



HIPAA Collaborative of Wisconsin Spring Conference MOVING TO GREENER PASTURES May 7, 2004



PROGRAM SUMMARY

- 8:00 - 8:45 Registration
Continental Breakfast
- 8:45 - 9:00 Welcome & Introductions
- 9:00 - 10:00 Keynote - Walt Culbertson,
Chief Technology, Security and
Privacy Officer of Webify
Solutions
- 10:00 - 10:15 Break
- 10:15 - 11:30 Breakout Session 1
- 11:30 - 12:30 Lunch
- 12:30 - 1:45 Breakout Session 2
- 1:45 - 2:00 Break
- 2:00 - 3:00 Roundtable Discussions

**Milwaukee Marriott West
W231N1600 Corporate Court
Waukesha, WI**

**State Hwy 164 at I-94;
Exit 295 off I-94;
take Hwy 164 North;
the hotel is on the left.**

1-800-228-9290 or
1-262-574-0888

The room rate for Thursday evening is **\$89** for
reservations made on or before April 19, 2004.

Please circle the breakout you will attend in each session (Privacy & Security are combined into one session)

- Breakout Session 1: **Privacy/Security** - Leveraging Privacy Efforts for Security Implementation
 EDI - Return on Investment (ROI) with the HIPAA Transactions
- Breakout Session 2: **Privacy/Security** - Security Implementation Case Studies - Lessons Learned from
 Both Privacy & Security Perspectives
 EDI - Where Are We With the HIPAA Transactions?
- Roundtable Discussions: **Privacy & Security Combined** Roundtable **EDI** Roundtable

\$125 Early Bird Registration - postmarked, faxed
or called-in on or before **Friday, April 23, 2004**

\$150 Registration after April 23, 2004

Method of Payment:

- Check - Payable to HIPAA COW
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KEYNOTE SESSION

Walt Culbertson is the Chief Technology, Security and Privacy Officer of Webify Solutions. Mr. Culbertson will speak on the latest updates regarding security, privacy and the National Provider Identifier (NPI). He will also share his experience from his presentation at the 8th National HIPAA Summit on Putting the Standards To Work including:

- Getting rid of paper and why
- Administrative Codes
- Revenue Cycle Management
- Clinical Outcomes

He will also discuss laying the highway and building the off and on ramps to accomplish collaborative communication of healthcare information between all stakeholders.

EDI BREAKOUT SESSIONS

Session 1 - Return on Investment (ROI) with the HIPAA Transactions

Presenters Suzanne Ronde, Aurora Health Care, and Meledie Meyer, WPS, will share whether their organizations have received any ROI from the Claims and Remits transactions, and the types of evaluations or analyses they have completed to determine future ROI with HIPAA transactions for Eligibility, Claims Status Inquiry and Authorizations and Referrals.

Session 2 - Where Are We With the HIPAA Transactions?

Representatives of WebMD will share their compliance status with various HIPAA transactions, how much work remains to be done and how they have addressed the HIPAA transactions. Chris Duprey, Vice President of CARIS Innovation will share information from the 3rd Annual HIPAA COW EDI Roundtable session, the EDI survey conducted by the workgroup, and some of the deliverables slated for the HPAA COW EDI Workgroups.

Session 3 - EDI Roundtable

This session will give organizations the opportunity to voice concerns and ask questions regarding the HIPAA Transactions and Code Sets. Suzanne Ronde, HIPAA COW EDI Taskforce Co-chair will give an update from the January National WEDI Testimony session in Orlando.

Facilitated by Kerry Zajicek, EDI Claims Division Lead, Epic Systems Corporation.

PRIVACY & SECURITY COMBINED BREAKOUT SESSIONS

Session 1 - Leveraging Privacy Efforts for Security Implementation

*Begin with clear Privacy Policies and Procedures - how to put these policies and procedures into place and implement effective and efficient monitoring.

*The relationship between the Privacy implementation process and resulting compliance information and how it can best be leveraged to reduce HIPAA Security implementation efforts.

*When and how to implement Security Auditing efforts. Examples of how others are beginning the monitoring process. Learn how to monitor the workforce and constantly "quality proof" your organization.

Presented by Lesley Berkeyheiser, The Clayton Group and Miriam Paramore, PCI.

Session 2 - Security Implementation Case Studies - Lessons Learned from Both Privacy & Security Perspectives

Security Implementation Case Study with a Small Practice - experience the pains and gains a small physician medical center went through when implementing HIPAA Security. This session will include conducting risk assessment, implementing policies and procedures and choosing necessary technologies. Information about determining "reasonable" for a small environment will also be provided.

Security Implementation Case Study with a Large Hospital/Health System - experience the challenge of conducting a risk assessment for a complex environment and how it differs from the small office approach. Learn how to keep your HIPAA Security implementation project focused in light of numerous industry standards and technological products. Compare and contrast "reasonable and scalable" complex versus small environment.

Presented by Lesley Berkeyheiser, The Clayton Group and Miriam Paramore, PCI.

Session 3 - Privacy & Security Combined Roundtable

After a brief status report on Privacy and Law Enforcement, this roundtable discussion will focus on collaboration between audience members involved in implementing security and privacy within their organizations. Audience participants will be encouraged to share their information and experiences with HIPAA implementation in their own organizations.

Facilitated by and Lesley Berkeyheiser, The Clayton Group and Miriam Paramore, PCI.

KEYNOTE SPEAKER BIO

Walt Culbertson - Chief Technology, Security and Privacy Officer of Webify Solutions

Mr. Culbertson is responsible for the development and operation of health care related Internet solutions and strategic partnership alliances. Mr. Culbertson's 28-year plus career in health care and information systems processing includes significant healthcare technology and operations experience spanning all major facets of the health care industry. He has managed and/or developed extensive applications technology delivered across mainframe, midrange and networked PC foundations. Mr. Culbertson recently served as the Security and Privacy Officer of Availity, LLC a BCBSFL and Humana owned clearinghouse. He has also served as the Vice President of HIPAA Solutions for the TriZetto Group; Vice President of Healthcare for CMC, and Senior Healthcare Consultant for Price Waterhouse Coopers.

Widely recognized as one of our nations leading healthcare technologists and HIPAA authorities, Mr. Culbertson has served as the keynote and featured speaker at dozens of conferences, forums, summits, and HIPAA events. He is currently serving as Co-Chair of a CMS Sponsored Insurance Commissioner Task Force which includes the thirteen Southern states, and is the founding Chair of the Southern HIPAA Administrative Regional Process (SHARP), a successful public and private collaboration and alliance of health care organizations with HHS, HRSA and CMS. Walt is also one of the founding Security and Privacy Co-Chairs for the Workgroup for Electronic Data Interchange (WEDI) Strategic National Implementation Process (SNIP).

PRIVACY/SECURITY SPEAKER BIOS

Lesley Berkeyheiser, Principal & Founder, The Clayton Group

With over 20 years experience in the healthcare industry, Ms. Berkeyheiser founded The Clayton Group, an independent health care management consulting company. Ms. Berkeyheiser actively participates as Security and Privacy Co-Chair for WEDI SNIP (Workgroup for Electronic Data Interchange Strategic National Implementation Process). She is content contributor and VP of Clayton-MacBain, creator of HIPAA Privacy and Policy and Procedure Templates, and creator of The Clayton Group HIPAA Templates, Security Edition. Prior to founding the Clayton Group, Ms. Berkeyheiser was responsible for Business Development with a technological consulting firm, and held senior operational and government relations posts in several HMOs. She has extensive compliance, operations and information systems experience and has participated in speaking engagements on the issue of HIPAA implementation; and Medicaid managed care, as well as giving public testimony regarding healthcare reform and public regulatory review projects.

Miriam Paramore, President & Founder, PCI

PCI is a healthcare eCommerce and EDI consulting organization. Prior to founding PCI, Ms. Paramore ran a healthcare EDI Clearinghouse company, a former wholly owned for-profit subsidiary of Anthem BCBS. With over 17 years of business experience in the healthcare industry, including health plan, provider and vendor operations, Ms. Paramore offers a valuable perspective. She has completed numerous EDI conversions, HIPAA Gap analyses of all areas of HIPAA including Gap Analysis of HIPAA as compared with the Gramm-Leach-Bliley Act. Ms. Paramore has authored numerous industry white papers and is frequently quoted by healthcare trade magazines such as Health Data Management, HIPAA Compliance Alert, HIPAA Privacy Trainer and hcPro. She is a frequent national speaker on various HIPAA-related topics and is a member on numerous health care groups.

EDI SPEAKER BIOS

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

Ms. Duprey has 17 years of health care experience. As the Director of Network Strategy Management, she was responsible for ensuring consistent strategy development and execution between the national PPO Choice Care Network and other leased networks with small group product and pricing, servicing over 648,000 members. She also spearheaded the Choice Care Network Infrastructure development including the organization and development of the Program Management Office. Over the past 3 years, she has been doing HIPAA consulting with providers, hospitals and self-insured employers.

Jeff Hyre, Account Executive Health Care Systems Western Region, WebMD

Mr. Hyre has been with WebMD for over 5 years. Prior to joining WebMD, he worked for Medical Office Management Systems, a PCN practice management system reseller (acquired by WebMD) for 4 years. Collectively, Mr. Hyre has 7 years experience selling and supporting EDI transactions products and services. He attended the University of Georgia and received a BBA in Risk Management and Insurance. He also attended the University of Arkansas at Little Rock where he earned a Masters degree in Health Services Administration

Meledie Meyer, Sr. EDI Analyst, WPS Electronic Data Services Department

Meledie has been with WPS for almost 18 years, 12 of those have been in the EDI area. Duties in her current position include overseeing EDI operations for WPS Commercial line of business as well as being the primary 'mapper' for WPS translation software. She is an active member of ASC X12, attending trimester meetings and interim conference calls.

Suzanne Ronde, Aurora Health Care, EDI Coordinator

For the past six years, Ms. Ronde has worked with various healthcare entities ranging from health plans, clearinghouses and providers in the areas of Electronic Data Interchange (EDI), project management and various aspects of the HIPAA regulations. She has participated in WEDI SNIP and is currently the HIPAA COW EDI Taskforce Co-chair and board member. She has been an advocate of collaboration among health care organizations to encourage improvements in efficiencies and strategies.

Angie White, WebMD

Kerry Zajicek, EDI Claims Division Lead, Epic Systems Corporation.

Mr. Zajicek is involved in product development, third party vendor relationships, customer service, revenue cycle management and project management. He is also active in organizations such as X12, WEDI, WEDI/SNIP Testing Sub workgroups and HIPAA COW.