THURSDAY, JANUARY 28, 2027

4:00 - 5:30 PM	FRBMA Board Meeting
5:30 - 6:30 PM	**Welcome Reception**

FRIDAY, JANUARY 29, 2027

7:00 - 8:00 AM	**Breakfast**
8:00 - 8:20 AM	Welcome Remarks *Mike Kimball, FRBMA President* *Edem Chen, MD, FRS President*
8:20 - 8:50 AM	Washington Update *Ted Burnes*
8:50 - 9:20 AM	Use of Artificial Intelligence in a Business Environment *Lisa Adams, MBA*
9:20 AM - 9:50 AM	AI Applications in a RCM Environment *Eli Arnett*
9:50 - 10:15 AM	**Break**
10:15 - 11:00 AM	Launching Your Own Cloud PACS: Lessons Learned *Janene Markuske, MBA, FRBMA*
11:00 - 11:30 AM	Answer Engine Optimization (AEO) — The Death of Traditional SEO *Jim Koehler*
11:30 AM - 12:15 PM	Legal Risks and Rewards of Artificial Intelligence *Mary Kate Mahoney, Esq.*
12:15 - 1:00 PM	**Lunch**
1:00 - 1:30 PM	Roundtable Discussion *Lisa Adams, Barbara Rubel*
1:30 - 2:10 PM	Leading without Hiding *Nicole Jones-Gerbino , FRBMA*
2:10 - 2:30 PM	Florida Legislative Update *Alison Dudley*
2:30 - 2:45 PM	**Break**
2:45 - 3:15 PM	2027 MPFS Final Rule *Barbara Rubel, MBA, FRBMA*
3:15 - 4:00 PM	Hospital Contracts, Relationships, & Latest Trends *Rick Lafayette*
4:00 - 4:10 PM	Closing Remarks & Adjournment *Mike Kimball, FRBMA President*