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HIPAA Collaborative of Wisconsin

ANNUAL REPORT

DECEMBER 2011

A Note From the President

As I complete my first year as president of HIPAA COW, I continue to be absolutely amazed at a number of things: the level of dedication, knowledge, and commitment from Networking Group participants and Board members alike; the level of engagement in HIPAA COW conferences, Networking Group activities, and other educational opportunities by our various constituencies; and the manner in which those from varied backgrounds and environments work together for the common good of furthering education on the various aspects of HIPAA.

I work for a very large company and travel across the country, and take great pleasure in telling my coworkers, clients, and others in “the industry” about the very real objectives that HIPAA COW achieves and the outstanding networking opportunities it offers to providers, payers, vendors, clearinghouses, law firms, consultants, and others involved with HIPAA. More than once I’ve heard others wish that they had such a strong “HIPAA group” in their region of the country.

HIPAA COW celebrated its ten-year anniversary in 2011 (did you pick up your anniversary mug?). I doubt that any of the founding organizations thought that it would still be here and going strong ten years later when they got things going in 2001. That HIPAA COW has continued to grow and succeed while also adapting to the times (have you “liked” HIPAA COW on Facebook yet?) is a testament to everyone involved, and a confirmation that HIPAA is indeed a dynamic landscape that continues to experience profound change.

During this anniversary year, HIPAA COW was again busy with a multitude of educational opportunities. Our Spring and Fall conferences were very well attended, and numerous webinars were presented by the Networking Groups. For the first time, the HIPAA COW Board decided to offer “101” webinars at no charge to participants. The EDI 101 webinar was a huge success, the Privacy 101 webinar is slated for December 2011, and the Security 101 webinar will be held by the second quarter of 2012.

Hosting these “101” webinars at no charge was but one way that HIPAA COW has focused on giving back to its constituents. Conference fees were rolled back to the level in previous years, and several laptops and projectors were purchased for use at the conferences in order to avoid high rental costs and thereby continue to keep conference fees as low as possible.

In addition to these activities, the Networking Groups (Privacy, Security, and EDI) held regular calls to further work on deliverables and discuss events and updates impacting their specific areas of interest. HIPAA COW also continued its affiliation with the Wisconsin Healthcare Mega Conference, the next one to be held in January, 2012.

I would be remiss in not extending a heart-felt Thank You to a great number of people and organizations. For starters, many thanks go to HIPAA COW’s outstanding administrative assistant and conference planning expert, Wendy Ellwein. It has indeed been a pleasure to work with Wendy over the past year, and we are lucky to have someone of her talents and dedication working to keep HIPAA COW moving forward. Thanks, Wendy!

Thanks also to the Board of Directors. This is an extremely dedicated group of individuals who give freely of their time and talents to help make HIPAA COW the strong organization that it is. It is indeed an honor and a privilege to work with such a great group of people. Likewise, many thanks go to the various Networking Group co-chairs, who also give greatly of their time to coordinate their respective groups’ phone conferences and work related to deliverables.

HIPAA COW is supported by a number of sponsors, many of whom have continued their sponsorship over many years. Please be certain to check out the list of this year’s sponsors on page 4 of the Annual Report, and if you know someone who is affiliated with any of those sponsors, thank them for their assistance! Without our sponsors, HIPAA COW would not be able to offer the cost-effective programming that it does.

Lastly, a large thank you goes out to YOU, the people who are active in HIPAA COW. Your attendance and input at the conferences, webinars, and Networking Group calls; your work on the various deliverables assembled by the Networking Groups; and your continued activity within HIPAA COW is what makes this such a great organization. Thank you for all that YOU do!

Greg Margrett

2011 Achievements

Security Networking Group

In May the HIPAA Security Networking Group completed and posted a whitepaper entitled “Considerations on Social Media in the Healthcare Workplace.” The goals of this whitepaper were to supply information that health care organizations can use in their risk analysis by identifying sources of risk related to social media and provide consideration on methods to mitigate those risks. This whitepaper also includes a risk analysis appendix identifying specific security threats/vulnerabilities sources and controls as well as an appendix of electronic links to sample policies.

The current “Risk Analysis & Risk Management” policy on the HIPAA COW website

was posted in 2005. Given the advancements in the industry and HITECH changes, the Security Networking Group began revising/ updating it in April. One of our main objectives is to create a more comprehensive tool, or toolkit, to assist organizations in conducting their own risk assessment or to at least provide a template upon which to begin their assessment.

This past summer the Security Networking Group began to generate a list of “Privacy, Security, and Meaningful Use Questions to Ask Vendors” health care organizations can reference to assist in initially choosing a vendor and help in determining the types of security controls they offer.

Privacy Networking Group

The year 2011 was an interesting year for the Privacy Networking Group. Poised to act on the final HITECH rules, the Group solicited volunteers and assigned tasks pending the issuance of the final rules by the Department of Health. The Group has waited patiently for the guidance to begin implementing a plan for identifying new deliverables and revisions to existing deliverables. At the time of this writing, the “final” final rules have yet to be released.

Members of the Group participated in planning the privacy and security breakout sessions for the Spring and Fall HIPAA COW meetings. With regard to deliverables, the Breach Notification Policy issued in 2011 remains very popular and continues to be accessed from the website. In 2011, the co-

chairs of the Group developed a new webinar: HIPAA 101 for the New Privacy Officer. The webinar was developed in response to HIPAA COW’s desire to provide an educational resource to the public at no cost. Within the first day, free registration met attendance capacity of over 100 registrants. The webinar will be recorded and made available on the website for one year.

Members of the Group participated with state-wide health information exchange projects including the Wisconsin Statewide Health Information Network (WISHIN).

Finally, the networking chairs continue to respond to individual questions related to privacy that are submitted to the HIPAA COW administrative office.

EDI Networking Group

The EDI Networking Group now has approximately 190 people on its email distribution list. The group continues to meet once or twice per month via conference call. The group assisted the HIPAA COW conference planning committee with suggested hot topics to be covered in the EDI breakout sessions at both the spring and fall conferences.

In addition, we have representation on the

Wisconsin ICD-10 Partnership from one of our EDI members. We have kept abreast of all of the changes associated with 5010 and communicated these to our group. The EDI workgroup will continue to assist the EDI community with 5010 into the new year, as well as the timeline set by CMS regarding the new operating rules, and of course... ICD-10.

2012 Privacy Goals

The Privacy Networking Group has identified the following issues to be addressed in 2012:

- Once the final ARRA/HITECH rule (Omnibus Final Rule) is published, determine privacy deliverables that must be readdressed (e.g., Accounting for Treatment, Payment, and Healthcare Operations Uses and Disclosures in Electronic Health Record Environment, Marketing and Fundraising Policies, Preemption grids, Business Associates Agreement).
- Review and revise as necessary Breach Notification Sample Policy if warranted by ARRA/HITECH updates.
- Identify a topic for a HIPAA COW Webinar on Privacy for 2012.
- Provide topic support for HIPAA COW Spring and Fall Conferences.
- Continue to participate in Wisconsin Health Information Exchange (HIE) projects and planning.
- Develop a privacy presentation or deliverable, as appropriate, from recommendations received in conference evaluations.

2012 Security Goals

The Security Networking Group has identified the following goals for 2012:

- Finish the Risk Assessment Toolkit by adding a number of additional documents to make it as complete as possible.
- Generate a list of industry security vendors or tools that assist organizations with specific HIPAA Security related initiatives/requirements such as penetration testing, vulnerability assessments, encryption solutions, etc.
- Evaluate the need for and update HIPAA COW Security documents already posted. Some have not been updated since the final rules became effective.
- Create a whitepaper addressing the generic use of passwords.
- Note: If additional guidance is released by the OCR regarding auditing guidelines to assist in implementing this portion of the HIPAA Security Rule, the Security Networking Group will focus its attention on this guidance for HIPAA COW members.

2012 EDI Goals

The EDI Networking Group has identified the following issues to be addressed in 2012:

- Conduct a minimum of two EDI webinars for HIPAA COW audience.
- Conduct at least one EDI-related webinar in conjunction with another organization (i.e. Wisconsin Medical Society, etc.).
- Provide education sessions at the Spring and Fall conferences regarding ICD-10 (migration planning).
- Update existing ICD-10 planning and migration tools previously posted to the HIPAA COW website.
- Be a resource to assist in resolution of issues related to HIPAA Transaction and Code Sets.
- Recruit additional participants for Networking Group calls and conferences.
- Outreach to other organizations (WI Clinic Credit Manager's Association, WI Dental Association, etc.) to further educate about HIPAA EDI.
- Hold regular Networking Group calls as a forum for discussion and to answer ongoing EDI questions.

Website News

The HIPAA COW website, hipaacow.org, provides a wealth of information about HIPAA and HIPAA COW. Users of the website can find information on HIPAA COW and sponsored events, numerous documents related to Privacy and Security issues, a job board, links to other related websites, and other useful information. For the year ending September 2011, the website was used by an astonishing 175,000 visitors who used the resources available on the website and downloaded more than 168,000 documents. HIPAA COW does not charge any fees for using the resources available on the website.

Check us out at: www.hipaacow.org

Facebook Page

HIPAA COW now has a Facebook Page!!
Go to our website www.hipaacow.org and click on the "Like us on Facebook" icon.

or

Log in to your Facebook account and enter Hipaa Collaborative of Wisconsin ([hipaacow](http://hipaacow.org)) in the search bar.

We'd LOVE it if you LIKED us!





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Get Involved:

To join a HIPAA COW Networking Group, please go to www.hipaacow.org and view the "Why should I join a Networking Group?" Brochure.

Contact a Networking Group co-chair for details.

We're on the Web!!!

www.hipaacow.org



The Mission of HIPAA COW is to:

- Assist HIPAA Covered Entities, Business Associates, and other interested parties in implementing HIPAA's Privacy, Security and EDI Standard Transaction provisions, as amended over time.
- Foster public education about HIPAA.
- Facilitate and streamline HIPAA implementation through identification of best practices.
- Reduce duplicate efforts among entities obligated to comply with HIPAA.
- Offer opportunities for partnering and collaborating between entities implementing HIPAA.
- Identify and evaluate new or difficult HIPAA interpretation issues.

Looking Ahead to 2012

- **2012 Conference Dates:**
January 18-20 - Mega Conference, Kalahari Resort, WI Dells
April 20 - Spring Conference, Crowne Plaza, Madison
October 19 - Fall Conference, Radisson Paper Valley, Appleton
- **Webinars**
 HIPAA COW is now offering Webinars as a way to present current "hot topics" and to reach out to the those in the outlying areas of the state. Watch for emails and check the website for upcoming Webinar dates and topics, as they become available.
- **Sponsorship Program**
 To view the HIPAA COW Sponsorship program or to become a 2012 Sponsor, please go to our website at www.hipaacow.org and click on the Sponsorship link. Sponsorship is greatly appreciated as it helps to keep our conferences at a lower cost.

Special Thanks to our 2011 Sponsors

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