

Arkansas Hospital Association



2026 ANNUAL MEETING
LITTLE ROCK MARRIOTT
OCTOBER 14-15

ARKANSAS HOSPITAL ASSOCIATION

2026 ANNUAL MEETING

Little Rock Marriott • October 14-15

Procedures, Perks, and Giveaways

1. Sponsor Tables

Our top-tier sponsors will be set up in Salon C, showcasing their products and services. During breaks, please take a moment to visit their tables and thank them for their generous support.

2. Closing Keynote Speaker

With the success of the 2025 format, we are continuing with a closing keynote speaker featuring an ACHE in-person panel.

3. Keynote Continental Breakfast

A big thank-you to CoreWorks! Before Thursday's Keynote session, all attendees can enjoy a continental breakfast in the foyer of Salons A & B.

4. Name Badge and Lanyard

This year's name badges are courtesy of Prime Capital Financial! Be sure to stop by the registration desk to collect your badge and your lanyard, sponsored by Qualivis. Keep an eye out: some lucky badges and lanyards will be specially marked for surprise giveaways.

5. Hotel Room Key

Thanks to our generous sponsor, FORVIS Mazars, attendees can present their hotel room key card to the registration desk to be entered to win a \$100 gift card. One name will be drawn each day.

6. Coffee Cup

Murray Contractors will be providing coffee cups for AHA events, so make sure to grab one for your beverages. Gift cards will be awarded at random to those using the sponsored cup!

7. Complimentary Wi-Fi

Friday, Eldredge & Clark, LLP, will be sponsoring the Annual Meeting wi-fi again this year. Make sure you stop by the registration desk to get the access point name and code.

8. Entertainment

Thanks to Southern Legacy of Life, The Rodney Block Collective is back to entertain us for the Thursday Keynote Session and Awards Lunch. We will also have new entertainment for the Wednesday night reception.

9. Attendee Lounge

Thanks to Vantos Health Network, a member lounge will be set up in the Hoffman Room for attendees to grab snacks and drinks throughout the meeting. The lounge will also provide access to charging stations, chairs, and tables to take a quick call or to set up your laptop to send an email.

10. ACHE of Arkansas Breakfast

New for 2026, ACHE of Arkansas will hold a breakfast early Thursday morning featuring an update from Noel Cárdenas, ACHE Chair. Registration required for attendance.

11. Starbucks Wristband

Thanks to Gallagher, all attendees will receive a wristband at registration. This wristband may be used in the Starbucks on the lobby level of the hotel for drinks at no cost to the attendee. (THIS DOES NOT INCLUDE FOOD.)

12. Complimentary Parking Deck Parking

Vyt!One is covering the cost of parking in the two designated downtown parking decks (see page 9). Please ensure you bring your parking slip to the registration table each day for validation.

Wednesday, October 14

- 8:00 a.m. – 9:15 a.m. **ARKANSAS HEALTH EXECUTIVES FORUM BOARD MEETING – Arkansas Ballroom, Lobby Level**
- 8:30 a.m. – 6:00 p.m. **REGISTRATION – Ballroom Level of Hotel**
- 8:30 a.m. – 6:00 p.m. **MEMBER LOUNGE – Hoffman**
Sponsored by Vantos Health Network
Visit the members lounge to charge your phone, check an email, grab a snack, or just get away from the crowd.
- 8:30 a.m. – 5:00 p.m. **SPONSOR TABLES – Salon C**
Visit Salon C for breakfast items and beverages.
- 9:15 a.m. – 3:45 p.m. **LEADERSHIP WORKSHOP – Salons A & B**
- 9:30 a.m.

The Inner Edge: Closing the Gap Between Leadership Potential and Performance

Faculty: Laurie Baedke, MHA, FACHE, FACMPE, National Speaker, Author, and Coach

Today's healthcare leaders are more capable, and more challenged, than ever before. They are highly trained, deeply committed, and operating in increasingly complex, high-stakes environments. Yet even the most experienced leaders can find themselves inconsistent in how they show up under pressure — reacting instead of responding, losing clarity in critical moments, or struggling to sustain performance over time.

The challenge is not a lack of knowledge or capability.

It's the ability to consistently access that capability when it matters most.

In this highly interactive workshop, Laurie Baedke introduces "The Inner Edge," a practical, evidence-informed framework designed to help leaders strengthen self-awareness, regulate effectively under pressure, align decisions with purpose and priorities, and lead others with greater clarity and impact, without sacrificing well-being.

Participants will leave with a clear understanding of what drives performance inconsistency and, more importantly, a set of actionable tools to lead with greater composure, intention, and reliability in the moments that matter most.



Laurie Baedke

11:45 a.m. **Leadership Conference Lunch – Salons A & B**

12:30 p.m.

Arkansas Hospital Association Fireside Chat

Facilitator: Bo Ryall, President and CEO, Arkansas Hospital Association

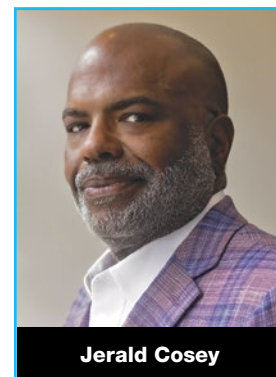
1:45 p.m.

Becoming a Five S.T.A.R. Leader: Rehydrating Purpose, Advancing Skillset, Achieving Results

Faculty: Jerald Cosey, National Speaker, Patient Advocate, and Former Pharmaceutical Executive

The Reality: Healthcare leaders are running on empty. They give everything to their teams, their patients, and their organizations – with little pouring back in. It's not burnout; it's dehydration.

The Framework: This session will rehydrate purpose and rebuild skillset through the Five S.T.A.R. Leadership™ system. Drawing from real-world leadership in senior healthcare, Jerald helps professionals rediscover their "why" and align it with the daily actions that create measurable success.



Jerald Cosey



- **S** – Strategic thinking and planning capabilities
- **T** – Transformation mindset for change leadership
- **A** – Action-oriented implementation strategies
- **R** – Results measurement and accountability systems

Through the lens of his Three C's Philosophy (Confront, Compete, Conquer), leaders will learn to strategically transform their actions into sustainable results.

5.00 Continuing Education Hours Applied For: ACHE Qualifying Education Hours, Certified Professional Healthcare Quality Hours, and Nursing Contact Hours

3:45 p.m. – 5:15 p.m. AHA BOARD MEETING – Riverview Ballroom
AHA Nominating Committee will meet immediately following the AHA Board Meeting.

6:00 p.m. – 8:00 p.m. AHA MEMBERSHIP RECEPTION – Arkansas Ballroom, Lobby Level
 Join attendees for entertainment, heavy hors d'oeuvres, and drinks for networking.
No outside events should be planned during this time.

Thursday, October 15

7:00 a.m. – 3:30 p.m. REGISTRATION – Ballroom Level of Hotel

7:00 a.m. – 8:00 a.m. ACHE of Arkansas Breakfast – Arkansas Ballroom, Lobby Level

Faculty: Noel J. Cárdenas, FACHE, Chair of the American College of Healthcare Executives; Senior Vice President and Chief Executive Officer, Memorial Hermann Southeast Hospital, Houston

Join the American College of Healthcare Executives Chair for an update and network with other ACHE of Arkansas members and MHA Students.

7:30 a.m. – 3:30 p.m. MEMBER LOUNGE – Hoffman
Sponsored by Vantos Health Network

Visit the members lounge to charge your phone, check an email, grab a snack, or just get away from the crowd.

7:30 a.m. – 3:30 p.m. SPONSOR TABLES – Salon C

8:00 a.m. – 8:45 a.m. KEYNOTE CONTINENTAL BREAKFAST – Salon A Foyer
Sponsored by CoreWorks

Attendees will grab breakfast before heading into the Keynote Session.



Noel J. Cárdenas

8:30 a.m. – 10:00 a.m. AHA/AHAA OPENING SESSION – Salons A-B
Sponsored by AHA Services, Inc.

Bo Ryall, AHA President and CEO

Greg Crain, AHA Chairman

Mary Catherine Propes, AHAA President

KEYNOTE ADDRESS

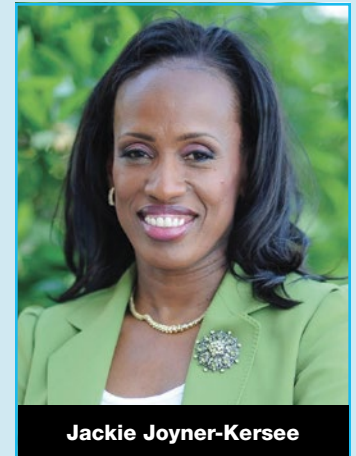
How to Overcome Obstacles to Success

Faculty: Jackie Joyner-Kersey, Olympic Gold Medalist

As one of the most decorated female athletes of all time, Jackie Joyner-Kersey dominated the track and field circuit for 13 years and won three gold, one silver, and two bronze medals spanning four Olympic Games during her illustrious career. At the 1984 Olympics in Los Angeles, she won the silver medal in the heptathlon. Four years later, at the 1988 Games in Seoul, Korea, she struck gold in both her signature events — the heptathlon (world record) and long jump. She followed that up at the 1992 Games in Barcelona, Spain, by winning gold in the heptathlon and bronze in the long jump. In her final Olympic appearance at the 1996 Atlanta Games, she won the bronze medal in the long jump. In addition, she won a total of four gold medals (two in the heptathlon and two in the long jump) at three different World Championships and finished first in the long jump at the 1987 Pan American Games.

Sports Illustrated for Women magazine named Jackie Joyner-Kersey the Greatest Female Athlete of the 20th Century. On three different occasions (1986, 1987, and 1994), she was honored by Track & Field News as the World Athlete of the Year. She also was named as the top American Athlete five times (1986, 1987, 1991, 1992, and 1994).

The inaugural recipient of the Humanitarian Athlete of the Year, Joyner-Kersey is known worldwide for her interest in aiding others. She has helped to build the Jackie Joyner-Kersey Youth Center Foundation in her hometown of East St. Louis, Illinois, that has raised more than \$12 million. In 2007, she — along with several notable athletes — founded Athletes for Hope, a charitable organization of professional athletes who get involved in charitable causes and inspire millions of non-athletes to volunteer and support their community.



Jackie Joyner-Kersey

10:00 a.m. – 10:15 a.m. AHA ANNUAL MEETING HOUSE OF DELEGATES

CEOs of AHA member institutions are encouraged to attend.

10:15 a.m. – 11:45 a.m. MORNING HOT TOPICS

Sponsored by Aptus Financial

HOT TOPIC 1

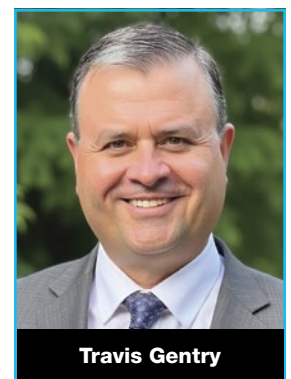
The Power in Numbers: Holding Payers Accountable

Faculty: Travis Gentry, Hyve Health | Collectyve Health

There has never been a more pressing time in healthcare for a provider-based, payer scorecard. Recent payer behavior around denials, decreased reimbursement, and delayed payments demand accountability. Commercial payers and their Medicare Advantage plans have proved disadvantageous to providers. Payers have leveraged providers' data against themselves, while providers have nothing to hold payers accountable.

Providers need data, not anecdotal stories, to hold payers accountable. They need information that helps identify systemic behavior. Providers need to unite and create a data repository that rivals the information the payers already possess. It is time to transition from defense and go on offense.

A national, normalized, payer scorecard is no longer a concept. Arkansas Hospital Association has united with hospitals and health systems across the state to create a provider-based payer scorecard powered by claims and remittance data sources directly from hospitals and refreshed monthly. The days of latent, outdated information are over and replaced with current, credible knowledge.



Travis Gentry

1.5 Continuing Education Hours Applied For: *ACHE Qualifying Education Hours, Certified Professional Healthcare Quality Hours, Legal Education Credit, Nursing Contact Hours, and Risk Management Hours*



HOT TOPIC 2

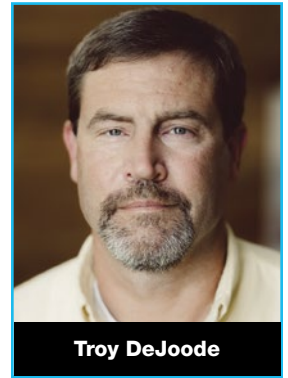
Transforming Patient Experience: The Moments That Matter

Faculty: Troy DeJoode, President of the Carson & Claire Forever Foundation

Troy experienced what no father or husband ever should. A truck ran a stop sign and crashed into the family minivan, hospitalizing his three-year-old son Chase and leaving his wife Heather in a coma with a traumatic brain injury. Tragically, the crash took the lives of his five-year-old son Carson and five-month-old daughter Claire.

Come along as Troy takes the audience on an amazing journey of perseverance from tragedy and adversity to hope and healing.

1.5 Continuing Education Hours Applied For: *ACHE Qualifying Education Hours, Certified Professional Healthcare Quality Hours, Legal Education Credit, Nursing Contact Hours, and Risk Management Hours*



HOT TOPIC 3

The New Rules of Healthcare Marketing: How Hospitals Can Attract, Engage, and Convert Today's Digital-First Patient in a Privacy-First World

Facilitator: David McBee, Speaker and Marketing Strategist

Like it or not, today's patients shop for healthcare the same way they shop for almost everything else. They search online. They compare providers. They read reviews. They ask friends. They even ask AI. And all of that happens long before they ever book an appointment.

At the same time, marketing healthcare has gotten a lot more complicated. Privacy regulations are tighter. HIPAA concerns are real. And many of the tools marketers used to rely on don't work the same way anymore. That leaves a lot of healthcare organizations stuck in a tough spot.

How do you create more relevant, effective marketing while protecting patient privacy and staying compliant? That's exactly what this session will tackle.

David breaks down what has changed, what strategies are losing effectiveness, and what smarter healthcare organizations are doing right now to stay ahead. Attendees will learn how leading healthcare organizations are using channels like streaming TV, digital video, search, and privacy-safe data strategies to reach the right audiences more effectively. David will also explore how healthcare organizations are adapting to stricter privacy expectations using HIPAA-compliant technologies like Freshpaint to improve measurement, attribution, and marketing performance without compromising compliance.



11:45 a.m. – 12:15 p.m. AWARDS RECEPTION — Salon A & B Foyer

Sponsored by Nabholz

12:15 p.m. – 1:45 p.m. AWARDS LUNCH — Salon A & B

Sponsored by Nabholz

Join us in celebrating outstanding hospital leadership at this year's Awards Luncheon! Enjoy entertainment, networking, and the presentation of several prestigious honors, including the C.E. Melville Young Administrator of the Year, the ACHE Early Career Healthcare Executive, and the ACHE Senior Level Healthcare Executive awards.

We'll also recognize exceptional achievements in hospital marketing and public relations with the 2026 Diamond Awards.

Capping off the celebration, we'll present the 2026 A. Allen Weintraub Memorial Award — the AHA's highest honor.



2:00 p.m. – 3:30 p.m.

CLOSING KEYNOTE SESSION & ACHE IN-PERSON PANEL
— Arkansas Ballroom, Lobby Level

Sponsored by Gallagher

Bo Ryall, AHA President and CEO
Greg Crain, AHA Chairman

Rising from Adversity: A Survivor's Tribute to Healthcare Heroes

Faculty: Rebekah Gregory, Boston Marathon Bombing Survivor and Mental Health Advocate

Reaction Panel:

Tiffany Means, DNP, MHA, RN, CENP, CEO, Eureka Springs Hospital (Moderator)
Ron Peterson, FACHE, President and CEO, Baxter Health, Mountain Home
Brian Thomas, President and CEO, Jefferson Regional, Pine Bluff

In this powerful closing keynote, Rebekah will share her inspiring journey of resilience and gratitude, reflecting on her experience as a survivor of the Boston Marathon bombing. After sustaining life-altering injuries, she endured 76 surgeries and spent months in the hospital, ultimately losing her left leg below the knee. Through this extensive hospital stay and the challenges that followed, Rebekah gained a profound appreciation for the dedication and compassion of healthcare professionals. This session is not just a personal narrative; it is a heartfelt tribute to those who dedicate their lives to helping others. Rebekah aims to reignite the passion and fire in the careers of her audience, reminding them of the vital role they play in healing and supporting individuals during their most challenging times.

A panel will react to Rebekah's story and how we, as leaders, can encourage healthcare workers to embrace their purpose and continue their invaluable work with renewed vigor and compassion.



This panel was developed and is provided by the ACHE of Arkansas.

1.5 Continuing Education Hours Applied For: ACHE In-Person Education Hours, Certified Professional Healthcare Quality Hours, Legal Education Credit, Nursing Contact Hours, and Risk Management Hours



Rebekah Gregory



Tiffany Means



Ron Peterson



Brian Thomas

4:00 p.m.

ANNUAL MEETING ADJOURNS



Continuing Education Information

ACHE Qualifying Education

By attending the 2026 Arkansas Hospital Association Annual Meeting offered by the Arkansas Hospital Association participants may earn up to 7.5 ACHE Qualifying Education Hours toward initial certification or recertification of the Fellow of the American College of Healthcare Executives (FACHE) designation.

Participants in this program wishing to have the CE hours applied toward ACHE Qualifying Education credit are responsible for maintaining a record of their ACHE Qualifying Education.

American College of Healthcare Executives (ACHE) In-Person Learning Panel, Thursday, October 15

The American College of Healthcare Executives (ACHE) has approved this panel for 1.5 ACHE In-Person Learning Hours (formerly Face-to-Face Hours). To have these hours applied to your ACHE member record, you must scan the QR code on site and complete the attendee form found on that link. Please allow six weeks for the hours to appear on your ACHE record.

Legal

Continuing Legal Education credit hours have been applied for through the Arkansas Continuing Legal Education Board.

Nursing

Nursing contact hours will be awarded to nurses attending designated sessions. Nurses must attend each session in its entirety, complete the evaluation process, including attesting to attendance.

Arkansas Hospital Association is approved as a provider of nursing continuing professional development by VTL Center for Professional Development, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Quality

Approval is pending for continuing education hours for CPHQ recertification by the Healthcare Quality Certification Board.

Risk Management

This program is pending approval of continuing education credit through the American Society for Healthcare Risk Management.

Event Information

Each participant planning to attend the 2026 AHA Annual Meeting must complete and return a registration form and all fees to the AHA by 4:30 p.m., Friday, October 9, 2026.

Please contact Laura Whitaker in the AHA education department at (501) 224-7878 x126 with questions regarding registration.

Handouts Provided Online

Handouts and additional materials will be available to all registrants online. A link will be provided to all registrants so that they may have access to this information prior to October 12th.

Hotel Accommodations

A room block has been reserved for October 13-15 at the Little Rock Marriott, which is located at Three Statehouse Plaza in downtown Little Rock. To take advantage of the annual meeting rate of \$179 for single or double occupancy, please identify the Arkansas Hospital Association 2026 Annual Conference as the event. The room block will expire on September 14. Reservations after that date will be subject to availability.

To make reservations, contact the Little Rock Marriott at (877) 759-6290. All reservation requests/changes should be made directly with the hotel. To make reservations online, visit the hotel website link for Annual Meeting: [CLICK HERE](#).

Parking

Annual Meeting participants are urged to allow extra time to secure parking in downtown Little Rock. The Little Rock Marriott offers valet parking (\$18 per day or \$30 for overnight parking).

Additional parking is available in two downtown parking garages:

- Second and Main Street Parking Garage (one block south of the Little Rock Marriott)
- Municipal Parking Garage (below the DoubleTree Hotel, a short walk from the Little Rock Marriott)

Parking at the two garages above is complimentary with stamped parking ticket from AHA registration desk. (This does not include valet parking.)

Cancellation Policy

Refunds, minus a \$50 processing fee, will be granted if requests are received in writing by the AHA on or before September 25. No refunds will be provided after that date. Unpaid registrants who fail to attend must pay the entire registration fee. Substitutions, however, are permitted. Fax refund requests to the education department at (501) 224-0519.



**The Arkansas Hospital Association wishes
to express its appreciation to these
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**Arkansas Association of Hospital Trustees
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* Recognized due to their relationship with AHA.

ARKANSAS HOSPITAL ASSOCIATION

2026 Annual Meeting, October 14-15, 2026

Registration Deadline – 4:30 p.m., Friday, October 9

ONE registration form per person.

REGISTER ONLINE AND RECEIVE A \$25 DISCOUNT EACH DAY YOU REGISTER TO ATTEND!

Please type or print. Reproduce form for additional enrollments.

Name _____ Title _____

Hospital/Organization _____

Mailing Address, City, State, Zip _____

Email Address _____ Telephone _____

REGISTRATION AND SPECIAL EVENTS

FEE ☒ CHECK FOR ATTENDANCE AMT. DUE

Wednesday, October 14

- A. Leadership Workshop (9:15 a.m.) \$200 ☐ \$ _____
- B. Membership Reception (6:00 p.m.) N/A ☐ # _____

Thursday, October 15

To attend any sessions on this day, you must pay the Thursday Registration Fee (Item C). This fee will cover your attendance to the Keynote Address, one morning session, and the closing keynote with ACHE panel.

- C. Registration Fee \$200 ☐ \$ _____

- (1) ACHE of Arkansas Breakfast ☐

(2) You **MUST** Choose **ONE** Morning Session (10:15 a.m.)

Hot Topic 1: The Power in Numbers ☐

Hot Topic 2: Transforming Patient Experience ☐

Hot Topic 3: The New Rules of Healthcare Marketing ☐

- (3) Awards Lunch (12:15 – 1:45 p.m.) \$50 x ☐ # _____ \$ _____

(4) Closing Keynote & ACHE Panel (2:00 p.m.)

Rising from Adversity ☐

OTHER FEES

- F. Hospital Administration Graduate Students, not employed by a hospital (*must pre-pay*) \$75 ☐ \$ _____

Must select sessions above for attendance. Students must register for the meeting in order to attend the Thursday morning breakfast.

TOTAL DUE \$ _____

Note: AHA events are not available to persons from hospitals that are eligible for AHA membership but choose not to become members.

PAYMENT

☐ Enclosed is my check made payable to the Arkansas Hospital Association.

☐ I authorize AHA to charge my: ☐ MasterCard ☐ VISA (AmEx and Discover not accepted) Exp. date _____

Card number _____ CVV _____ Phone _____

Cardholder's name _____ Cardholder's signature _____

Billing address _____

Mail form and payment to be received by the AHA no later than October 9 to:

Arkansas Hospital Association, 419 Natural Resources Dr., Little Rock, AR 72205; or fax form with credit card payment to (501) 224-0519.

AHA OFFICE USE ONLY SPON _____ AUTH _____ REG _____ CONFIRM DATE _____ INITIAL _____



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