



GRAB YOUR TICKET TO THE

# KENTUCKY HEALTH INFORMATION MANAGEMENT CONFERENCE



Join the Kentucky Health Information Management Association and the Kentucky Bluegrass Chapter of the Healthcare Information and Management Systems Society as we take flight to the next chapter of Health Information Management!

**Registration Open Now!**

Earn up to 11.5 CEs!

**Scan to register!**



**Questions? Contact:**

Brittani Moberly at [brittani.moberly@eku.edu](mailto:brittani.moberly@eku.edu)



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# KENTUCKY HEALTH INFORMATION MANAGEMENT CONFERENCE EXHIBITOR GUIDE



## Dear Attendees:

Welcome to the 2025 Kentucky Health Information Conference. This conference brings together HI professionals and students across the Commonwealth of Kentucky.

This year, the conference theme is "Taking Flight: The Next Chapter of Health Information Management," representing the movement toward the future of HIM. The annual meeting is being hosted in Richmond, KY, and we are so glad to be venturing back to Eastern Kentucky University's Campus Beautiful.

We hope you will join us as we learn from experts and one another, embrace our opportunities in the ever-evolving healthcare industry, and promote the HIM profession.



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# CONFERENCE PRICING GUIDE

## Early Bird Registration (Ends March 15)

Registration Type	KHIMA/BGHIMSS Member	AHIMA Credentialed Non-Member	Non-Member	Student
Full Meeting	\$250	\$275	\$300	\$0
Monday Only	\$175	\$200	\$225	\$0
Tuesday Only	\$175	\$200	\$225	\$0
President's Reception Additional Tickets	\$30	\$30	\$30	-

## Save \$50 by registering early!

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# CONFERENCE PRICING GUIDE

## Regular Registration

Registration Type	KHIMA/BGHIMSS Member	AHIMA Credentialed Non-Member	Non-Member	Student
Full Meeting	\$300	\$325	\$350	\$0
Monday Only	\$225	\$250	\$275	\$0
Tuesday Only	\$225	\$250	\$275	\$0
President's Reception Additional Tickets	\$30	\$30	\$30	-

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# 2025 EXHIBITORS

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HEALTH INFORMATION EXCHANGE  
Connecting Kentucky. Improving Healthcare.



HealthCare  
Kentucky Regional  
Extension Center



Kentucky Public Health

Prevent. Promote. Protect.

Lung Cancer Screening

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# CONFERENCE SCHEDULE

Monday April 14	Kentucky Health Information Management 2025 Conference		
7:00 - 8:15 ET	Registration and Breakfast		
8:15 - 8:30 ET	Opening Comments & Welcome		
8:30 - 9:45 ET	Keynote Session: Greg Gerard, MHA		
9:45 - 10:00 ET	Break & Exhibits		
	AI/Cybersecurity/IT	Coding/CDI/Rev Cycle	Management/Quality
10:00 - 10:45 ET	AI Tanju, CISSP	Malissa Powers, BS, RHIT, CDIP, CCS, CICA	Samy Allam, MD, MHA, FACHE
10:45 - 11:00 ET	Transitional Break		
11:00 - 11:45 ET	Dan Brewer and Chuck Stephens	Michael Gao, MD	Shannan Swaford, DHA, MBA, FACHDM, RHIT, CHDA, CCS
11:45 - 1:15 ET	Lunch & Exhibits		
1:15 - 2:00 ET	Bryan Beaudoin, PMP, CHFP, CPHRM, CHC	Sarah Parrott, RHIA, CPC, CGSC	Darin Challacombe, SHRM-CP, Ph.D.
2:00 - 2:15 ET	Transitional Break		
2:15 - 3:00 ET	Amy Daley, CHPS	Hassan Rao, MD	Greg Wilson, MS, MEd
3:00 - 3:45 ET	Break & Exhibits		
3:45 - 4:30 ET	Jeet Sinha, MBA, PMP	Kacie Geretz, RHIA, CPMA, CCA, CPC-A	Jon Vorbeck, EdD & Laurel Schwartz, DrPH
4:45 - 5:00 ET	Closing Day Remarks and Reminders		
5:00 - 6:30 ET	Break and Travel to President's Reception		
6:30 - 9:30 ET	President's Reception		

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# CONFERENCE SCHEDULE

Tuesday April 15	Kentucky Health Information Management 2025 Conference		
7:00 - 8:00 ET	Registration and Breakfast		
8:00 - 8:45 ET	Business Meeting		
	General Session	Student Session	Breakout Session
8:45 - 9:30 ET	AHIMA CA Update: Daniel Utech, MBA, RHIA, CHPS, FAHIMA	Panel Session	Doyle Pearson, Joe Ranieri, & Stephanie Hojan
9:30 - 10:00 ET	Break & Exhibits		
10:00 - 10:45 ET	Anna Whites, JD	Professional Meet and Greet	Michael Lin, PharmD
10:45 - 11:00 ET	Transitional Break		
11:00 - 11:45 ET	Julie Lasslo, PhD, MPH	Professional Meet and Greet	Benjamin Wade, David Finney, & Mrinal Bhasker
11:45 - 1:00 ET	Lunch & Exhibits		
1:00 - 2:30 ET	Closing Keynote: Round Table Discussion		
2:30 - 3:00 ET	Awards Ceremony & Exhibitor Door Prizes		
3:00 - 3:15 ET	Closing Remarks		

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# MONDAY APRIL 14TH

## Registration and Breakfast

7:00 AM - 8:15 AM ET

## Opening Comments & Welcome

8:15 AM - 8:30 AM ET

## Keynote: It's All About Culture

8:30 AM - 9:45 AM ET

**Greg Gerard, MHA**

It's All About Culture! Leading organizations on their journey to nurturing a positive culture as the fuel needed to achieve remarkable success.



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# MONDAY APRIL 14TH

## Break & Exhibits

**9:45 AM - 10:00 AM ET**

### **Safeguarding the Revenue Cycle: Cyber-Resiliency Strategies and Lessons from the Frontlines**

**Al Tanju, CISSP**



### **AI/Cybersecurity/IT**

**10:00 AM - 10:45 AM ET**

In this session, Al Tanju, will share insights from real-world experiences of helping organizations recover from cyber-attacks. Focusing on the revenue cycle, she will discuss the critical vulnerabilities exposed during a cyber-event, the steps to mitigate disruptions, and strategies to build a resilient operational framework. Al will provide actionable recommendations to safeguard revenue cycle processes, ensure continuity, and reduce recovery times. Attendees will also learn about proactive measures and tools designed to maintain operations during cyber-attacks.

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# MONDAY APRIL 14TH

## Playing the “Payer Game” to Win

**Malissa Powers, BS, RHIT,  
CDIP, CCS, CICA**



## Management/Quality

**10:00 AM - 10:45 AM ET**

The patient-centered care model emphasizes patient autonomy in recovery, acknowledging each individual's unique journey. Despite challenges in the healthcare system, this model has gained traction nationwide. Advances in healthcare technology have highlighted obstacles to independent decision-making. This presentation addresses these issues by emphasizing the need for consistent improvement in Health Information Exchange, which is crucial for empowering patients.

## Coding/CDI/Rev Cycle

**10:00 AM - 10:45 AM ET**

Payers all have different rules on Audits, Denials and DRG downgrades and the impacts are costly and time consuming to providers. Understanding the rules and getting better at playing the game can save you time, effort and dollars. We will walk through coding scenarios and risk and provide actionable examples on how to identify your facilities risk and ways to use technology to streamline your workflow.

## Advancing Patient-Centered Care: A Nationwide Analysis of Hospital Efficiency and Morbidity Using Innovative EHR Technology

**Samy Allam, MD, MHA, FACHE**



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# MONDAY APRIL 14TH

## Transitional Break

10:45 AM - 11:00 AM ET

### Less Clicking, More Caring: AI's EMR Revolution

**Dan Brewer &  
Chuck Stephens**



### AI/Cybersecurity/IT

11:00 AM - 11:45 AM ET

Electronic Medical Records (EMRs) began gaining widespread adoption 20 years ago with the promise of saving lives by reducing preventable medical errors and cutting waste. Despite their widespread adoption, EMRs have fallen short of expectations. Preventable medical errors persist, healthcare costs continue to rise, and providers face growing burnout due to cumbersome systems. However, Artificial Intelligence (AI) may be poised to lift the struggling EMR into the solution it was envisioned to be. Join us to witness a cutting-edge live demo showcasing how AI may soon transform EMRs into tools that empower clinicians, save lives, and reduce waste. This session delivers valuable insights for clinicians, administrators, and innovators eager to drive the next wave of healthcare transformation.



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## Maximize Impact: Empower CDI and Uncover Every Diagnosis with AI

**Michael Gao, MD**



### Coding/CDI/Rev Cycle

**11:00 AM - 11:45 AM ET**

Even the most mature CDI programs grapple with doing more with less. Second-level review processes are outdated, requiring CDI specialists to either manually scour 30,000 data points for a needle in a haystack (too time-consuming for your team) or rely on technology to prioritize charts for review (that miss diagnoses in charts that aren't flagged for review). By embracing clinical AI, CDI teams can review 100% of charts for 100% accuracy, capturing millions of net new revenue and missed quality opportunities. Join SmarterDx CEO and co-founder Michael Gao, M.D., to learn how AI can help empower CDI specialists, not replace them. With AI, CDI teams can practice at the top of their license, reduce their workload, and deliver the most accurate receipt of patient care provided.

## Management/Quality

**11:00 AM - 11:45 AM ET**

Simplifying data governance interdependencies across HIM and Health IT, AI Types, and mastering Data Governance

## AI, Data Governance, and the HI Professional

**Shannan Swaford, DHA, MBA, FACHDM, RHIT, CHDA, CCS**



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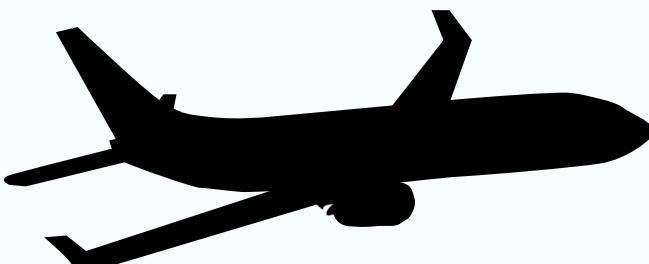
# MONDAY APRIL 14TH

## Lunch & Exhibits

11:45 AM - 1:15 PM ET

### **Unlocking the Future: Compliant and Effective AI Integration in Health Information Management Functions**

**Bryan Beaudoin,  
PMP, CHFP,  
CPHRM, CHC**



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### **AI/Cybersecurity/IT**

1:15 PM - 2:00 PM ET

This presentation will provide insight into the transformative potential of artificial intelligence in Health Information

Management (HIM). It will also delve into the practical aspects of effectively and compliantly implementing AI technology to automate medical coding, CDI, and medical record management highlighting the key benefits, potential challenges, and best practices for auditing and monitoring these technologies. The discussion will also cover the regulatory landscape and ethical considerations to ensure a compliant implementation. By the end of the presentation, attendees will have gained valuable insights into leveraging AI for efficiency, accuracy, and compliance in HIM functions.

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# MONDAY APRIL 14TH

## Breast and Reconstruction Surgery Coding

**Sarah Parrott, RHIA, CPC, CGSC**



## Coding/CDI/Rev Cycle

**11:00 AM - 11:45 AM ET**

This presentation will provide an in-depth look at the coding practices for breast and reconstructive surgeries. Attendees will gain a comprehensive understanding of the relevant ICD-10 and CPT codes, including reconstruction, oncoplastic closure, breast fat transfer, and breast reduction for deformity. The session will also address common coding challenges and solutions, ensuring accurate documentation and compliance with the Women's Health and Cancer Rights Act (WHCRA). Through case studies and interactive discussions, participants will learn best practices for coding and billing, enhancing their proficiency in medical coding for breast surgeries.

## Management/Quality

**11:00 AM - 11:45 AM ET**

Patient-centered care creates a diversity culture.

Understanding the meaning of diversity, equity, inclusion and cultural competence enables professionals to actively pursue DEI in their team, larger department, and overall organization.

Bringing cultural competency to your organization benefits patients, employees, and the bottom line. Join this important discussion to understand how to improve efficiencies, increase patient satisfaction scores, enhance provider reputation, boost morale and productivity, and improve resource allocation.

## DEI: Leading the Way to Cultural Competence

**Darin Challacombe, Ph.D.,  
SHRM-CP**



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# MONDAY APRIL 14TH

## Transitional Break

2:00 PM - 2:15 PM ET

### Significant Changes to HIPAA Security Rule Are Coming - Are You Ready?

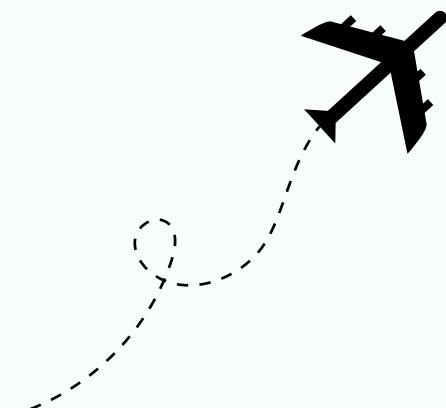
Amy Daley, CHPS



### AI/Cybersecurity/IT

2:15 PM - 3:00 PM ET

The Department of Health and Human Services (HHS) released a Notice of Proposed Rulemaking to Strengthen Cybersecurity for Electronic Protected Health Information (NPRM) on Jan 6, 2025. These proposed changes bring about new requirements such as vulnerability scanning, penetration testing, patch management, network segmentation, data backup testing, multi-factor authentication, security incident planning and testing, HIPAA compliance audits, business associate delegation and guidelines for ongoing maintenance. This presentation will provide an overview of the proposed changes and expected timelines for regulated entities to meet compliance with the new rule.



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## **DRG Integrity: Common Documentation and Coding Opportunities in DRG Audits**

**Hassan Rao, MD**



## **Management/Quality**

**2:15 PM - 3:00 PM ET**

The aviation industry began implementation of risk mitigation techniques in the early 1980's to address the commercial aviation accident rate and increase aviation safety. These measures include crew resource management and strict operational procedures that prescribe specific actions and behaviors in the cockpit. These concepts have broad application to any high-risk industry and most certainly to healthcare.



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## **Coding/CDI/Rev Cycle**

**2:15 PM - 3:00 PM ET**

The presenter will review the importance of pre-bill DRG reviews, leveraging analytics and focusing on denial prevention in addition to revenue assurance. The presenter will also review common coding and documentation findings of pre-bill chart reviews.



## **Aviation Risk Mitigation & Application to Healthcare**

**Greg Wilson, MS, MEd**



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## Break and Exhibits

3:30 PM - 3:45 PM ET

### Potential Use, Gaps, Predictions and Ethics of AI in Healthcare

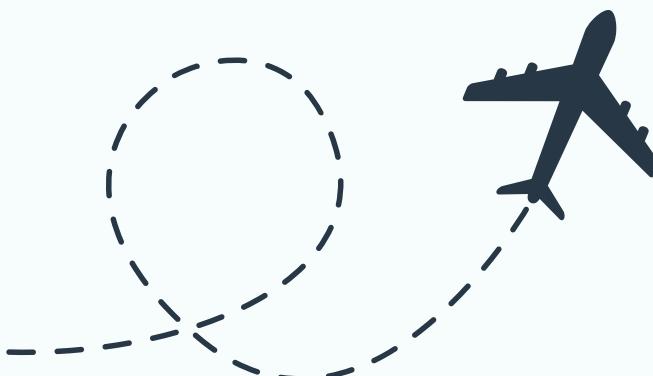
Jeet Sinha, MBA, PMP



### AI/Cybersecurity/IT

3:45 PM - 4:30 PM ET

AI could transform the healthcare landscape by improving patient care, streamlining operations and accelerating innovation pipeline. In this session, Jeet will present a comprehensive review of latest literature around AI in healthcare, covering its potential use cases, its impact in diagnostics and personalized healthcare to improve clinical outcomes while maintaining operational efficiency. He will also discuss the gaps in AI implementation including challenges of data privacy, interoperability and accessibility. Drawing from recent research and latest innovations in AI, we will discuss the predictions on AI's future role in healthcare while exploring the ethical considerations that need to be addressed as the technology evolves.



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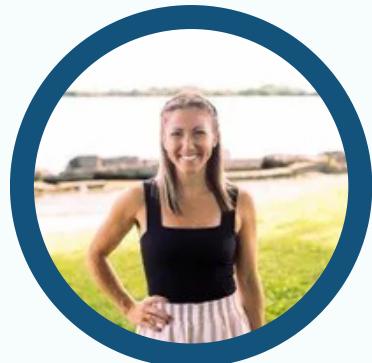
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# MONDAY APRIL 14TH

## AI in Medical Coding: The Evolution, Impact, and Best Practices for 2025

**Kacie Geretz, RHIA, CPMA,  
CCA, CPC-A**



## Management/Quality

**3:45 PM - 4:30 PM ET**

TBD

**TBD**

**Jon Vorbeck, EdD & Laurel Schwartz, DrPH**



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# MONDAY APRIL 14TH

## Closing Day Remarks & Reminders

4:45 PM - 5:00 PM ET

## Break and Travel to President's Reception

5:00 PM - 6:30 PM ET

## President's Reception

6:30 PM - 9:30 PM ET

Join us as we take a trip around the world for the 2025 President's Reception. Try food from a variety of locations, including Ethiopia, Hawaii, Italy, and more. Good times will be had by all, and keep your ears open for giveaways happening throughout the night!

PASSPORT



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# TUESDAY APRIL 15TH

## Registration and Breakfast

7:00 AM - 8:00 AM ET

## Annual Business Meetings

8:00 AM - 8:45 AM ET

Both BGHIMSS and KHIMA will hold their Annual Business Meetings during this time. As a reminder, only active members can vote during the meeting.



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# TUESDAY APRIL 15TH

## AHIMA CA Update: Success Through Collaboration

**Daniel Utech, MBA,  
RHIA, CHPS, FAHIMA**



### General Session

**8:45 AM - 9:45 AM ET**

Hear from AHIMA Board Member Daniel Utech as he provides the KHIMA membership with important updates from AHIMA.



## Student Session

**8:45 AM - 9:30 AM ET**

Join a panel of BGHIMSS and KHIMA members as they discuss the importance of joining a professional organization.



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## Flying Together: The Power of Associations

**Panel Session**

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# TUESDAY APRIL 15TH

## Breakout Session

### **Reliable Connectivity for Exceptional Care: WiFi Implementation for a Large Health System**

**8:45 AM - 9:30 AM ET**

This panel discussion outlines the importance of reliable connectivity for exceptional care. We will highlight the process of implementing WiFi in health systems, emphasizing the technological aspects and benefits of seamless connectivity throughout the hospital campus. Attendees will gain insight into the full WiFi implementation lifecycle, including best practices for overcoming challenges and ensuring long-term connectivity success.

**Doyle Pearson**  
**Sr Program Director**



**Joe Ranieri - Vice President of Business Development at Health Systems Informatics -**



**Stephanie Hojan, CPHIMS, SHIMSS**



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# TUESDAY APRIL 15TH

## Break and Exhibits

**9:30 AM - 10:00 AM ET**

### Kentucky Law Update 2025

Anna Whites, JD



### Student Session

**10:00 AM - 10:45 AM ET &  
11:00 AM - 11:45 AM ET**

Get ready to embark on a fast-paced networking adventure in our rapid-fire networking session with industry professionals. This dynamic format allows students to engage in a series of brief, one-on-one conversations with seasoned experts in the field. Each student will rotate through tables, spending a few minutes at each, where they'll have the chance to ask questions, seek advice, and gain valuable insights from experienced professionals.

### General Session

**10:00 AM - 10:45 AM ET**

A look at the new health related laws that the Kentucky Legislature passed or addressed in the 2025 legislative session, along with some interesting national laws and changes to healthcare services provision, compliance and billing.

### In-Flight Networking: Rapid-Fire Networking with Professionals

**Professional Meet & Greet**



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# TUESDAY APRIL 15TH

## 340B Threats and Next Steps

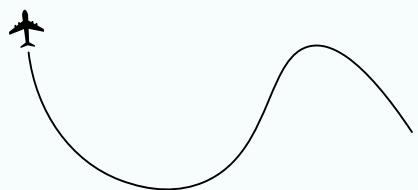
Michael Lin, PharmD



## Breakout Session

10:00 AM - 10:45 AM ET

To summarize the impact the 340B program has on healthcare in KY and the threats facing the program.



## Transitional Break

10:45 AM - 11:00 AM ET

## General Session

11:00 AM - 11:45 AM ET

This presentation will explore the anxiety and avoidance behaviors of women seeking obstetric and gynecological (OBGYN) care based on mixed-method research. It will specifically examine modifiable social and physical environmental factors within clinics that positively or negatively affect the patient experience. The findings suggest that simple changes to the environment can help reduce anxiety and avoidance related to OBGYN clinical settings.

## Waiting Rooms and Paper Drapes: The Influence of the Socio-Physical Environment in Gynecological Care Settings on the Patient Experience

Julie Lasslo, PhD, MPH



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# TUESDAY APRIL 15TH

## Breakout Session

### AI in Prescribing: Navigating Ethics, Risk, and the Physician's Role

11:00 AM - 11:45 AM ET

As artificial intelligence (AI) continues to make its mark in healthcare, its role in prescribing controlled substances- such as opioids- has sparked a heated debate. This presentation explores the ethical, practical, and legal implications of integrating AI into the prescribing process, with a focus on maintaining the physician's central role in patient care. We will delve into the growing influence of AI-driven risk assessments, the potential for bias in algorithmic decision-making, and the risks of over-relying on technology without considering the full scope of a patient's medical history. Through real-world examples, including AI's impact on prescription access and the ongoing opioid crisis, we will highlight the importance of balancing AI's capabilities with the expertise of healthcare providers.

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**David Finney,  
Co-Founder**



**Mrinal Bhasker,  
Co-Founder**



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## Lunch & Exhibits

11:45 AM - 1:00 PM ET

## Closing Keynote: Round Table Discussion

1:00 PM - 2:30 PM ET

In this engaging panel discussion, experts from the fields of aviation, health information technology, and healthcare will explore the striking parallels between the airline industry's approach to safety and healthcare's ongoing efforts to reduce medical errors. While aviation has become one of the safest industries through rigorous protocols, training, and a no-blame culture, healthcare continues to face significant challenges in achieving similar levels of safety and consistency.

## Awards Ceremony & Exhibitor Door Prizes

2:30 PM - 3:00 PM ET

## Closing Remarks

3:00 PM - 3:15 PM ET

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# HOTEL ACCOMMODATIONS

The Kentucky Health Information Management Conference has partnered with two local hotels to provide a discounted rate for attendees.

Use the QR code to access the booking pages for the hotels.



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# PRESIDENT'S RECEPTION

Join us for a flight around the world at the Kentucky Health Information Management Conference President's Reception.

The President's Reception will occur on April 14th, from 6:30 pm - 9:30 pm ET, at the Premier Club in the newly renovated Alumni Coliseum on Eastern's campus. The KHIMA Board of Directors invites all exhibitors to attend. The President's Reception is an excellent opportunity to mingle and network over drinks and heavy hors d'oeuvres with the other conference attendees.



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# **KHIMA SCHOLARSHIP FUND AND SILENT AUCTION**

The Kentucky Health Information Management Association hosts a silent auction during the Annual Meeting to benefit the KHIMA Scholarship Fund annually. You can participate in the silent auction by bidding on items at the 2024 Annual Meeting. If you are interested in donating to the silent auction or the scholarship fund for the next fiscal year, several options are available.

- Making a monetary donation through the KHIMA website
- Donating an item to the Silent Auction
- Purchasing Silent Auction items
  - Please contact Allyson Calhoun at [allysoncalhoun27@gmail.com](mailto:allysoncalhoun27@gmail.com)



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# KHIMA RAFFLE: STUDENT SCHOLARSHIPS

WIN A PRE-PAID 2-PERSON  
CLASSIC BIPLANE TOUR  
VOUCHER (\$255 VALUE) TO  
BE USED BY OCTOBER 2025

RAFFLE TICKETS WILL BE IN THE FORM OF 52 PLAYING  
CARDS AT \$20 A CARD. THERE IS A 1/52 CHANCE OF  
WINNING THIS ITEM. ONCE ALL CARDS ARE SOLD,  
THE RAFFLE WILL BE CLOSED. KHIMA WILL ACCEPT  
CASH, CHECK, CREDIT AND DEBIT CARDS.

All money raised will go to the KHIMA scholarship fund.

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