



**HIPAA Collaborative of Wisconsin  
Spring Conference  
The HIPAA Traveler's Guide to Success!  
April 3, 2009**



**PROGRAM SUMMARY**

- 8:15-8:50 Registration & Continental Breakfast
- 8:50-9:00 Welcome & Introductions
- 9:00-10:15 Keynote - Tom Walsh, Tom Walsh Consulting  
Preventing Identity Theft and Credit Card  
Fraud - More Regulatory Requirements  
Impacting Healthcare
- 10:15-10:30 Break
- 10:30-11:45 Session 1-EDI or Privacy/Security/eHealth
- 11:45-12:45 Lunch
- 12:45-2:00 Session 2-EDI or Privacy/Security/eHealth
- 2:00-2:15 Break
- 2:15-3:30 Session 3-EDI or Privacy/Security/eHealth

**Tundra Lodge Resort and Waterpark**

www.tundralodge.com  
865 Lombardi Avenue, Green Bay  
1-877-886-3725

From US Hwy 41, take exit 167 to County Hwy VK/Lombardi Avenue. Go East 2 miles. Tundra Lodge will be on your right about a mile past Lambeau Field.



**Room Reservation Information:** The standard room rate for Thursday evening is **\$99** for reservations made on or before **Thursday, March 12, 2009**. \*\*A special room rate of \$149 is also being offered for Friday night. Call 1(877)886-3725 and ask for the HIPAA COW Room Block. Both Thursday and Friday night room reservations include 4 waterpark passes.

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

- 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 check the breakout you will attend in each session:**

- Session 1:  Privacy/Security/eHealth- Disaster Recovery Costs/Impacts on Healthcare  
 EDI-5010 Implementation Timeline
- Session 2:  Privacy/Security/eHealth- Drug Seeking Behavior  
 EDI- 5010 the Next Transaction: 835 and Eligibility
- Session 3:  Privacy/Security/eHealth- HIPAA Security Audits  
 EDI-Getting the 101 on ICD 10



*Register Online  
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www.hipaacow.org*

**\$125 Early Bird Registration - postmarked or faxed on or before Friday, March 20, 2009.**  
\$150 Registration after March 20, 2009.

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

**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)  
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HIPAA COW  
Attn: Wendy Ellwein  
P.O. Box 372  
Watertown, WI 53094  
admin2@hipaacow.org  
920-261-6401 Phone & Fax

\*\*\* 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 - Preventing Identity Theft and Credit Card Fraud - More Regulatory Requirements Impacting Healthcare**

What would be the financial impact if your organization lost its merchant status and was no longer able to accept credit cards or if there was a major breach in security leading to possible identity theft? For the past 7 years, healthcare organizations have focused heavily on the privacy and confidentiality of patient information while sometimes overlooking the Federal Trade Commission's (FTC) Identity Theft Red Flags Rule and The Payment Card Industry's (PCI) Data Security Standards. Healthcare organizations need to expand their security from just a HIPAA focus to include meeting the requirements of these federal and industry regulations.

At the end of this session, attendees will be able to:

- Gain awareness and an understanding of the requirements for:
  1. FTC's Identity Theft Red Flags Rule
  2. PCI Data Security Standards
- Identify some potential sources of identity theft
- Obtain some helpful tips in establishing an identity theft prevention program
- Review the basic steps for completing a PCI Data Security Standards self-assessment
- Determine who in your organization needs to be included and the key departments for your organization's compliance efforts
- Develop a basic plan and the level of effort needed for reducing risks associated with credit card information and other sensitive information that could be used for identity theft
- Locate resources for additional information

### **Tom Walsh, Tom Walsh Consulting, LLC**

Mr. Walsh is a Certified Information Systems Security Professional (CISSP) and a nationally recognized speaker. As an independent consultant, he conducts security training, risk analysis, business impact analysis, business continuity, and disaster recovery planning for clients. Mr. Walsh is also the co-author of two books.

## **Privacy/Security/eHealth Session 1 - Disaster Recovery Costs and Impacts on Healthcare Operations**

Business continuity and disaster recovery planning are an integral part of running any business and especially important as healthcare organizations become more reliant upon information systems for patient care. A good disaster recovery plan for IT must address the priorities, budget, and impacts on patient care and business operations. At the end of this session, attendees will be able to:

- Understand the importance for conducting a Business Impact Analysis (BIA) to determine patient care and business operations needs
- Explain key concepts such as: Recovery Time Objective (RTO) and Recovery Point Objective (RPO) and their roles in determining an appropriate disaster recovery strategy
- Evaluate the pros and cons of the various strategies
- Compare recovery costs versus recovery time
- Determine the appropriate recovery strategies for supporting organizational recovery time requirements
- Locate resources for additional information

### **Tom Walsh, Tom Walsh Consulting, LLC**

See Biography above.

## **Privacy/Security/eHealth Session 2 - Negotiating Roadblocks In Handling Medical Records Of Drug Seeking Patients**

Responding to increasing questions related to reporting patient information on drug seeking behavior to law enforcement officials, the HIPAA COW Privacy Networking Group sponsored the creation of a whitepaper on this topic to be published in 2009. The speakers will review the whitepaper and provide guidance in determining when patient drug seeking behavior should be reported.

### **Objectives**

- Review regulatory influences and best practice recommendations addressing the management of patients with drug seeking behavior and when that behavior is considered criminal activities and reportable to law enforcement officials.
- Identify common prescription drugs sought and abused by drug seeking patients.
- Provide guidance for documenting behaviors and a drug seeking diagnosis in the patient's health record.
- Review practices for sharing patient drug seeking behavior with other healthcare providers and health plans.
- Identify practices for reporting/disclosing drug seeking behavior to law enforcement officials.
- Discuss specific patient drug seeking scenarios and guidance for reporting information to law enforcement officials.

### **Sarah Coyne, Quarles & Brady, LLP**

Ms. Coyne is a partner in the health law group of Quarles & Brady, LLP, and practices in the firm's Madison, Wisconsin office. She represents and advises many health care providers (entities and individuals) and health plans on a variety of issues. She frequently presents on a variety of health-related issues including HIPAA privacy and security, EMTALA, Stark, Anti-Kickback Statute, and informed consent. She also co-authors the health law chapter of the State Bar's Annual Survey of Wisconsin Law. Ms. Coyne is a member of the American Health Lawyers Association and the health law sections of the Wisconsin State Bar Association and the American Bar Association, and serves on the board of the HIPAA Collaborative of Wisconsin and Perinatal Foundation. She has been named one of the Top Lawyers for Madison Magazine and one of the Best Lawyers In America for 2009.

### **Chrisann Lemery, MS, RHIA, WEA Trust**

Ms. Lemery is the HIPAA security officer and assistant privacy officer for WEA Trust Insurance Company in Madison, Wisconsin. She has many years of HIM experience in health care provider facilities. Ms. Lemery serves as HIPAA COW Secretary and co-chair of the Privacy Networking Group. In 2009, she is serving on a HIMSS/AHIMA Privacy and Security HIE Joint Work Group. She has served as co-chair of the AHIMA Privacy and Security Practice Council and faculty for AHIMA Privacy Institutes. Ms. Lemery provided leadership to the Wisconsin HISC grant. She is a speaker on HIPAA, health data exchange, and identity management. She is also a co-author of the AHIMA publication *Medical Identity Theft*.

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

- HFMA
- WEDI
- WHIMA
- NCHICA
- WHA

## Privacy/Security/eHealth Session 3 - Stay on the Right Road with HIPAA Security Audits

The OIG conducted audits at several hospitals across the country to assess the level of HIPAA compliance by covered entities. This session will provide a high-level discussion of the vulnerabilities identified during the reviews.

### Tony Wilkinson, US Dept. of Health & Human Services, Office of Inspector General

Mr. Wilkinson is an IT Audit Manager located in the Dallas, Texas regional office. He has been with OIG for all of his 29 years of federal government service and is currently responsible for IT audits and Advanced Audit Techniques Staff support.

Mr. Wilkinson has issued numerous IT audit reports on Medicare contractors, state agencies, and HHS Departmental Divisions, and has played a pivotal role in developing the agency's computer security procedures. He has also designed, developed, and programmed several computerized systems for OIG management, including a training tracking system that was eventually used by other federal, state and local governmental agencies.

### Dalavone Phothisen, US Dept. of Health & Human Services, Office of Inspector General

Mr. Phothisen is a Senior IT Auditor with the Department of Health & Human Services/Office of Inspector General. Since 2001, He has been responsible for performing several IT compliance audits related to requirements such as FISMA, FISCAM, and HIPAA. Mr. Phothisen's specialties and interests are in wireless technologies and ethical hacking.

### Ed Meyers, US Dept. of Health & Human Services, Office of Inspector General

Mr. Meyers is part of the Grants, Internal Activities, and Information Technology Audit Division, Office of Audit Services (OAS), Office of Inspector General, HHS. He is the Director of Information Systems (IS) Audit and Advanced Techniques. Mr. Meyers has 30 years of audit experience with HHS/OIG which has included financial, compliance, and information technology audits.

He and his staff are responsible for review of the design, development and maintenance of Department computer-based systems through the conduct of comprehensive audits of general and application controls and development and application of advanced computer-based audit techniques for use in detecting fraud, waste, and abuse in HHS programs.

## EDI Session 1 - Traveling into the Future with the 5010 Implementation Timeline

Learn about the WEDI Timeline and how you can utilize it within your organization to help plan your course towards 5010 adoption.

### Laurie Burckhardt, WPS Insurance

Ms. Burckhardt is Manager of the EDI department at WPS where she has been employed for over 23 years, with the last 18 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 and Tricare for Life Program. She actively participates in standards development and implementation through her involvement in ASC X12, specifically within the 837 workgroup as co-chair. Ms. Burckhardt is a board member of HIPAA COW as well as the EDI workgroup chair. She is an active member of WEDI and is newly appointed co-chair of WEDI SNIP Transactions Workgroup. In November 2007, Laurie received the WEDI Award of Merit in recognition of her leadership and contribution with WEDI.

## EDI Session 2 - Don't get lost with 5010 - Learn to use the 835 and Eligibility Transactions

This session will discuss Provider and Payer business considerations and workflow changes that may need to occur with implementation of the Eligibility (270/271) and Remittance (835) 5010 transactions!

### Gretchen Beicher, UW Medical Foundation

Ms. Beicher is the Billing Manager for University of Wisconsin Medical Foundation (UWMF) branded under UW Health. In this role, she oversees Billing Operations, Payment Posting, Document Imaging, EDI Coordinator, and Provider Enrollment. Her primary focus is management of the EDI-related billing activities, oversight of all UWMF's HIPAA transaction code sets as well as the gatekeeper function for UWMF's 1500+ provider master file functions and set up. Ms. Beicher has 17 years provider billing experience and began actively managing the HIPAA code sets for UWMF upon implementation of the Final Rule. She is on the Board of Directors for HIPAA COW and actively participates in the Transactions Code Group as part of her membership. Gretchen is currently one of the co-chairs of the Transactions TESTING Subgroup for WEDI, which is currently focusing on a WEDI White Paper related to business impacts of the 5010 transaction.

## Thank you to our 2009 HIPAA COW Sponsors:

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

## EDI Session 3 - Getting the 101 on ICD10... Your Roadmap for the ICD Conversion

This session will provide a baseline understanding of ICD-10 NPRM as well as the ICD-10 coding system to assist those unfamiliar with this new code set.

### Laurie Burckhardt, WPS Insurance

See Biography above.

**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.