



HIPAA Collaborative of Wisconsin Fall Conference Are You Gambling With Your HIPAA Regulations? September 30, 2005

PROGRAM SUMMARY

- 8:00-8:45 Registration & Continental Breakfast
- 8:45-9:00 Welcome & Introductions
- 9:00-10:15 **Keynote Session -**
David Mayer, U.S. Department of Health and Human Services, Office for Civil Rights (OCR)
HIPAA Enforcement and the Intersection Between Privacy and Security
- 10:15-10:30 Break
- 10:30-11:30 Breakout Session 1
- 11:30-12:30 **Lunch - Email Standard,**
Ted Ohlswager, PHIN Program Director
Division of Public Health
WI Dept Health & Family Services
- 12:30-1:30 Breakout Session 2
- 1:30-1:45 Break
- 1:45-3:00 Breakout Session 3

The Radisson Hotel & Conference Center Green Bay 2040 Airport Drive Green Bay, WI 54313



Call 1-800-333-3333 for reservations. Ask for a room in the HIPAA COW room block to receive the rate of **\$89** on reservations made prior to Friday September 16, 2005.

Please circle the breakout you will attend in each session:

- Breakout Session 1: Security - Practical Auditing Processes & Checklists for HIPAA Security Compliance
Privacy - Operationalizing the HIPAA COW Law Enforcement Grid
EDI - NPI...Take the Safe Bet, Plan Early
- Breakout Session 2: Security - Contingency Planning
Privacy - Privacy Issues and Employee Records
EDI - HIPAA & Revenue Cycle Compliance: Denials Management
- Breakout Session 3: Security/Privacy Combined - Hackers, Crackers & Spies
EDI - Eligibility Tools Demo



\$125 Early Bird Registration - postmarked or faxed on or before **Friday, September 16, 2005**

\$150 Registration after September 16, 2005

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KEYNOTE SESSION - HIPAA Enforcement and the Intersection Between Privacy and Security

This presentation has 2 purposes: 1) It will provide an update/overview of the Office for Civil Rights' implementation and enforcement efforts regarding the Privacy Rule and; 2) It will discuss the coordination efforts between the Office for Civil Rights (responsible for HIPAA Privacy enforcement) and CMS' Office of E-Health Standards and Services (responsible for the HIPAA Security enforcement) when responding to cross-cutting compliance issues.

David Mayer, U.S. Department of Health and Human Services, Office for Civil Rights (OCR)

Mr. Mayer has been with the U.S. Department of Health and Human Service Office for Civil Rights (OCR) for over 25 years. During his tenure with the OCR, Mr. Mayer has been involved in civil rights activities in a wide variety of areas; including Child Welfare, Mental Health, Aging, Health Care and Social Services. For the past four and a half years Mr. Mayer has been exclusively involved with the development and implementation of the HIPAA Privacy rule. Mr. Mayer is currently responsible for the implementation and enforcement of the Privacy Rule in Region V. Mr. Mayer has a number of degrees from a number of large Midwestern schools all of which begin with the letter "I".

Privacy Session 1 - Operationalizing the HIPAA COW Law Enforcement Grid

This presentation will pick up where the recently published HIPAA COW Law Enforcement Grid ends. The speakers will address "operationalizing" the Grid and practical application of the information. Learning objectives include: 1) a brief overview of the impact of HIPAA on disclosures to law enforcement, 2) review of applicable preemption issues; 3) establishing basic guidelines for law enforcement disclosures; and 4) reviewing FAQ's regarding law enforcement disclosures.

Nancy Davis, Director of Privacy, Ministry Healthcare

Ms. Davis has worked in a variety of health care settings managing areas of health information, quality assessment, risk management, JCAHO, and safety. She has experience in both large and small health care delivery settings, including hospitals, clinics, and nursing homes. She has spoken for many professional groups and written articles on topics that fall into her field of experience. Currently Nancy is serving as the Director of Privacy/Security Officer for Ministry Health Care, a Catholic health care system which includes a network of aligned hospitals, clinics, long-term care facilities, home care agencies and many other programs and services in Wisconsin and Minnesota. Her current responsibilities include the implementation and ongoing compliance of Ministry Health Care to the HIPAA Privacy and Security Rules.

Chrisann Lemery, MS, RHIA, Compliance Specialist, WEA Trust Insurance

She has many years of experience employed in health information management with private and governmental health care providers. Ms. Lemery is a frequent speaker on health information issues and HIPAA compliance. Ms. Lemery serves as the Secretary for HIPAA COW Board of Directors in addition to co-chairing the HIPAA COW Privacy Workgroup. She serves on the American Health Information Management Association (AHIMA) Privacy and Security Council. She is past president of the Wisconsin Health Information Management Association.

Privacy Session 2 - Privacy Issues and Employee Records

In this session, attendees will learn the HIPAA Impact on Employee Records; recognize the distinctions between Patient Health Care Records and Employee Records; review the application of other laws to privacy of employee records and discuss practical examples.

Linda S. McPike, shareholder, Hall, Render, Killian, Heath & Lyman, P.C.

Ms. McPike provides legal counsel to health care providers, including hospitals, skilled nursing facilities, assisted living facilities, home health agencies and hospices. Her practice focuses on HIPAA, regulatory compliance, long term care matters, risk management, licensure and certification, and contractual matters. Ms. McPike is a 1989 graduate of the University of Wisconsin and received her juris doctor from the Northwestern University School of Law in 1992. She is a member of the State Bar of Wisconsin, the American Bar Association and the American Health Lawyers Association.

Privacy/Security Combined Session 3 - Hackers, Crackers and Spies (see description below on page 3)

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Security Session 1 - Practical Auditing Processes and Checklists for HIPAA Security Compliance

An informative session designed to share notes from the field that have been gathered during multiple risk analysis engagements. The seminar will draw upon real life experience to provide:

- A review of how to conduct an internal audit
- An answer to the question "Is an audit different than a risk analysis?" Why they should be treated as the same
- The role of checklists
- Common errors and omissions in terms of security compliance

David Ginsberg, Co-founder & President, PrivaPlan Associates, Inc.

Mr. Ginsberg has more than 25 years of experience in the healthcare industry including expertise in managed care and health care insurance operations especially in the area of disease and care management and claims processing. Mr. Ginsberg has substantial expertise in the area of self funded employer benefits administration and operations. In addition, he is well known for physician-hospital development and hospital business development and strategic planning. David has provided practice management consulting and outsourced services to hundreds of physician and allied health professional practices and institutional providers such as hospitals in his career and has a practical real time knowledge about the realities of compliance in the physician/provider sector. For the last several years, he has provided HIPAA expertise, training and support through PrivaPlan which produces and distributes the acclaimed PrivaPlan HIPAA Privacy and Security Compliance Resource Kit on CD ROM. Mr. Ginsberg has lectured extensively across the country on HIPAA related issues both to health care providers and organizations as well as employer groups, third party administrators and brokers.

Security Session 2 - Successful Contingency Planning - Complying with the HIPAA Security Rules

This session will discuss practical and legal considerations for successfully implementing a contingency plan in compliance with the HIPAA Security Rules. In particular, the session will provide examples of successful contingency plans, discuss the contingency planning phases and elements, and discuss related components of a contingency plan, such as an emergency operation plan, data backup plan, disaster recovery plan, and related concepts covered by the HIPAA Security Rules.

Mark Garsombke, Attorney, Whyte Hirschboeck Dudek S.C.

Mark is a member of the HIPAA, Information Technology, and Telecommunications practice groups at Whyte Hirschboeck Dudek. Mark serves as corporate counsel to a variety of Fortune 500 and technology-based companies, health care providers and plans, and other businesses on HIPAA security and privacy, information technology, telecommunications, and related legal matters. He also frequently speaks on privacy and information technology related matters. Prior to joining the firm, Mark was in-house counsel to a \$45 billion mutual fund company. He is assisting in establishing one of nine Regional Health Information Organizations in the United States that will facilitate the exchange of reliable clinical information through a central computerized exchange. This exchange will allow clinicians to access patient information electronically as patients move between different healthcare organizations. He has also helped organizations implement compliance programs related to HIPAA's privacy and security requirements, including conducting full-scale risk assessments.

Security/Privacy Combined Session 3 - Hackers, Crackers and Spies

Today, attacks against information systems are more frequent and diverse than ever before. This presentation will explore these threats - the type of attacks and the type of attackers - delving into both motive and method. This session will examine defense strategies against these attacks and the business concerns which make such attacks high-visibility risks. It will highlight legislation and regulations which make it imperative to develop a defensive strategy. We will discuss trends and directions which may indicate what to expect tomorrow and how to build a security strategy today to address the unexpected.

Donald L. Pipkin, CISSP, CISM, Information Security Consultant

Donald is an information security architect with over twenty years experience in the industry. He is an internationally renowned security expert and a frequent speaker on security. He is the author of the books Halting the Hacker: A Practical Guide to Computer Security, and Information Security: Protecting the Global Enterprise, as well as numerous articles on information security. His years of experience allow him to bring his understanding of security issues and his experiences with computer crime to bear when speaking, providing invaluable real-world insight to these issues. He helps businesses look at the bigger security picture, beyond the computer center.

EDI Session 1 - NPI...Take the Safe Bet, Plan Early

Understanding the implications of NPI to your organization and how to plan for the changes that will be necessary is the most important first step in every project plan regardless if you are a payer or a provider organization. CARIS will begin with the basics of NPI then walk you through an interactive brainstorming example that will help you begin or continue your NPI project.

Chris Duprey, Vice President & Co-owner, CARIS Innovation

Chris has over 18 years of health care experience. Over the past four years, Chris has consulted many organizations in the public and private sector through their HIPAA initiatives in assessment, planning and execution. Chris has been involved with HIPAA COW since 2002, participating as co-leader on the EDI workgroups including the present workgroups for eligibility and NPI. Chris was nominated in 2004 to the HIPAA COW Board of Directors where she has taken an active role. Chris' experiences include twelve years with a national health care payer in various operational and management positions.

Carrie Romandine, President & Co-owner, CARIS Innovation

Carrie has over 18 years of health care experience. Carrie has spent the past two years consulting on HIPAA Privacy and Security. She is currently a member of the HIPAA COW EDI workgroup focusing on the National Provider Identifier portion of the regulation. Prior to starting up CARIS, Carrie worked for 12 years at a national payer in product development and product innovation developing new health insurance products and tools. Carrie has also focused this past year on assisting clients with their revenue cycles by implementing electronic claims submission and renegotiating the provider contracts with the payers.

EDI Session 2 - HIPAA Transactions & Revenue Cycle Compliance: Denials Management

This session will give attendees information regarding how to require carriers to issue HIPAA compliant 835 remittance advice transactions; how to integrate compliance & business integrity into health system data warehouses; and how to apply data mining techniques to uncover hidden trends and revenue cycle weaknesses.

Robert Jacobs, Analyst, Veterans Health Administration

Mr. Jacobs joined the Veterans Health Administration's Office of Compliance & Business Integrity in January 2003, where he currently serves as an analyst specializing in Auditing & Monitoring, health system revenue cycle compliance, and data analysis. Mr. Jacobs has held various positions within VA's healthcare finance arena including Revenue Manager and debt & cash management positions

at the hospital, health system, and corporate levels. He is recognized as a revenue operations, cash management, and reimbursement policy expert and has authored and contributed to many department wide policies, manuals, and operational guidance documents internal to VHA and in external forums and agencies.

EDI Session 3 - Demo of Eligibility Tools: Front End Solutions

Many organizations are looking for the ROI that can be saved by implementing the front end solutions to determine eligibility at the point of scheduling versus at the point of service or billing and claim status to follow up on claims that haven't been processed. Some organizations are looking for a way to manage these processes better. This session will provide an opportunity for you to see two of the local clearinghouse solutions that may provide the ROI or solutions you are looking for. Come to this breakout session for a compelling presentation from Netwerkes.com and Passport Health.

Bill McLaughlin, President and CEO, Netwerkes.com, LTD

Mr. McLaughlin has been employed in the health care industry for over twenty years in a variety of staff and management positions. He served as Administrative Resident at the Hospital of the Medical College of South Carolina in Charleston, Senior Budget Analyst with the Wisconsin Hospital Rate Review Program, Manager of Utilization Review and Quality Analysis for Blue Cross Blue Shield United of Wisconsin, Manager of Network Development for Compcare Health Insurance Corporation, Director of Provider Relations and Contracting for Maxicare Health Insurance Corporation and Vice President of Information Systems and Business Development for McNerney, Heintz, Inc. In 1996, Bill started Netwerkes LLP, now known as netwerkes.com, with Chris Birk, and has served as President and CEO since its inception. Mr. McLaughlin's area of expertise is the organization and financing of health care delivery systems with a particular emphasis in managed care and information systems.

Sharon Locke, Account Executive, Passport Health Communications

Passport Health Communications provides solutions that accelerate the revenue cycle and optimize business processes within healthcare organizations. Passport has over 1200 hospital clients and 1500 non-hospitals over 35,000 users throughout the nation live on their eligibility systems today. Sharon brings over fifteen years of healthcare experience to hospitals and physician groups, consulting for accurate patient registration, billing, collections, and self-pay reimbursement. As an Account Executive of Passport for over two years, Sharon provides real-time Internet-based, integrated, and batch file process solutions to improve the administrative and financial performance of healthcare organizations. She is very active in the Wisconsin market with HFMA and will be hosting a booth at the 2006 Mega Conference in January. Prior to joining Passport.