



**HIPAA Collaborative of Wisconsin
Fall Conference
Get a Grip on HIPAA
October 15, 2010**

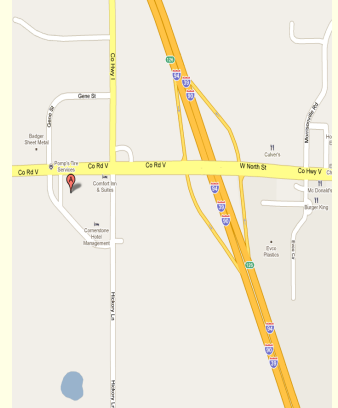


PROGRAM SUMMARY

- 8:00-8:50 Registration & Continental Breakfast
- 8:50-9:00 Welcome & Introductions
- 9:00-10:15 Session 1-Privacy/Security/eHealth or EDI
- 10:15-10:30 Break
- 10:30-11:30 Keynote - Karen Timberlake, WI Department of Health Services "Health Care Reform and Health Information Exchange: Wisconsin's Opportunities"
- 11:30-12:30 Lunch
- 12:30-1:45 Session 2-Privacy/Security/eHealth or EDI
- 1:45-2:00 Break
- 2:00-3:15 Session 3-Privacy/Security/eHealth or EDI

**Comfort Inn & Suites
DeForest, WI**
www.comfortinn.com
5025 County Road V
De Forest, WI 53532
(608) 846-9100

Directions:
Interstate 90/94 to Exit 126.
Go West on Hwy V 1/4 mile.
Hotel is on the left.



Room Reservation Information: The standard room rate for Thursday evening is **\$69** for reservations made on or before **Thursday, September 30th, 2010**. Please call 1(608)846-9100 and ask for reservations. Then request a room in the HIPAA COW Room Block.

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
5.5 General Wisconsin CLE Credits!!

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

- Session 1: Privacy/Security/eHealth - Healthcare Security Compliance: More than a Check in the Box!
 EDI - Changes in the Health Care Reform Bill
- Session 2: Privacy/Security/eHealth - Privacy & Security Policy Meets Technology
 EDI - Transitioning from 4010 to 5010 ~ A Panel Discussion
- Session 3: Privacy/Security/eHealth - HIPAA Regulations Update
 EDI - 5010 Testing Challenges ~ A Panel Discussion



\$150 Early Bird Registration - postmarked or faxed on or before Friday, October 1, 2010.
\$175 Registration after October 1, 2010.

Name _____
Title _____
Organization _____
Email Address _____
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

Keynote Session - Health Care Reform and Health Information Exchange: Wisconsin's Opportunities

Wisconsin is already a national leader in health care, ranking first in health care quality, second in health care coverage, and well above the national average in rates of adoption and use of health information technology.

Secretary Timberlake will discuss opportunities for Wisconsin presented by the Patient Protection and Affordable Care Act and by the HITECH component of the American Recovery and Reinvestment Act. She will also discuss how ongoing quality improvement and payment reform initiatives in Wisconsin relate to these major pieces of Federal legislation.

Karen Timberlake, Secretary, Wisconsin Department of Health Services

Ms. Timberlake was appointed by Governor Jim Doyle as Secretary of the Department of Health Services in April 2008. She has been with the Department since March 2007, serving first as Executive Assistant and then as Deputy Secretary.

As secretary, Ms. Timberlake is responsible for strategic direction for the state's health and human services agency. The Department's goals include ensuring the health, safety, and well being of Wisconsin citizens while emphasizing prevention, making Wisconsin a national leader in reforming health care, and sustaining a high-performing organization that is customer-focused, seeks the engagement of key stakeholders, and recognizes and rewards the excellent, innovative work of its employees.

In April 2010, Governor Doyle appointed her, along with Insurance Commissioner Sean Dilweg, as co-chairs of the Wisconsin Office of Health Care Reform. The Office is working to ensure that Wisconsin takes full advantage of the many opportunities in the Patient Protection and Affordable Care Act. Ms. Timberlake is also providing key direction to the WIREd for Health Board, a private-public board appointed by Governor Doyle to plan for the establishment of a statewide health information network in Wisconsin.

EDI Session 1 - Changes in the Health Care Reform Bill

This session will review of the Administrative Simplification provisions outlined in the Patient Protection and Affordable Care Act (HealthCare Reform) led by interactive discussion on how some of these provisions will impact the 5010 transactions and might factor into 5010 implementation. Session will focus on the results from the WEDI Policy Advisory Group (PAG) held in September regarding the National Health Plan Identifier (HPID). Key issues to be discussed will include: Definition of entities to be enumerated under the HPID, criteria for enumeration and compliance date outlined in the legislation.

Laurie Burckhardt, WPS Insurance

Ms. Burckhardt is Manager of the EDI department at WPS Insurance, where she has worked for over 24 years with the last 19 years focused on EDI. Her primary job responsibility is to oversee all components of EDI processes for all WPS' lines of business, which include Commercial, Medicare Part A & B, as well as the TRICARE lines of business for the West Region, Foreign and TRICARE for Life Program. She is the current EDI project lead on the implementation of 5010 for all of WPS' lines of business.

Ms. Burckhardt is an active member of WEDI and currently co-chairs the WEDI SNIP Transactions Workgroup. She has participated in a number of WEDI forums on issues related to 5010 as well as presentations on NPI and on unsolicited claims attachment in a production environment for Medicare Part B of Minnesota. Ms. Burckhardt received the WEDI Distinguished Service Award in 2009 as well as the WEDI Award of Merit in recognition of her leadership and contributions.

Ms. Burckhardt actively participates in standards development and implementation through her involvement in ASC X12, specifically within the 837 workgroup as co-chair.

EDI Session 2 - Transitioning from 4010A1 to 5010 - A Panel Discussion

In this session, we will discuss the challenges that the industry may encounter as it transitions from 4010A1 to 5010. The first part of the session will identify transition issues associated with specific transaction migration (e.g. 837, 835, etc). Migration concepts will be presented and forum attendees will be encouraged to participate in an interactive discussion on how to mitigate some of the transition challenges. The second part of the session will identify transition challenges across transactions. Topics will include: migration of all transactions - is there an ideal order or phase-in process? Are there transaction dependencies that need to be considered? What are other migration challenges? A number of migration concepts will be discussed and Forum attendees will be encouraged to participate in an interactive discussion on how to mitigate some of these challenges.

Moderator:

Laurie Burckhardt, WPS Insurance

See Bio from previous session.

Panelists:

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, Ms. Cairns worked at Epic Systems as a Hospital and Professional Billing Claims Implementer. She is currently one of the co-chairs of the HIPAA COW EDI Networking Group.

Greg Margrett, Netwerkes

Mr. Margrett has held a variety of roles in healthcare IT over the past decade, and is currently Payer Technical Operations Manager for both Netwerkes and the Ingenix Workers Compensation Clearinghouse (IWCC), both part of Ingenix Connectivity Solutions.

Mr. Margrett worked for BCBS Wisconsin-owned Proservices, for Passport Health Communications, and for Payerpath/Misys prior to joining Netwerkes/Ingenix in mid-2007. His experience has included all aspects of clearinghouse operations, HIPAA implementations, payer implementations, and his focus has included project management, business development, and payer relations.

He currently serves as Executive Vice-President and EDI Networking Group Co-Chair 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).

Janet Van Barriger, Marshfield Clinic

Ms. Van Barriger is the EDI Project Specialist in the Patient Financial Services Department at Marshfield Clinic. She joined the Marshfield Clinic Information Systems (IS) Department in July 1995. She served in various roles there, with her primary focus in project management. Janet led development teams for proprietary software applications and their implementation, some of which included enhancements related to the first HIPAA regulations.

In January of 2008, Ms. Van Barriger transferred to a newly created EDI Project Specialist position in the Patient Financial Services Department. She is responsible for oversight of all EDI transactions and troubleshooting of all issues. Janet has managed the EDI implementations for new payers and new transactions, as well as ensured HIPAA compliance of the transactions. She also is the project lead for implementation of the new 5010 standards. As part of this implementation, she participates in the WEDI Test, 837, 835, 27x and Acknowledgements Subworkgroup conference calls.

EDI Session 3 - 5010 Testing Challenges-A Panel Discussion

Topics that will be discussed include:

- Creating partner migration test plans
- Identifying and pursuing migration pilots
- Scheduling partner migration activity
- Monitoring partner readiness
- Applying lessons learned from pilot migrations
- Readyng both front-end and application systems for partner testing
- Operating both 4010A and 5010 during the 2011 transition period

Same Moderator and Panel as Session 2.

Privacy/Security/eHealth Session 1 - Healthcare Security Compliance: More than a Check in the Box!

This interactive presentation dives into what is 'really' needed to successfully demonstrate that the organization is adequately protecting the healthcare information. This will be a collaborative discussion format, where the experiences with various managerial, operational, and technical security controls are discussed, which controls are the hardest to get right --- right enough to satisfy the toughest of auditors. We will also discuss how to prepare adequately for the audit, how to present issues, and how to develop appropriate evidence to provide comfort to the auditors that we are doing our jobs correctly.

Todd Fitzgerald, National Government Services

Mr. Fitzgerald, CISSP, CISA, CISM, ISO27000, CGEIT, PMP, and ITILV3 certified, is responsible for external audit technical compliance for National Government Services (NGS), Milwaukee, WI, one of the largest processors of Medicare claims, and subsidiary of WellPoint, Inc., the nation's leading health insurer serving 1 out of 9 Americans. He has co-authored the 2008 ISC2 Press Book Entitled CISO Leadership: Essential Principles for Success. He has also authored articles on Information Security for the 2007 Official ISC2 Guide to the CISSP Exam, The Information Security Handbook Series (2003-2010), The HIPAA Program Reference Book, Managing an Information Security and Privacy Awareness and Training Program, CISM Review Manual, and several other security-related publications.

Mr. Fitzgerald is also a member of the Editorial Board for ISC2 Journal/Information Systems Security. He recently served as the co-chair for the 2010 ISACA Information Security Risk Management Conference and has received several awards including a Midwest Information Security Executive of the Year Award Finalist and Health Ethics Trust HIPAA Implementation Award.

Mr. Fitzgerald has 31 years of Information Technology experience, including 20 years of management and the past 12 years focused on information security. Prior to joining NGS, he held various broad-based senior Information Technology management positions for Fortune 500 organizations such as American Airlines, IMS Health, Zeneca (subsidiary of AstraZeneca Pharmaceuticals), Syngenta, as well as prior positions with Blue Cross Blue Shield of Wisconsin.

Privacy/Security/eHealth Session 2 - Healthcare Privacy and Security Policy Meets Technology at the Crossroads: Developing a Best Practice Methodology to Avoid a Collision

'CHANGE' is going to be the operative word and a constant challenge for the foreseeable future in healthcare. The healthcare world is facing the 5010 HIPAA transaction code set changes and the ICD-9 to ICD-10 code set revisions; a renewed emphasis on HIPAA Security and Privacy compliance, and the rapid push toward EHR use and implementation with 'meaningful use' incentives. The entire healthcare world is adapting to the impact of technology as the predominant tool for business and patient record keeping, and the strategic use of technology will become the driving force of change and cost savings.

Taken all together, changes of this magnitude can be overwhelming and create an overload on both the individuals involved and the organization if you don't have a process in place to manage that change effectively.

Larry Boettger will bring his background and experience in assisting organizations with implementing 'best practice' IT governance frameworks, as well as subject matter expertise in Information Technology Infrastructure Library (ITIL) methodology to provide session attendees with practical 'How To' advice and 'Real World' examples of how to develop and implement some best practice frameworks and methodologies within an organization, so that they will be in a better position to address the multitude of significant changes landing upon the field of healthcare over the next few years. While the presentation will focus on developing 'best practice' methodologies and frameworks to address changes specific to the topic areas of HIPAA Security and Privacy policy, included will be a discussion relevant and beneficial to all areas of an organization from an enterprise wide standpoint.

Larry Boettger, adtec Services

Mr. Boettger, Director of the adtec InfoSec Security & Compliance Group, has over 14 years experience in informational technology. He has spent the past 10 years consulting predominantly in the areas of IT security and risk assessment, business continuity and disaster recovery, organizational IT governance policies and process, the development and delivery of user awareness programs and regulatory compliance. Included among his areas of regulatory compliance expertise are: HIPAA, PCI, GLBA, NCUA and SOX.

Mr. Boettger has past experience and an ongoing professional practice which includes conducting risk and security assessments for HIPAA compliance purposes and has presented as a subject matter expert on the topic of security at numerous professional venues and published numerous articles specifically pertaining to HIPAA and IT security issues. This is detailed on his LinkedIn page which can be viewed at: <http://www.linkedin.com/in/larryboettger>

He holds multiple certifications including: Certified Information Systems Auditor (CISA), Certified Information Systems Security Professional (CISSP), Global Incident Analysis Center Security Essentials Certification (GSEC), Microsoft Certified Systems Engineer (MCSE), ITIL v3 Foundations certified and is a member of InfraGard.

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

**Organizations that help promote this
conference include:**

- HFMA
- WEDI
- WHA
- WHIMA

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.

Privacy/Security/eHealth Session 3 - HIPAA Regulation Update: What Covered Entities And Business Associates Actually Have To Do And When They Have To Do It.

HHS is in the process of issuing a number of proposed rules which address current gaps in the network of HIPAA privacy and security regulations. This session will provide an update on the practical implementation of HIPAA in light of regulations promulgated to date. Topics covered will include:

1. Regulatory obligations of business associates and what has to be in your agreements;
2. How to implement the obligatory restrictions of disclosing PHI to health plans upon patient request;
3. What the minimum necessary doctrine really means;
4. What the marketing and fundraising rules mean from a practical perspective;
5. How enforcement has really changed;
6. De-identification strategies and techniques; and
7. What has to be tracked to meet the forthcoming deadlines for accounting of disclosures from your electronic health record for treatment, payment and health care operations.

The session will also summarize the guidance issued to date relating to security safeguards and risk analysis. The goal of this session is to give covered entities and business associates a practical "To Do" list for achieving meaningful HIPAA compliance.

Sarah Coyne, Quarles & Brady

Ms. Coyne is a partner in the Madison office of Quarles & Brady LLP and is the National Chair of the firm's Health Law Group. She specializes in assisting hospitals in managing the wide range of applicable legal, regulatory and accreditation challenges as well as medical staff structure, corrective action and bylaws. Ms. Coyne is widely regarded as an expert in the laws governing health information technology and electronic records including HIPAA, HITECH and Wisconsin law. Ms. Coyne serves on the Executive Committee and Board of the Perinatal Foundation and also the Executive Committee and Board of the HIPAA Collaborative of Wisconsin (HIPAA COW). She is a graduate of the University of Wisconsin Law School (cum laude, Order of the Coif), is Martindale-Hubbell AV® Peer Review Rated, and is listed in The Best Lawyers in America (health care law) and in Madison Magazine as a Top Lawyer in health care law.

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.

Mark your calendar for our 2011 events!!

HIPAA COW 2011 Spring Conference

Friday, April 8th
Chula Vista Resort
Wisconsin Dells

HIPAA COW 2011 Fall Conference

Friday, October 21st
Heidel House Resort and Spa
Green Lake



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.

**Thank you to our
2010 HIPAA COW Sponsors:**

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Special Accommodations

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