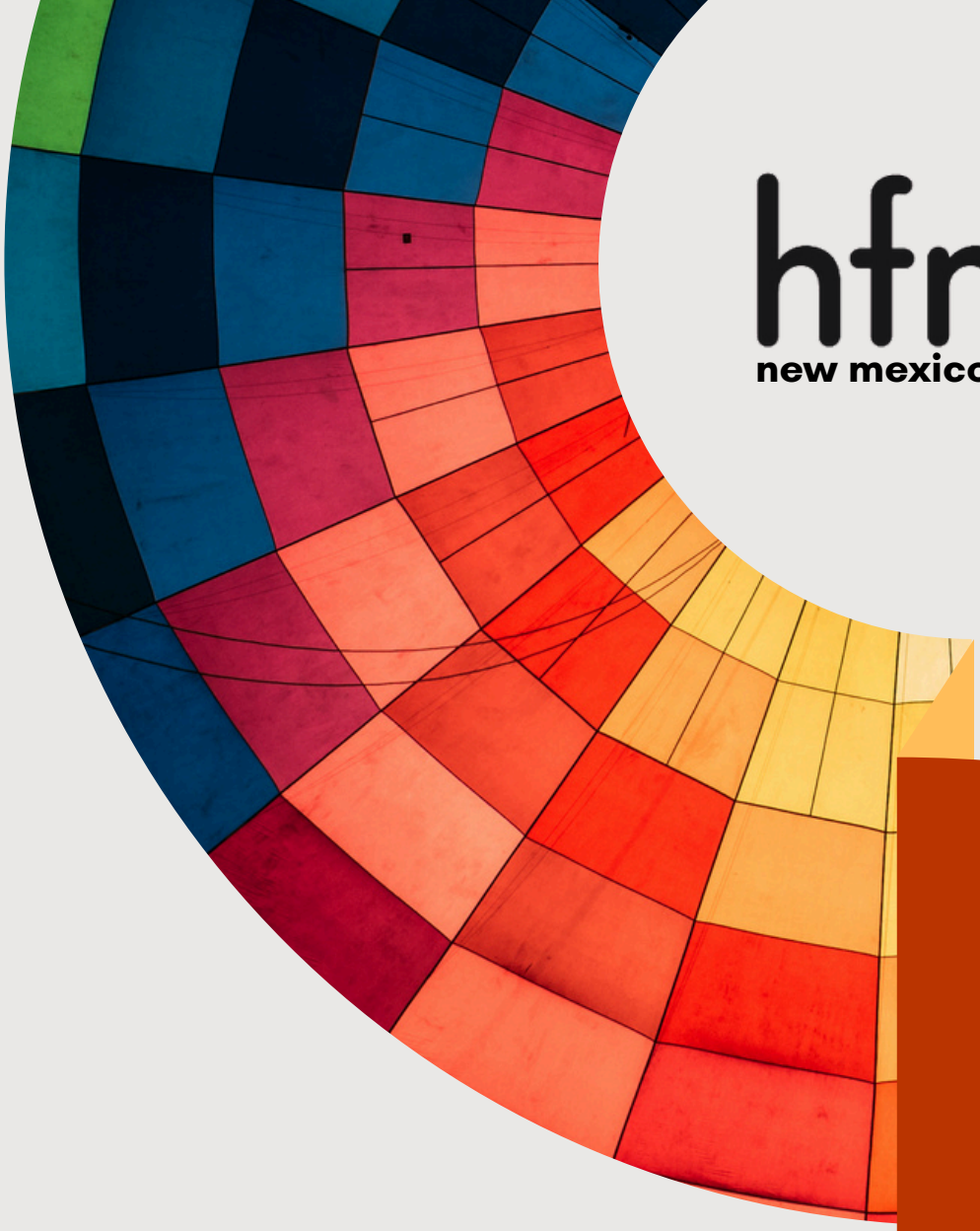


hfma™ new mexico chapter

Empower HER
Voices of Value

SPRING
2026

RISING TO NEW HEIGHTS

April 15th through 17th
Hotel Andaluz Albuquerque

SPRING 2026 RISING TO NEW HEIGHTS

WEDNESDAY

4:30 PM TO 6:30 PM
VIP & SPEAKER RECEPTION *SESSION IS INVITE ONLY

THURSDAY

7:30 AM TO 8:50 AM
EmpowerHER LAUNCH PARTY & EARLY RISERS BREAKFAST
NATALIA SAMMAN, LICSW | NATALIA SAMMAN COACHING & CONSULTING LLC
SPONSORED BY CARDAMOM HEALTH

9:00 AM TO 9:50 AM
CHOOSING POSITIVE CHANGE
BRIDGET BELL | CARDAMOM HEALTH

10:00 AM TO 10:50 AM
BLUE CARD
MARCUS MORROW | SAC

11:00 AM TO 12:00 PM
BEYOND THE NUMBERS: TRANSFORMING MARGINS FOR SUSTAINABLE HEALTHCARE MARGIN MANAGEMENT & SUSTAINABILITY
DOUG CLOVIS | OPTUM

12:00 PM TO 1:00 PM
LUNCH

1:00 PM TO 2:00 PM
WINNING THE DENIALS GAME - HOW AI IS TRANSFORMING APPEALS MANAGEMENT
J. SCOTT EARICH | WELLINGTON GROUP

2:00 PM TO 2:30 PM
BREAK

2:30 PM TO 3:30 PM
THE 10 COMPETENCIES SEPARATING THRIVING RURAL CFOS FROM STRUGGLING ONES
CHRIS CUMMINGS | MULTIVIEW

3:30 PM TO 5:00 PM
PANEL PRESENTATION WITH NMHA AND INSURICA
TROY CLARK & ERIKA CAMPOS | NMHA
PHILLIP SMITH | INSURICA

AWARD CEREMONY

5:00 PM TO 6:30 PM
RECEPTION | SPONSORED BY OPTUM

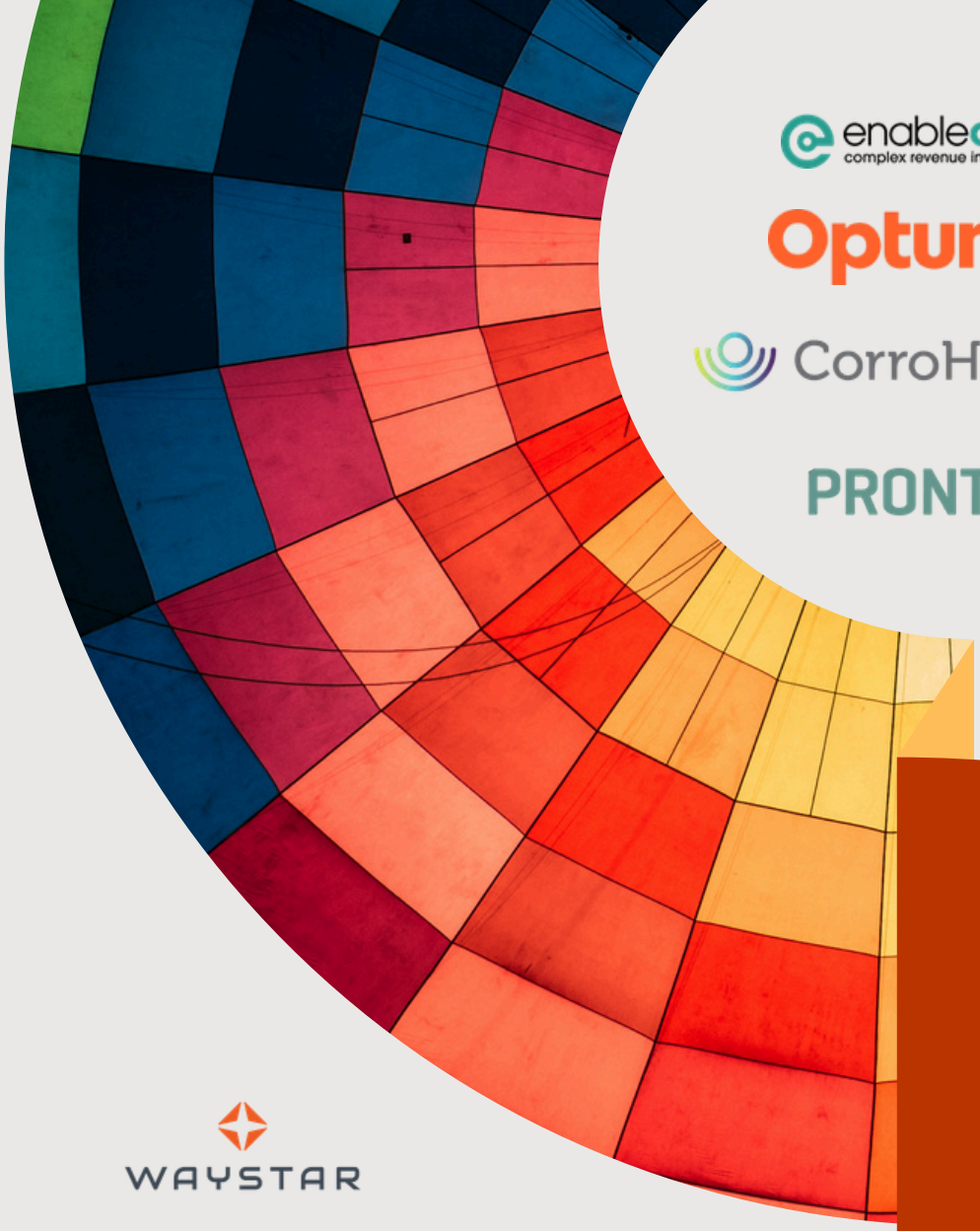
FRIDAY

8:00 AM TO 9:00 AM
BREAKFAST & NETWORKING

9:00 AM TO 9:50 AM
THE HIDDEN PRICE TAG: HOW POOR QUALITY DRAINS HOSPITAL REVENUE
DOUG JOHNSON, RN, LSSBB, CPHQ CONSULTING REMEDY LLC

10:00 AM TO 11:30 AM
FIRE THE UNHAPPY ONES
SCOTT JEPPSON WIX CORP

11:30 AM TO 11:45 PM
PRIZES AND GIVEAWAY



enablecomp complex revenue intelligence

WixCorp

Optum

revenue enterprises

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Cardamom

Natalia Samman Burn Out Clini-Coach

multiview Financial Software

USCB America

Ascent Health

the wellington group

PCNM NM'S TRUSTED LAB

Consulting Remedy

New Mexico Hospital Association

BECOME A CHAPTER SPONSOR & HELP NM HFMA #RISETONEWHEIGHTS! DIRECT INQUIRES TO ANY BOARD MEMBER

FEATURED SPEAKERS



NATALIA SAMMAN, LICSW

Burn-out Coach and Executive Consultant

THURSDAY 7:30 AM

Burnout Proof: The Science of Sustainable Success

Natalia Samman is on a mission to save the world from #burnout. A licensed clinical social worker, coach, energetic facilitator and sought-after keynote speaker, Natalia teaches the tools out of her "therapist toolbox" to the corporate world. The results? Employees who are able to maximize performance while managing stress, leaders who are able to connect with, optimize, and motivate their teams, and families who are able to have their beloved, overworked, high-achievers finally back at the dinner table by 6pm.



BRIDGET BELL

Vice President Business Development

THURSDAY 9:00 AM

Choosing Positive Change

Bridget Bell is Vice President of Business Development at Cardamom Health, serving as a healthcare partner aimed at improving care access and delivery, as well as organizational health, across the entirety of the organization. She works with organizations across data, analytics, AI, and applications with a focus on value and innovation. Ms. Bell's 25 year career in healthcare has spanned clinical and research laboratories, EMR Software (Epic), healthcare consulting, and governmental Medicaid administration. Ms. Bell has spent 15 years serving the community through multiple avenues, including a 13 year tenure with The RCC Sexual Violence Resource Center as a Bilingual Advocate in Dane County, Wisconsin. Bridget is Chair of the Diversity, Equity, and Inclusion/Women in Leadership Committee for the Colorado chapter of HFMA and a former Board member for Catholic Community Services of Southern Arizona.



MARCUS MORROW

Partner and Healthcare Reimbursement Attorney

THURSDAY 10:00 AM

Blue Card

Mr. Morrow is the lead partner in the Chicago office. He represents healthcare providers in arbitrations, mediations, and state and federal court proceedings against health plans, insurance companies and the government. While attending Loyola University Chicago Law School, Mr. Morrow was a Beazley Institute for Health Law and Policy Fellow and earned a Certificate in Health Law and Policy. Two of his strongest passions are athletics and working with the elderly. In 2009, Mr. Morrow was part of the coaching staff for the University of California Golden Bears football team where he interacted with several future NFL players.

FEATURED SPEAKERS



DOUG CLOVIS

Senior Director and Partner

THURSDAY 11:00 AM

Beyond the Numbers: Transforming Margins for Sustainable Healthcare Margin Management & Sustainability

Optum

Doug Clovis serves as a Senior Director and Partner within the Optum Advisory Margin Transformation Practice. He brings more than 30 years of experience in the health care industry with a focus on revenue cycle management, improving customer operations, and maximizing effectiveness and efficiency of people, processes, and technology. Prior to joining Optum, Mr. Clovis served in executive roles in global IT and healthcare vendor organizations. He has led successful system selections, multi-entity process redesign, and implementation of healthcare IT systems including Epic, Siemens, Cerner, MEDITECH, and IDX. He has managed teams of more than 20 professional consultants throughout the United States and oversaw system selection of new Revenue Cycle system for a nine hospital IDN. Mr. Clovis received his Bachelor of Arts in Economics from the University of Missouri, Columbia MO.



J. SCOTT EARICH

Founding Principal and Partner

THURSDAY 1:00 PM

Winning the Denials Game – How AI is Transforming Appeals Management

the wellington group

J. Scott Earich, Founding Principal and Partner of The Wellington Group, LLC. Scott brings over 35 years of experience in hospital finance, payer operations, and healthcare information systems. He currently leads the development of AI-driven revenue cycle platforms focused on denial management, compliance risk, and revenue integrity, delivering measurable results for health systems nationwide.



CHRIS CUMMINGS

Director of Business Development

THURSDAY 2:30 PM

The 10 Competencies Separating Thriving Rural CFOs from Struggling Ones

multiview FINANCIAL SOFTWARE

Chris Cummings is the Director of Business Development at Multiview, where he works alongside healthcare organizations to better understand their financial and operational priorities. Over the past seven years, Chris has spent extensive time with hospital finance leaders across rural healthcare, developing a deep appreciation for their environments, constraints, and decision-making realities. His approach is grounded in listening, practical insight, and long-term partnership.

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FEATURED SPEAKERS



TROY CLARK

HSC Board of directors, Chair

THURSDAY 3:30 PM

Panel Presentation

Troy Clark began this role as leader of the NMHA in August of 2020. Previously serving as the Vice President of Regional Operations for Presbyterian Healthcare Services, he brings extensive knowledge of hospital business and a passion for finding ways to sustainably provide quality healthcare services to communities throughout the state. Troy has over 20 years of experience in operational and financial healthcare roles including physician practice management, ambulatory surgical centers, specialty hospitals, rural and critical access hospitals, large hospital systems, opening five new hospitals, and working in for-profit, not-for profit and academic environments. He is a former member of the NMHA Board of Directors, PAC Steering Committee and PARC Committee. He earned his Bachelor's and Master's Degrees in Accounting from Brigham Young University and his CPA designation before venturing into healthcare.



ERICKA CAMPOS

HSC Leadership

THURSDAY 3:30 PM

Panel Presentation

Erika Campos brings over 25 years of experience in healthcare leadership. Before joining HSC in March of 2021, Erika led Strategic Planning, Business Development and Population Health for CHRISTUS St. Vincent/CHRISTUS New Mexico including service on the national CHRISTUS Health Strategy Council and graduation from the CHRISTUS Leadership & Ethics Academy. Prior to CHRISTUS, she was a leader at Lovelace Health System and at Presbyterian Healthcare Services. Early in her career, she consulted for a variety of companies in healthcare delivery and health insurance, as well as various other industries, throughout the United States. Erika was educated at the University of Richmond in Virginia. A four-year Army ROTC College Scholarship winner, Erika served in the United States Army Reserves as an Adjutant General 1st Lieutenant. In addition to her work with HSC, she currently serves on the board of Homewise, an affordable housing nonprofit.



PHILLIP SMITH

MHA, CIC, RPLU, CPHRM,
Healthcare Practice Leader,
Vice President

THURSDAY 3:30 PM

Panel Presentation

Phillip is INSURICA's Healthcare Practice Leader where he has extensive insurance experience in Property and Causality insurance for healthcare professionals and organizations. He particularly enjoys working with rural and underserved healthcare communities to develop strategies to improve their total cost of risk. Furthermore, he works with healthcare clients throughout the nation and is INSURICA's top healthcare industry insurance professional. Phillip earned his Master of Healthcare Administration from the University of Oklahoma and has his Certified Insurance Counselor (CIC), Registered Professional Liability Underwriter (RPLU), and the Certified Professional in Health Care Risk Management (CPHRM) designations.

FEATURED SPEAKERS



DOUG JOHNSON

RN, BSN, LSSBB, CPHQ, CEO

FRIDAY 9:00 AM

The Hidden Price Tag: How Poor Quality Drains Hospital Revenue

Consulting Remedy

Doug Johnson, a registered nurse and Lean Six Sigma black belt, has over 30 years of healthcare experience. His expertise spans cardiovascular labs, emergency departments, nursing units, electronic medical records, data analytics, and quality management. As the founder of Consulting Remedy, LLC, Doug leads a team that blends healthcare operations and technology to create sustainable solutions. Passionate about quality improvement, he authored Hospital Quality: Implementing, Managing, and Sustaining an Effective Quality Management System, offering practical strategies for healthcare organizations. His work focuses on empowering teams to enhance efficiency and patient care through proven methodologies.



SCOTT JEPPSON

Senior Vice President of Partner Development

FRIDAY 10:00 AM

Fire The Unhappy Ones

WixCorp

Scott Jeppson is the Senior Vice President of Partner Development who oversees all the growth initiatives at Wixcorp. There, Scott assists a national team of sales executives focusing on building relationships of trust and support. Prior to joining WixCorp, Scott had a diverse career in healthcare as a VP at Enlivant, Chief Executive Officer at Cascadia Healthcare of Boise, and as Operations Manager at Bluebird Health. He has extensive experience with healthcare leadership, operations, strategy, sales, and Human Resources. Scott was also part of the early team of performance consultants for Covey Leadership Center and Franklin Covey, where he helped integrate their own principles into their internal culture and operations. He currently lives in the Boise, Idaho area with his wife and has four children.

PRESIDENT'S MESSAGE

Thank you for your continued support of HFMA New Mexico! On behalf of our Board of Directors and membership, I'm thrilled to welcome you to an exciting year ahead.
Our theme for this year is "Rising To New Heights" – a reflection of our commitment to elevating healthcare finance across New Mexico. Our mission remains strong: to build a supportive network for everyone involved in healthcare finance, from hospitals and health systems to payer markets and beyond.
We're especially eager to connect with rural health providers to enrich our community and tackle challenges together.
Without you, there's no us! Your engagement fuels our chapter's success. Join us through our upcoming events and initiatives as we advance healthcare finance across New Mexico. Together we rise!



CALLY CHRISTENSEN

2025 NM HFMA President

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hfma
NEW MEXICO CHAPTER

INTRODUCING THE NEW NM HFMA WOMEN'S GROUP

We are excited to introduce EmpowerHER, HFMA's first women's group, launching at our April conference with an Early Riser session! This initiative is about creating a space for connection, mentorship, and shared learning —where voices are heard and ideas are valued.

While EmpowerHER celebrates women in healthcare finance, it is inclusive of everyone. We believe that collaboration between men and women brings unique perspectives that strengthen leadership, foster innovation, and drive better outcomes for our industry. This is not just about gender —it's about learning from each other and building a stronger, more diverse community.

Join us for an inspiring conversation to kick off your day. Together, let's empower one another to lead boldly and succeed collectively.

EmpowerHER is seeking Committee members



Want to get involved?

Inquire with:

CRYSTAL LONSBURY, CHFP
EmpowerHER Committee Chair



JOIN US THURSDAY

7:30 AM TO 8:50 AM

EMPOWERHER LAUNCH PARTY, EARLY RISERS BREAKFAST & SPECIAL SESSION:



Featuring Burn-out Coach and Executive Consultant Natalia Samman, LICSW. Get real-world tools for maximizing performance while managing stress so you show up with your best at work and at home.

SPONSORED BY PCNM NM'S TRUSTED LAB

MEET THE 2025-2026 BOARD



CALLY CHRISTENSEN
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Owner & Principal Consultant



KRIS N. BRUMLEY, MBA
President-Elect, Director & Communication Chair
EHRC President, COO Revenue Enterprises, LLC



LAURA CALKINS
Vice President, Sponsorship Chair
VP Revenue Cycle PHS-2502



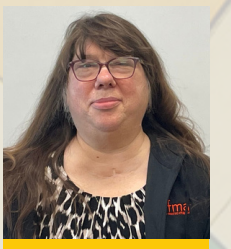
JOHN MCMULLIN
Treasurer
CFO at DSM Services



CRYSTAL LONSBURY, CHFP
Secretary
Manager of Finance Christus Southern NM



TIBOR BAJUSZ, MBA, EHRC, CRCR
Director, Certification Chair
Corporate Director at Ascent Health Solutions



ADDY KELLY, MHA
Director, Program Chair
CFO at Eastern New Mexico Medical Center



CLINT OWEN
Director, Membership Chair
VP, National Accounts at Frost-Arnett



JASON SANCHEZ, CHFP
Director, Past President
CFO at Southwest Care



THOMAS J. WHALEN, CPA, CHFP
Director & Program Co-Chair
CFO at Carlsbad Medical Center

It is our distinct pleasure to serve the healthcare finance community across New Mexico. As your volunteer board of directors, we are committed to advancing our industry through meaningful educational opportunities, valuable networking connections, and professional development resources that empower healthcare finance leaders throughout our state.

We are honored to support our diverse membership—from hospitals and health systems to provider groups, physician practices, and business partners—in navigating the evolving landscape of healthcare finance. Together, we strive to strengthen collaboration, enhance professional growth, and ultimately improve healthcare delivery for all New Mexicans.

Thank you for your continued engagement and trust in our leadership. We look forward to serving you and building an even stronger HFMA New Mexico community.

-The HFMA New Mexico Board of Directors

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EXHIBITOR SHOWCASE

the wellington group

The Wellington Group delivers revenue cycle solutions that automate denial management, reduce days in A/R, and drive financial performance for healthcare organizations.

SUPERDIAL

SuperDial deploys AI voice agents that automate payor calls for healthcare RCM teams — handling eligibility, prior auths, claim follow-up, and credentialing at scale without adding headcount.

WixCorp

WixCorp delivers patient-facing revenue cycle solutions that reduce cost-to-collect, boost digital payments, and simplify the financial experience for healthcare organizations of all sizes.

revenue enterprises

Revenue Enterprises delivers compassionate, people-first patient financial engagement that improves collections while protecting patient relationships and community reputation.

multiview FINANCIAL SOFTWARE

Multiview delivers the #1 KLAS-rated ERP built exclusively for healthcare, helping critical access hospitals and health systems streamline financial operations, reduce month-end close time, and make confident, data-backed decisions.

PARATHON

Parathon delivers agentic AI-powered revenue cycle software and services that help health systems increase revenue, recover underpayments, and maximize financial performance — with proven ROI in 90 days.

USCB AMERICA

USCB America leverages 100+ years of experience to deliver customized revenue cycle and accounts receivable management solutions that improve cash flow and reduce administrative burden for healthcare organizations nationwide.

bakertilly

Baker Tilly is a top-10 global accounting and advisory network offering audit, tax, legal, and consulting expertise across 147 territories. Their healthcare finance specialists help organizations navigate complexity and drive long-term growth.

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RISING TO NEW HEIGHTS

APRIL 15TH THROUGH 17TH

SPONSORSHIP MATRIX

SPONSORSHIP LEVEL	~~VIP/BOD RECEPTION~~ SOLD $2000	~~EMPOWER HER BREAKFAST~~ SOLD $1200	EMPOWER HER KEYNOTE $2000	BREAKFAST SPONSOR* $1200	KEYNOTE SPONSOR** $2500	~~NETWORK RECEPTION~~ SOLD $2000
NM HFMA CONFERENCE ATTENDEE LIST	✓	✓	✓	✓	✓	✓
COMPANY RECOGNITION IN THE CONFERENCE BROCHURES, PACKAGING, ETC.	✓	✓	✓	✓	✓	✓
EXHIBITOR SPACE	✓	✓	✓	✓	✓	✓
FREE REGISTRATION TO THE NM HFMA ANNUAL CONFERENCE	2	1	2	1	2	2
INTRODUCTION OPPORTUNITIES OF SPEAKERS AT EDUCATIONAL SESSIONS	✓		✓		✓	
MIC TIME AT NETWORKING RECEPTION	✓					✓
ACKNOWLEDGEMENT & SIGNAGE	✓	✓	✓	✓	✓	✓
ACKNOWLEDGEMENTS ON CHAPTER WEBSITE AND LINKEDIN PAGE	✓	✓	✓	✓	✓	✓

*TWO OPPORTUNITIES AVAILABLE

*TWO SPOTS REMAINING

BOOTH ONLY SPONSOR $750

EXHIBITORS RECEIVE DEDICATED BOOTH SPACE, RECOGNITION IN CONFERENCE MATERIALS, AND FEATURED PLACEMENT ON OUR CHAPTER WEBSITE AND LINKEDIN PAGE. YOU'LL ALSO RECEIVE THE COMPLETE ATTENDEE LIST FOR NETWORKING AND FOLLOW-UP OPPORTUNITIES.

TAKE ADVANTAGE OF EARLY ACCESS TO OUR ANNUAL SPONSORSHIP PROGRAM WITH SIGNIFICANT SAVINGS FOR COMMITTED PARTNERS. MEMBERS CAN SECURE PREMIUM VISIBILITY THROUGH OUR TIERED DISCOUNT STRUCTURE: SILVER SPONSORS SAVE 10%, GOLD SPONSORS SAVE 15%, AND PLATINUM SPONSORS SAVE 20%

LIMITED ROOM BLOCK, RESERVE YOUR ROOM TODAY AT HTTPS://TINYURL.COM/NMSPRING2026

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