



HIPAA Collaborative of Wisconsin Winter Conference

**HIPAA: Electronic...almost, Private...maybe,
Secure ...not yet
January 16, 2004**



PROGRAM SUMMARY

- 8:00 - 8:45 Registration
Continental Breakfast
- 8:45 - 9:00 Welcome & Introductions
- 9:00 - 10:30 Keynote - Stanley Nachimson,
CMS Senior Technical Advisor,
Office of HIPAA Standards
- 10:30 - 10:45 Break
- 10:45 - 12:00 Breakout Session 1
- 12:00 - 1:15 Lunch
- 1:15 - 2:30 Breakout Session 2
- 2:30 - 2:45 Break
- 2:45 - 4:00 Breakout Session 3

Marriott Madison West
1313 John Q Hammons Drive
Middleton, WI 53562

1-800-228-9290

Or

1-608-831-2000

The room rate for Thursday evening is **\$99** on reservations made before January 2, 2004.

Directions:

From Chicago, Minneapolis, Milwaukee: I-90/94 to Hwy 12/18 (Beltline Highway). West on 12/18 for ten miles to Greenway exit. Left on Greenway to John Q Hammons Drive, then left to hotel.

Please circle the breakout you will attend in each session

- Breakout Session 1: **Privacy** - HIPAA and Law Enforcement, Judicial and Administrative Proceedings, Subpoenas, etc.
 Security - HIPAA Security Compliance Assessment Tools
 EDI - 835 Transactions and Transferring Funds Status Case Studies
- Breakout Session 2: **Privacy** - HIPAA & Visitors
 Security - How to Keep the Security Officer Out of Jail
 EDI - Top 15 Payers - End to End Testing and Contingency Plans Status
- Breakout Session 3: **Privacy** Roundtable **Security** Roundtable **EDI** Roundtable

\$100 Early Bird Registration - postmarked, faxed or called-in on or before **Friday, January 2, 2004**
\$125 Registration after January 2, 2004

Method of Payment:

- Check - Payable to HIPAA COW
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Name _____
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KEYNOTE SESSION

Stanley Nachimson is a Senior Technical Advisor in CMS's Office of HIPAA Standards. He is responsible for directing the development of regulations and policy interpretations for the HIPAA standards for electronic health care transactions, identifiers, and security. Stanley has been involved in the development of the HIPAA standards since the passage of the original legislation. Stanley has served in the Department of Health and Human Service for over 25 years, in a variety of statistical and systems positions in both the Medicaid and Medicare programs. He received his MS in Applied Statistics from George Washington University in 1977.

Many of you may have heard Stanley participate on the panel for the EDI CMS Roundtable conference calls. Come hear him provide us with an update on where the industry is on implementing standard transactions and code sets, what CMS is doing to address specific problems and agency plans for security guidance. He will also discuss future HIPAA regulations on identifiers and claims attachments.

PRIVACY BREAKOUT SESSIONS

Session 1 - HIPAA and Law Enforcement, Judicial and Administrative Proceedings, Subpoenas, etc.

Section 512 of the Privacy Rule establishes the circumstances under which covered entities are permitted to disclose PHI in civil and criminal arenas. What are these circumstances? How have federal and state courts to date interpreted some of the 512 requirements? What are some practical tips for compliance with 512? These questions will be addressed by attorneys from both the provider and health plan perspective.

Heather Fields, JD Attorney, Reinhart Boerner Von Deuren Norris & Resielbach, SC. Heather is a shareholder in the firm's Health Care Department and practices exclusively in the area of health law. She addresses a wide variety of health care regulatory and transactional issues in her practice. Heather has extensive experience in dealing with tax-exempt organizations, medical staff matters, professional licensing and accreditation, bioethics issues, HIPAA compliance and clinical research compliance. Ms. Fields is a frequent speaker on health care issues and is a faculty member of many associations as well as past adjunct professor at DePaul University. Heather is on the Board of HIPAA COW and co chairs the Privacy Preemption workgroup. She received a bachelor of business administration degree from the University of Michigan and her law degree from DePaul University College of Law.

Continued - Session 1 - HIPAA and Law Enforcement, Judicial and Administrative Proceedings, Subpoenas, etc.

Judith Langer, JD Privacy Official at Cobalt Corporation. Judi specializes in federal and state privacy issues, and has 13 years of legal experience in the health insurance industry. Previously, she was an assistant district attorney and a litigator in private practice. Judi has published articles, given presentations and taught courses to attorney and non-attorneys on numerous insurance-related topics including ERISA, healthcare fraud, corporate compliance programs and the HIPAA privacy regulations. Judi received her B.A. summa cum laude as well as her J.D. from Marquette University. She is a member of the American and Wisconsin Bar Associations.

Session 2 - HIPAA and Visitors, e.g. Drug Company Reps, Interpreters for the Deaf, Family Members, Clergy, Media, etc.

While it is relatively clear what kinds of disclosures can be made without authorization to patients, providers and other covered entities, some of the everyday disclosures that used to seem simple (e.g. involving family, friends, clergy, interpreters, media, drug representatives) now seem more complicated. This presentation covers what HIPAA instructs regarding such disclosures, what others have to say about these disclosures, what Wisconsin law instructs regarding such disclosures, and what to do from a practical perspective.

Sarah Coyne, JD is a member of the health law group with Quarles & Brady. She represents and advises health care providers (entities and individuals) and health plans regarding many issues including risk management, confidentiality and privacy of healthcare information, medical malpractice defense, contract negotiations, regulatory compliance and responding to governmental investigations, reimbursement and defending recoupment actions, provider licensing, medical staff issues, consent to treatment, behavioral health and substance abuse issues, legal issues affecting minors, guardianships and protective placement, and caregiver misconduct reporting obligations. Sarah frequently gives presentations on health-related issues including the Emergency Medical Treatment and Active Labor Act (EMTALA) and HIPAA, and she co-authors the health law chapter of the State Bar's Annual Survey of Wisconsin law. She is involved in many professional organizations including the preemption workgroup of HIPAA COW. Sarah graduated from UW-Madison with a degree in Occupational Therapy and was a therapist at the William S. Middleton Memorial Veterans Hospital in Madison before attending and graduating from law school at UW-Madison.

PRIVACY BREAKOUT SESSIONS Continued

Session 3 - Privacy Roundtable

Interfacing privacy and security....who is going to do it? Come and participate during this interactive session. Bring your questions, concerns and ideas to share .

Facilitated by Dan Icenogle, JD, MD

Dr. Icenogle is a physician in practice at Upland Hills Health in Dodgeville, Wisconsin, as well as a senior attorney on the health law team at Whyte Hirschboeck Dudek's Madison office. In addition, he is a member of the Board of Directors of the Wisconsin State Bar Health Law Section. He is a frequent speaker on HIPAA, as well as other health regulatory and risk management issues, and is a member of the HIPAA COW State Law Preemption and EDI workgroups.

SECURITY BREAKOUT SESSIONS

Session 1 - HIPAA Security Compliance Assessment Tools

Currently there are very few tools available for purchase to help you perform your Security Compliance Assessment internally. This session will focus on a few different vendor tools available to help accomplish this task. It will also allow you to compare these tools with those used by consultants when they perform these assessments. If you are creating your own security compliance tools, this will be a good opportunity to see if you are on the right track. NCHICA, Priva Plan and Ernst & Young will be the tools that are demonstrated during this session.

NCHICA - North Carolina Information & Communication Alliance - Presented by Todd Fitzgerald. Please see Todd's biography under the Security Roundtable.

Ernst & Young - Lori Brod is a Manager with Ernst & Young's Lake Michigan Technology & Security Risk Services Practice. Lori has been the privacy and security lead for several HIPAA engagements as well as a core team member in the areas of security and privacy on additional projects. HIPAA engagement clients include major healthcare organization, both payors and providers, in the Lake Michigan area. In addition, she is a member of several internal audit teams where she performs operating system, application and database review both before and after implementation to ensure data integrity and adequate controls. Lori has over six years of experience in both accounting and information systems, specializing in system assurance work for the financial services, manufacturing, consumer products and healthcare industries.

Continued - Session 1 - HIPAA Security Compliance Assessment Tools

PrivaPlan - David Ginsberg is co-founder and President of PrivaPlan Associates, Inc. He has more than 25 years experience in the healthcare industry. His prior experience includes serving as co-founder and Executive Director of the Colorado Physician Network, a statewide network of 2500 physicians that provides a physician managed collaboration with a regional HMO. Mr. Ginsberg was also V.P. of Intellectron/Medcobill, a large regional physician practice management and billing company providing services to over 1000 physicians in California, during which time he implemented the second Medicare electronic claims transmission program of its kind and pioneered an EDI solution for Medicaid. David has expertise in managed care and health care insurance operations especially in the area of disease and care management and claims processing. In addition, he is well known for physician-hospital development and hospital business development and strategic planning. He has provided practice management consulting and outsourced services to hundreds of physician and allied health professional practices and institutional providers. Additionally, Mr. Ginsberg has extensive experience in the details and dynamics of physician practice best practices and innovations.

Session 2 - How to Keep the Security Officer Out of Jail

This presentation will cover potential liabilities and their impact on your employees, officers and directors including policy pitfalls that could create a liability. This session will focus on how to interpret "reasonable" security and where improper information flow and failure to obtain authorization can lead. Realistic expectations regarding sanctions for non-compliance will also be discussed.

Mark Rasch, JD is the Senior V. P. and Chief Security Counsel of Omaha, Nebraska based Solutionary, Inc., a managed and monitored computer security company. He is based in the Washington, D.C. area. Mark provides computer security consulting and implementation services to the U.S. government, intelligence, law enforcement agencies, and commercial enterprises. Mr. Rasch advises banks, insurance companies, entertainment companies and other Fortune 100 companies on legal and policy issues relating to doing business in Cyberspace. He has written and lectured extensively on computer crime, privacy trademark and trade secret issues on the Internet, is a regular contributor to the Times, NBC Nightly News, ABC's Nightline, PBS' Technopolitics, CNBC, and NPR as an expert on computer law and policy. Prior to joining Solutionary, Mr. Rasch was an attorney in private practice and a trial attorney with the U.S. Department of Justice, where he led the efforts to investigate and prosecute computer and high-technology crime.

Cont'd SECURITY BREAKOUT SESSIONS

Session 3 - Security Roundtable

This will be a great roundtable to discuss the Secured E-mail White Paper written by the HIPAA COW Technical Taskforce. A draft of the Risk Analysis Grid Tool developed by Larry Pedrazoli will also be discussed.

Facilitated by Todd Fitzgerald, CISSP, CISA is the Systems Security Officer for United Government Services (part of the WellPoint Health Networks family of companies), which is the largest processor of Medicare Part A claims. Todd is a member of the Board of Directors and co-chair of the Security Taskforce for HIPAA COW. He is a participant of the Centers for Medicare and Medicaid Services/Gartner Security Best Practices Workgroup, the Blue Cross Blue Shield Association Information Security Advisory Group, a board member of the International Systems Security Association (ISSA) Milwaukee Chapter. Todd has held various broad-based senior management Information Technology positions with Fortune 500 & Fortune Global 250 companies such as IMS Health, Zeneca, Syngenta and American Airlines. Todd has authored articles on HIPAA Security and frequently presents at conferences and association meetings to promote security awareness. Todd holds a B.S. in Business Administration from UW - LaCrosse and an MBA from Oklahoma State University

EDI BREAKOUT SESSIONS

Session 1 - 835 Transactions and Transferring Funds Status (Case Studies on Specific Payers/Providers)

This session will focus on providers and payers experiences with setting-up and transmitting 835 Remittance Advice transactions as well as status on transferring of funds. As you plan on utilizing the 835, learn from the experience of others.

WEA Trust - Rick Hammes is a Senior Health Care Consultant with WEA Trust and has over 20 years of information systems experience. He has worked at WEA Trust for over 5 years. He started on the HIPAA project 2 ½ years ago, as one of three people assigned to architect the infrastructure of WEA to accommodate HIPAA and move away from batch processing to a near real-time solution. He currently initiates all HIPAA testing with WEA trading partners and assists with the configuration and testing of secure FTP.

Bank One - David Joseph is Vice President of Healthcare Business Development at Bank One. He has 15 years of healthcare experience, serving 5 years in

Continued - Session 1 - 835 Transactions and Transferring Funds Status (Case Studies on Specific Payers/Providers)

Washington D.C. handling health issues as a legislative assistant to a member of congress and U.S. Senator. He also has served as a management consultant to physician practices, hospitals, health systems and large health insurers on strategy, operations and financing issues.

UW Hospitals & Clinics - Ann Hollis is the Billing Manager at UWHC and has been involved in health care business office activities for 17 years, the last 7 with UW Health a complex, tertiary care academic medical center with approximately 20,000 discharges annually and in excess of 500,000 annual clinic visits. More than 1 million claims are processed annually since 1990. UWHC has been a champion for electronic commerce.

WPS - representative to be announced.

Session 2 - Top 15 Payers - End-to-End Testing and Contingency Plans Status

Come hear about 2 clearinghouses perspectives on the Wisconsin top 15 payers status for end-to-end testing and contingency plans. Are these payers receiving your claims in a HIPAA compliant format or is your data being converted back to non-standard formats due to testing issues?

Greg Margrett, Proservices. Greg joined Proservices in mid-2000 and has served in a variety of roles including Technical Support Analyst, Home Health Product Line Manager, PHeDi (web-based claim submission application) Project Manager, and HIPAA Project Manager. His duties currently involve working with both providers and payers relative to achieving HIPAA TCS compliance. Prior to joining Proservices, Greg served as both an Operations Manager and Director of Operations for several non-healthcare related businesses, and also worked toward achieving his Microsoft Certified Systems Engineer certification.

Zirmed - Representative to be announced

Session 3 - EDI Roundtable

This is sure to be a lively question and answer session. Participate with your healthcare peers to learn what others have seen since October 16th and where the future of EDI may lead.

Facilitated by Tina Bairstow, Meriter Health Services. Tina coordinates all aspects of HIPAA compliance for Meriter Health Services in Madison. Prior to her role at Meriter, she held positions with EDS as well as Edgewood High School. She holds a B.S. in Secondary Education with a specialty in Mathematics from University of Illinois and will earn her MBS from the University of Wisconsin - Madison in July 2004.