



**HIPAA Collaborative of Wisconsin  
Spring Conference  
Be Secure In Your HIPAA/HI TECH Compliance  
April 16, 2010**

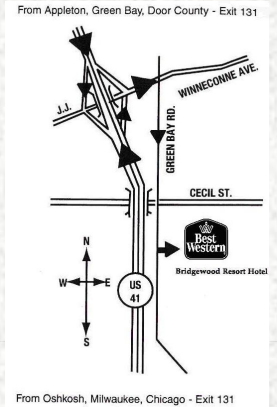


**PROGRAM SUMMARY**

- 8:00-8:50 Registration & Continental Breakfast
- 8:50-9:00 Welcome & Introductions
- 9:00-10:15 Keynote - David Mayer, Office for Civil Rights "Understanding HIPAA Today!!"
- 10:15-10:30 Break
- 10:30-11:45 Session 1-Privacy/Security or EDI
- 11:45-12:45 Lunch
- 12:45-2:00 Session 2-Privacy/Security or EDI
- 2:00-2:15 Break
- 2:15-3:30 Session 3-Privacy/Security, EDI or ICD-10

**Bestwestern Bridgewood  
Resort, Neenah**

www.bridgewoodresorthotel.com  
1000 Cameron Way  
Neenah, WI 54956-9807  
(920) 720-8000  
Directions: From U.S. Hwy 41 take the Winneconne Ave/WI-114 exit #131. Turn onto WI-114 East. Turn right onto the frontage road (Green Bay Road). Take the frontage road 1/2 mile to hotel.



**Room Reservation Information:** The standard room rate for Thursday evening is \$93 for reservations made on or before Friday, March 26, 2010. Please call 1(800)514-5206 and ask for reservations. Then request a room in the HIPAA COW Room Block. \*\*This rate is for single occupancy and includes a standard room with 2 queen beds. \$10 per additional adult per room will be charged.

HIPAA COW Networking Groups- Please check the appropriate box in regards to your participation:

- Privacy     Security     EDI     None

**Continuing Legal Education (CLE) Credits:**  
This entire program has been approved for  
6 General Wisconsin CLE Credits!!

**Important: Please check the breakout you will attend in each session:**

- Session 1:  Privacy/Security - HIPAA Privacy Best Practices: A Panel Discussion
- EDI - The Use and Mandate of Standardized Acknowledgements
- Session 2:  Privacy/Security - Social Media...Facebook, Twitter & Compliance
- EDI - Overview of 5010 and ICD-10: Definitions, planning and readiness
- Session 3:  Privacy/Security - Social Engineering...Hacking the Human Trust
- EDI - 5010 Working Session: It's Time to Get Techie
- ICD-10 Working Session: Building Awareness and Tools/Resources to Help You Out



\$150 Early Bird Registration - postmarked or faxed on or before Friday, April 2, 2010.  
\$175 Registration after April 2, 2010.

Name \_\_\_\_\_  
Email Address \_\_\_\_\_  
Organization \_\_\_\_\_  
Title \_\_\_\_\_  
Phone Number \_\_\_\_\_

Mail or Fax Registrations to:  
HIPAA COW  
Attn: Wendy Ellwein  
P.O. Box 372  
Watertown, WI 53094  
920-261-6401 Fax

Method of Payment:  
 Check - Payable to HIPAA COW  
 Credit Card (We accept Visa or MasterCard ONLY)  
Credit Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_  
Credit Card Bill Mailing address (needed for processing)  
\_\_\_\_\_  
\_\_\_\_\_

\*\*\* An email confirmation will be sent to you within 2 weeks of receipt of your registration. If you do not receive your email confirmation, please contact us so we can check on the status of your registration. Thank you.

Questions? admin2@hipaacow.org or (920)261-6401

## Special Accommodations

Please forward a written description with your registration form of any special dietary and/or physical disability accommodation request.

## The mission of HIPAA-COW is to:

- To assist covered entities, business associates, and other interested parties in implementing the practices required by the Administrative Simplification provisions of HIPAA and to foster public education about the impact of HIPAA.
- To facilitate and streamline HIPAA implementation through identification of best practices.
- To reduce duplicate efforts among payers and providers.
- To offer opportunities for partnering.
- To identify and evaluate regulatory issues in a non-partisan manner.



## Keynote Session - Understanding HIPAA Today

David Mayer, Privacy Specialist from the U.S. Department of Health and Human Services, Office for Civil Rights (OCR) in Chicago will provide up-to-date HIPAA compliance information covering areas that are new to all, including ARRA/HITECH provisions impacting breach notification, business associate requirements, security provisions, and enforcement. As a previous HIPAA COW speaker, David is well-received as he brings a wealth of practical experience and knowledge.

### 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 for over 30 years and is currently the Acting Senior Advisor for Health Information Privacy, Compliance and Enforcement.

During his tenure with the Office for Civil Rights 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 eight years Mr. Mayer has been involved with the development and implementation of the HIPAA Privacy rule. Currently Mr. Mayer, although stationed in Chicago, is part of the Office for Civil Rights' Washington based National Privacy Team. Mr. Mayer's primary duties involve the compliance and enforcement of the Privacy Rule. Recently Mr. Mayer has been working to incorporate the Security Rule and the Breach Notification Rule and other aspects of the HITECH Act into OCR's compliance and enforcement efforts.

Mr. Mayer has a number of degrees from a number of large Midwestern schools all of which begin with the letter "I".

Organizations that help promote this conference include:

- **HFMA**
- **WHA**
- **WEDI**
- **WHIMA**

## Privacy/Security Session 1 - HIPAA Privacy Best Practices: A Panel Discussion

This session will begin with short presentations by the presenters, followed by a panel discussion covering topics such as:

- Best Practices
- Lessons Learned
- Enforcement
- Keynote Drill Down

The session will conclude with audience Q & A.

Moderator:

David Mayer, OCR

See Previous Bio.

Panelists:

Chrisann Lemery, WEA Trust

Ms. Lemery, MS, RHIA, FAHIMA is the HIPAA security officer and assistant privacy officer for WEA Trust Insurance in Madison, Wisconsin. She serves as a director on the board of the American Health Information Management Association (AHIMA). She is past president of the Wisconsin component association. As an AHIMA member she has served as co-chair of the AHIMA Privacy and Security Practice Council and faculty for AHIMA Privacy Institutes. In 2009, she served on a HIMSS/AHIMA Privacy and Security HIE Joint Work Group. Ms. Lemery is a speaker on privacy, security, health information exchange, and identity management. She is a co-author of AHIMA publication *Medical Identity Theft*.

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

Ms. Plake is a Health Information Privacy Specialist in OCR's Headquarters office in Washington D.C., and a Compliance Advisor to two of its regional offices. In the former role, Ms. Plake supports OCR's policymaking, enforcement and outreach/education endeavors, focusing primarily on matters related to enforcement and health information technology. In the latter role, she advises regional staff with respect to their investigation and resolution of complaints. Ms. Plake has been with OCR for two years, including an internship with the office during law school. Ms. Plake obtained her law degree and health law certificate from Saint Louis University School of Law. She has also worked as a health care consultant and a health policy researcher, and she has actively participated on the Legal Work Group for Ohio's Health Information Security and Privacy Collaboration (HISPC) Project.

Peg Schmidt, Aurora Health Care

Ms. Schmidt is currently employed by Aurora Health Care, Wisconsin's largest integrated health care system. She has served as Aurora's Chief Privacy Officer since January 2007.

Ms. Schmidt is an active member of American Health Information Management Association (AHIMA) and currently serves as the Privacy and Security Practice Council Co-chair. She is a past president of Wisconsin Health Information Management Association (WHIMA) and is also an active participant in the HIPAA COW Privacy and Security Networking Groups. Ms. Schmidt received her Bachelor of Science degree from Viterbo University in LaCrosse, WI.

Vendors featuring HIPAA-related products and services will be on site.

## Privacy/Security Session 2 - Social Media...

### Facebook, Twitter and Compliance

Social media is in your health care facility. Employees are interacting with the outside world in new ways that pose risks and opportunities for health care entities. From social networking to professional networking, this panel session will explore the different perspectives and issues related to utilization of social media inside Wisconsin health entities. The panelists will discuss not only issues associated with utilization of social media, but also some real life experiences related to social media in the workplace.

Moderator:

#### Tom Shorter, Godfrey & Kahn

Mr. Shorter is a shareholder in the Firm's Madison office. He represents hospitals, physicians' groups, research institutions and health care related organizations, as well as other businesses, providing counsel in health care, corporate, labor and employment and regulatory matters such as Medicare compliance, Health Insurance Portability and Accountability Act (HIPAA), Emergency Medical Treatment and Labor Act (EMTALA), Physician Self-Referral (Stark), Anti-Kickback, Family and Medical Leave Act (FMLA), Fair Labor Standards Act (FLSA) compliance, Individuals with Disabilities Education Act (IDEA), Section 504, and Americans with Disabilities Act (ADA) issues. Mr. Shorter received his Bachelor of Science degree from the University of Wisconsin-Madison and his Juris Doctor from Northeastern University School of Law.

Panelists:

#### Nancy Davis, Ministry Health Care

Ms. Davis, MS, RHIA has worked in a variety of health care settings, most recently in the management of the privacy and security of patient health information as the Director of Privacy for Wisconsin-based Ministry Health Care. She has spoken for a variety of health-care professional groups and written several articles on topics that fall into her field of experience. Ms. Davis was actively involved with AHIMA's Privacy and Security Council for several years and this year serves as AHIMA's Chairperson for the Professional Ethics Committee. Last year Nancy contributed as a writer to an AHIMA book on "Medical Identity Theft." She is the Co-Chair of the Privacy Networking Group for the HIPAA Collaborative of Wisconsin (HIPAA COW) and most recently involved in a project to develop a sample policy on Breach Notification.

#### Lee Kadel, Wheaton Franciscan Healthcare

Mr. Kadel has worked in the IT field for over 20 years, including the last 6 years as the Information Security Analyst for Wheaton Franciscan Healthcare. He holds, or has held, multiple industry certifications including MCSE, CCSA, CCA, NTCIP, GSEC, and GHSC. He also has two Masters Degrees - a Master of Science in Management of Technology, and a Master of Science in Executive Business Administration. Mr. Kadel is an active member of several industry organizations, including the Information Systems Security Association and the FBI's InfraGard program, as well as serving on the Security Networking Group for HIPAA-COW.

#### Ralph Topinka, Mercy Health Systems

Mr. Topinka has been Vice President and General Counsel of Mercy Health System of Janesville, WI since 2003. Before joining Mercy, he was a partner at Quarles & Brady, where he practiced law for more than 20 years. His practice concentrated on representation of health care providers and health care systems. His practice has covered a wide variety of health care regulatory and business issues, including those related to health information management. Mr. Topinka is a graduate of the University of Wisconsin Law School and the University of Wisconsin-Madison. He is a member of the American Health Lawyers Association, the American Bar Association, and the State Bar of Wisconsin.

## Privacy/Security Session 3 - Social Engineering...

### Hacking the Human Trust

Would your company's personnel provide user IDs and passwords to total strangers? If you walked through your facility, would you find unlocked doors into sensitive areas, see unattended online computers, or 'stumble upon' confidential documents viewable in public areas? This interactive session will highlight the simplicity of social engineering and offer suggestions to assess and enhance employee awareness of a potential social engineering attack. Participants will gain insights on the history of social engineering, common types of social engineering attacks, and potential business and/or technology solutions to minimize its risk to your organization.

#### Paul Rozek, Jefferson Wells

Mr. Rozek has over 30 years of professional experience in the field of information security, audit, and control. He is a Senior Manager and Global Senior Security Advisor within the Jefferson Wells' Information Security Center of Expertise. He has been responsible for managing multiple social engineering assessments for clients in a variety of industry sectors. Mr. Rozek holds the CGEIT certification, a B.S. degree from UW-Oshkosh, and a Master degree in Project Management (MPM) from Keller Graduate School. He is a member of ISACA, IIA, ISSA, Infragard, and other professional organizations, and a regular presenter at local, regional and international meetings and conferences.

## Thank you to our 2010 HIPAA COW Sponsors:

### GOLD:



### SILVER:



### BRONZE:



contemporary counsel®

## EDI Session 1 - The Use and Mandate of Standardized Acknowledgements

This session will provide benefits of implementing acknowledgment transactions even though they are not named under the 5010 final rule as well as provide a high level overview of the acknowledgment transactions and how they are used. The presentation will provide information on the WEDI/X12 Acknowledgments white paper, status of acknowledgment implementation and strategies including Medicare's strategy for implementation of Acknowledgments for their 5010 implementation.

### Gary Beatty, E.C. Integrity

Mr. Beatty has over 20 years experience implementing EDI in the grocery, retail, manufacturing, insurance, and healthcare industries. The last 15 years of which he has focused on EDI implementation for healthcare payers and providers. He has provided industry leadership at both a state and national level by serving on a variety of board in the industry. Mr. Beatty has provided testimony several times before the National Committee on Vital and Health Statistics (NCVHS) dealing with healthcare EDI standards, security, and standardized medical records. He has been very involved in the development of the ANSI X12 standards used within the healthcare industry co-chairing the Coordination of Benefits Workgroup, the Healthcare Claims Workgroup, and the Healthcare Task Group. He has also co-chaired the WEDI workgroups which developed the 834 Enrollment, the 837 Professional Claim, and the 837 Dental Claim Implementation Guides which were the predecessors of the HIPAA implementation guides. Mr. Beatty has a degree in computer science from the University of Wisconsin-Oshkosh.

## EDI Session 2 - Overview of 5010 and ICD-10: Definitions, Planning and Readiness

This presentation will help participants preparing for implementation of the 5010 and ICD-10 through discussion of:

- What are 5010 and ICD-10?
- What timeframes do we need to consider?
- How will the implementation of 5010 and ICD-10 impact your organization, including vendor, clearinghouse and payor relationships?
- What implementation and testing strategies will work best?

### Kit Cairns, Dean Health Systems

Ms. Cairns is a Senior EDI Analyst at Wisconsin Integrated Information Technology & Telemedicine Systems (WIITTS) which is a Sisters of St. Mary's Wisconsin and Dean Health System partnership. Her primary job responsibility is to oversee EDI processes including electronic claims submissions and electronic remittance posting for a variety of medical clinics and an Ambulatory Surgery Center. Prior to working at Dean, Ms. Cairns worked at Epic Systems as a Hospital and Professional Billing Claims Implementer. She currently is one of the co-chairs of the HIPAA COW EDI Networking Group.

### Karen Navarro, University of WI Hospital & Clinics

Ms. Navarro is currently a Senior Compliance Analyst at the University of Wisconsin Hospital and Clinics with 14 years experience in the health care field. She is also serving as the Provider Co-Chair with WEDI SNIP ICD-10 as well several WEDI ICD-10 Sub-Work Groups. In addition to being an active member in HIPAA COW and WEDI, Ms. Navarro is also a member of AHIMA, HCCA and HFMA.

## EDI Session 2 - Overview of 5010 and ICD-10: Definitions, Planning and Readiness (Cont'd)

### Claudia Yoakum-Watson, WEA Trust

Ms. Yoakum-Watson is a Certified Professional Coder and provides coding compliance analysis and coding education to payers, providers, and consultants. In addition, she works as a Coding Compliance Analyst for WEA Trust. Ms. Yoakum-Watson has presented seminars at state and national coding conferences and consultative services in a variety of areas for Coding, Compliance, & Reimbursement Solutions, LLC. She is the founder of and consultant for Coding, Compliance, & Reimbursement Solutions, LLC and the Coding Compliance Analyst for a Wisconsin insurance carrier. As a healthcare consultant, she brings over 20 years experience with emphasis on coding, compliance, & reimbursement education and consultative services for both payers and providers.

## EDI Session 3 - 5010 Working Session: It's Time to Get Techie—A Detailed Discussion of Business Practices and Format Changes

This session will cover key business practice considerations for implementing 5010 including:

- NPI clarifications,
- Subscriber/dependent data elements,
- Anesthesia time units.

We will also discuss testing readiness for providers, vendors, payors and clearinghouses.

### Kit Cairns, Dean Health Systems See Previous Bio.

## ICD-10 Working Session: Building Awareness and Tools/Resources to Help You Out

The transition to ICD-10 will be challenging, but there are steps you can take now to increase awareness of what ICD-10 is and the impact it will have on physicians, coders, compliance, reporting staff -- virtually every in your organization. This discussion will focus on:

- Education tools to help management, providers and other staff learn about ICD-10,
- Conducting an impact assessment,
- Steps you need to include in a project plan.

### Karen Navarro, University of WI Hospital & Clinics and Claudia Yoakum-Watson, WEA Trust

- See Previous Bios.

**Cancellation Policy:** HIPAA COW reserves the right to substitute faculty or cancel or reschedule programs due to low enrollment or other unforeseen events. If, for any reason, HIPAA COW must cancel this program, registrants will receive a full refund of the registration fee (or a credit to be used for a future HIPAA COW event). Should you be unable to attend, a refund, less a \$25 processing fee, will be given for cancellations received 72 hours prior to the event. There will be no refund given if notice is given less than 72 hours prior (even if weather related). Substitutions can be made up to 48 hours before the start of the event.

Mark your calendar for our next event!!

HIPAA COW Fall Conference  
Friday, October 15th  
Comfort Inn and Suites  
DeForest