



HIPAA Collaborative of Wisconsin Fall Conference

HIPAA Preparedness Alert goes to Level "Red"

September 11, 2009



PROGRAM SUMMARY

- 8:00-8:50 Registration & Continental Breakfast
- 8:50-9:00 Welcome & Introductions
- 9:00-10:15 Keynote - Dr. Alan Westin, Columbia University "Can we have EHRs and Privacy too?"
- 10:15-10:30 Break
- 10:30-11:30 General Session: Sue Bowman, AHIMA "Beginning the Transition to ICD-10"
- 11:30-12:30 Lunch
- 12:30-1:45 Breakout 1-EDI or Privacy/Security/eHealth
- 1:45-2:00 Break
- 2:00-3:15 Breakout 2-EDI or Privacy/Security/eHealth

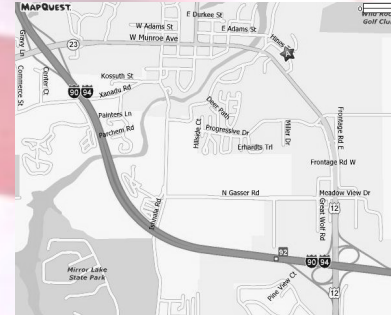
Glacier Canyon Lodge, Wilderness Resort

www.wildernessresort.com

511 East Adams St.

Wisconsin Dells

Directions:
 From the East: Take I 90/94 to exit 92 and go north. Turn right on East Adams St. Follow signs to the Conference Center.
 From the West: Take I 90/04 to exit 89 and go east. Turn left on East Adams St. Follow signs to the Conference Center.



Room Reservation Information: The standard room rate for Thursday evening is \$90 for reservations made on or before Friday, August 21, 2009. **A special room rate of \$120 is also being offered on a select number of rooms for Friday night. Call 1(800)867-9453 and ask for the HIPAA COW Room Block.

Are you actively participating in a HIPAA COW Networking Group? Please check which one and we will identify you with a ribbon on your nametag:

- Privacy Security EDI None

Special Accommodations

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

Important: Please select the afternoon breakout sessions you will attend:

Breakout Session 1:

- Privacy/Security/eHealth - Breach Notification for Unsecured Protected Health Information
- EDI - 5010/ICD 10 Working Session I

Breakout Session 2:

- Privacy/Security/eHealth - The Next Evolution of HIPAA Security: Round 2!
- EDI - 5010/ICD 10 Working Session II



\$125 Early Bird Registration - postmarked or faxed on or before Friday, August 28, 2009

\$150 Registration after August 28, 2009

Name _____
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Method of Payment:

- Check - Payable to HIPAA COW
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Mail or Fax Registrations to:
 HIPAA COW
 Attn: Wendy Ellwein
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Questions? admin2@hipaacow.org or (920)261-6401

*** 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.

Keynote Session - Can we have EHRs and Privacy too?

Published surveys of the US public since 2003 show a large majority ambivalent about EHR benefits and risks

- Believe EHRs can reduce errors, coordinate patient information better, enhance care and reduce administrative costs
- But also fear that privacy and data security may suffer and patients will lose personal control over their medical records
- And, ironically, persons with serious medical conditions are the most worried about the privacy of their EHR records but also the most interested in providing access to medical researchers for progress in their health conditions

So, can privacy flourish in EHR systems? Yes, with earned trust as the key factor. What are the key elements of EHR earned trust?

- Strong full-disclosure patient communication at the EHR system's creation or expansion
- Adoption of detailed privacy, confidentiality, access, and security policies, such as the Markle Foundation model
- Adoption of new patient-control software technologies
- Adoption of easy-to-use patient complaint and resolution systems
- Regular sample surveys of patient satisfaction and concerns, creation of a Patient Trust Score, and tracking of this on a regular basis for a continuous-improvement program

There are models out there to look at, and Wisconsin health-care organizations can join the EHR best-in-show.

Dr. Alan Westin, Columbia University

Dr. Westin is Professor of Public Law and Government with Columbia University's Department of Political Science, where he taught for 37 years. His main areas of research address privacy, office automation, and employee fair procedure/EEO issues, and the use of new information technologies to expand the distribution of public information to citizens and the voluntary sector. Over the past three years, Dr. Westin has led discussions of the HIPAA Privacy Rules at many national conferences. He has been a privacy consultant to several major pharmaceutical companies, from Eli Lilly, Glaxo Wellcome and Smith Kline to Merck. He has been a principal speaker at recent health privacy conferences sponsored by the Markle Foundation, IBM, and the U.S. Department of Health and Human Services. He has authored or edited 26 books including *The Changing Workplace: A Guide to the People, Organizations, and Regulatory Aspects of Office Technology*; *Individual Rights in the Corporation: A Reader on Employee Rights*; and *Computers, Health Care, and Citizen Rights: Report of the Project on Medical Records and Citizen Rights*.

General Session - Beginning the Transition to ICD-10-CM and ICD-10-PCS

Due to the scope and complexity, the transition from ICD-9-CM to ICD-10-CM/PCS will have a tremendous and pervasive impact on every operational process across a healthcare-related business. This presentation will provide insights about the new code sets and how to leverage the opportunities presented for strategic advantage. Preparing for implementation, with particular emphasis on the initial impact assessment phase, will also be discussed.

At the conclusion of this presentation, attendees will:

- Recognize the implications of the implementation of ICD-10-CM/PCS across both the healthcare industry and their own organization;
- Identify the opportunities and challenges this transition presents for many types of healthcare professionals working in diverse healthcare settings;
- Be prepared to participate in their organization's ICD-10-CM/PCS implementation planning process;
- Understand why a successful transition to ICD-10-CM/PCS depends on the involvement of all stakeholders.

General Session - Continued

Sue Bowman, RHA, CCS, American Health Information Management Association (AHIMA)

Ms. Bowman is Director of Coding Policy and Compliance for the American Health Information Management Association (AHIMA), a position she has held since 1995. She leads all AHIMA policy initiatives related to coding practice and fraud and abuse prevention and serves as AHIMA's representative to the Cooperating Parties, a group with direct input on the creation, maintenance, and updating of healthcare codes and guidelines. Ms. Bowman is a leader in AHIMA's advocacy initiatives for the U.S. adoption and use of standard classifications and terminologies, including ICD-10-CM, ICD-10-PCS, and SNOMED-CT. She has authored AHIMA's white paper on the coordination of SNOMED-CT and ICD-10 in an electronic health record environment. Ms. Bowman is also the editor of an AHIMA publication titled "Health Information Management Compliance: Guidelines for Preventing Fraud and Abuse." She participates in a variety of AHIMA's activities pertaining to the advancement of healthcare data quality and the use of healthcare data standards. Ms. Bowman has provided input on the development of the ICD-10-CM and ICD-10-PCS coding systems and associated resources, including the *ICD-10-CM Official Guidelines for Coding and Reporting*, CMS' ICD-10 fact sheets, and the General Equivalence Mapping users' guides. She co-authored AHIMA's ICD-10 Preparation Checklist and has served as a speaker for CMS' ICD-10 outreach calls. She has written many articles and given a number of presentations on the topic of ICD-10. She also serves on the World Health Organization's morbidity reference group, which develops international rules and guidelines for the use of ICD-10 and ICD-11.

Privacy/Security/eHealth Session 1 -Breach Notification for Unsecured Protected Health Information

Overview:

Under ARRA/HITECH there are provisions for breach notification of unsecured protected health information. The Privacy Networking Group has created a breach notification policy that will be presented at this meeting along with presentations by panelists on operationalizing the process in their facilities.

Objectives:

- Provide an Overview of ARRA/HITECH Breach Notification Requirements
- Review the HIPAA COW Policy on Breach Notification as a Compliance Tool Customizable for Covered Entities
- Discuss Implementation Strategies for Breach Notification by Participating Panelists
- Facilitate a Question and Answer Session

Nancy Davis, Ministry Healthcare

Ms. Davis has worked in a variety of health care settings managing the privacy and security of patient health information, quality assessment, risk management, JCAHO, and safety. She has spoken for a variety of professional groups and written several articles on topics that fall into her field of experience. Currently Ms. Davis 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. Ms. Davis has been active with HIPAA COW since 2002 serving as a Board member and co-chair of the Privacy Networking Group. Last year she contributed as a writer to an AHIMA book on "Medical Identity Theft."

Panelists yet to be named

Privacy/Security/eHealth Session 2 - The Next Evolution of HIPAA Security: Round 2!

Because the HIPAA Security Rule was deliberately written to be generic and scaleable, the implementation specifications are often not easily defined or measurable; the challenge has been to understand what it means to be compliant. In 2008 the health care industry witnessed the first hospital in the country to be audited by the federal government for compliance with the HIPAA Security Rule. This audit was seen as a precursor of similar audits to come and has prompted a renewed dedication to compliance with all aspects of the Security Rule. Additionally, the recent American Recovery and Reinvestment Act (ARRA), the Economic Stimulus Bill, broadens the scope and impact of HIPAA Security and Privacy Rules and is going to have an enormous impact on day-to-day practices with mandates for new regulations and true standards in upcoming months and years.

In addition, earlier this year the HIPAA COW Security Networking Group surveyed Wisconsin health care providers to determine their level of compliance with the regulations to provide organizations benchmarking data in preparation for a federal audit. This presentation will present the results of the Networking Group Benchmarking Survey, highlighting those areas Wisconsin providers are most at risk and providing specific recommendations for compliance. This session will provide a number of specific tools and resources that few Security and Privacy Officers have time to pull together on their own, to ensure they are prepared for a federal audit and to implement the ARRA changes.

Kirsten Wild, RN, BSN, MBA, CHC, Sinaiko Health-care

Ms. Wild is the former Corporate Compliance Officer, Privacy Officer and Risk Manager for a small regional health system in Southeast Wisconsin where she directed and provided oversight of the Compliance Program with respect to an acute care hospital, physician practice group, licensed hospice, ambulatory surgery center, a non-profit foundation and other specific health system operations and business units. She directed implementation teams for a wide variety of governmental regulations; including HIPAA Privacy, HIPAA Security, EMTALA, and hospice in addition to the other core areas of focus for the acute care facility and physician practice. She has provided consulting services across the United States and with the American Red Cross in Europe.

Ms. Wild is a member of the Health Care Compliance Association and Healthcare Financial Management Association, Wisconsin Chapter, for which she serves as the Advisory Chairperson for the Compliance Committee of the Board of Directors. She also recently published an article in a national magazine titled "The Next Evolution of HIPAA Security."

Ms. Wild has been involved with the HIPAA Collaborative of Wisconsin since 2002 participating in a number of privacy workgroups and is currently the co-chair of the Security Networking Group.

Ms. Wild received her Bachelor's of Nursing Degree from Marquette University in Milwaukee, Wisconsin and her Masters of Business Administration, with a concentration in Health Care Management, from Keller Graduate School of Management. She also holds a certification in Healthcare Compliance.

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

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.

EDI Session 1 - 5010/ICD 10 Working Session I

Discussing the great American 5010 and ICD10 migration!!

Join two afternoon working sessions to discuss the who, what, why, when and how of migrating to the X12 5010 format and the ICD10 diagnosis code set. Share your thoughts, ask your questions and participate in a lively discussion with a variety of folks facing the same challenges as your organization.

Moderators:

Greg Margrett, Netwerkes

Mr. Margrett has held a variety of roles in healthcare IT over the past nine years, and is currently Director of Payer & Channel Partner Services at Netwerkes, a subsidiary clearinghouse of AIM Healthcare/Ingenix. He joined BCBS Wisconsin-owned clearinghouse Proservices in 2000 and served in a variety of roles in its home health division. Following a transition to the clearinghouse division, he served as a project manager, focusing on system development and provider implementations. Mr. Margrett joined Payerpath, a Misys company, in January 2006 as a Payer Account Manager. Responsibilities in this role included managing payer relationships with multiple large and medium-sized carriers across the country and functioning as a project manager for key payer initiatives. He currently serves as executive vice-president of Wisconsin-based HIPAA COW (Collaborative of Wisconsin), and has been an attendee and presenter at HIPAA COW conferences as well as regional and national industry functions (WEDI, AFECT, AHIP).

Catherine (Kit) Cairns, Dean Health Plan

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, she worked at Epic Systems as a Hospital and Professional Billing Claims Implementer. Ms. Cairns currently serves as one of the co-chairs of the HIPAA COW EDI Workgroup.

EDI Session 2 - 5010/ICD 10 Working Session II (Continuation of Session I)

Organizations that help promote this conference include:

- HFMA
- WEDI
- WHIMA
- NCHCA
- WHA

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