HIPAA Collaborative of Wisconsin
Spring Conference
Surfs Up! Learn How to "Hang 10" with HIPAA!
April 4, 2008

hipaacow.org

PROGRAM SUMMARY

8:00-8:45	Registration & Continental Breakfast
8:45-9:00	Welcome & Introductions
9:00-10:15	Keynote Speaker – Gary Beatty, EC Integrity, Inc.
10:15-10:30	Break
10:30–11:30	Session 1-EDI or Priv./Sec. or eHealth
11:30–12:30	Lunch
12:30-1:45	Session 2-EDI or Priv./Sec. or eHealth
1:45-2:00	Break
2:00-3:00	Session 3-EDI or Priv./Sec. or eHealth

The Kalahari Resort & Convention Center

1305 Kalahari Drive
Wisconsin Dells
1-877-253-5466
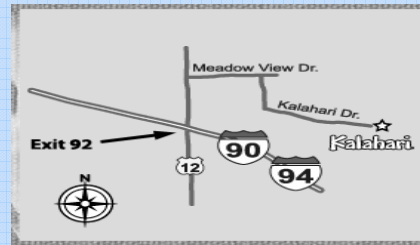
From I90-94, take Exit 92 (Hwy 12). Go west on Hwy 12 to first stoplight. Turn right on Meadow View Dr. Turn right on Kalahari Dr.

Room Reservation Information: The standard room rate for Thursday evening is **$99** for reservations made on or before **Friday, March 14, 2008.** A limited number of rooms at a special room rate of $99 are also being offered for Friday night. Call 1(877)253-5466 and ask for the HIPAA COW Room Block. **Please be advised that even if you cancel the room 72 hours or more prior to check in there is still a $25 processing fee. For all cancellations made within 72 hours, you forfeit your entire deposit.

**Please check the appropriate box if you are a member of one of these HIPAA COW Networking groups:

☐ **Privacy**   ☐ **Security**   ☐ **EDI**

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– It's Official –Security Rule Compliance Audits Begin

☐ EDI-Preparation for 5010: Avoiding a Wipeout!

☐ eHealth– Panel Discussion: How to find Smooth Sailing Implementing EHRs

Session 2: ☐ Privacy/Security– The HIPAA Training Program Life Jacket

☐ EDI– Buddy System for Claims Attachments: Avoid the Tsunami

☐ eHealth-Panel Discussion: Proposed Changes to 51.30 and 146.82

Session 3: ☐ Privacy/Security-Security and Your Users:Top 5 User Pitfalls and How to Avoid Them

☐ EDI-278 Notification Transactions

☐ eHealth– Panel Discussion: Consumer Perspectives of EHRs

Register Online Secure Payment www.hipaacow.org

$125 Early Bird Registration – postmarked or faxed on or before **Friday, March 21, 2008.**

$150 Registration after March 21, 2008

Method of Payment:
  ☐ Check - Payable to HIPAA COW
  ☐ Credit Card (Visa or MasterCard)
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Name _____   Email Address _____
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*** This conference may apply toward Continuing Education Credits. Please contact your accrediting organization for application information.

Keynote Session-How NOT to get lost in the Big Ocean of Portable Electronic Health Records: Riding the Wave of Digital Health Information

Our health care information is going Digital and Portable! We have EHR, EMR, PHR, PHI, CCD, internet and wireless communication, security technologies, PDAs and smart phones, etc. and HIPAA security and privacy requirements to deal with. With all this exchange of electronic patient information between providers, payers, financial institutions, clearinghouses, and consumers, how do we protect the patient's information? It is our responsibility. What type of policies and technologies are needed? Best practices will be discussed to help you plan for the digital world.

Gary Beatty, EC Integrity, Inc.

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 as the current vice-chair of ASC X12, within the insurance industry as the past chair of the X12N Insurance Subcommittee, chair of the Designated Standards Maintenance Organizations (DSMO), member of the Workgroup for EDI (WEDI) board of directors, the Data Interchange Standards Association (DISA) board of directors, the Executive Director of the Healthcare Electronic Commerce Foundation (HECF), and past commissioner of the Electronic Healthcare Network Accreditation Commission (EHNAC) commissioners. He has provided testimony several times before the National Committee on Vital and Health Statistics (NCVHS) and has been very involved in the development of the ANSI X12 standards used within the healthcare industry. He has a computer science degree from UW-Oshkosh.

Privacy/Security Session 1-It's Official – Security Rule Compliance Audits Begin

The Department of Health and Human Services' Office of Inspector General (OIG) and the Center for Medicare and Medicaid Services have begun conducting audits of covered entities which include elements of compliance to the HIPAA Security Rule. The first OIG audit took place in March of 2007 and focused on the healthcare provider's administrative, physical, and technical safeguards for electronic protected health information. Can your organization demonstrate compliance in response to an external audit process? This session will focus on understanding the OIG/CMS audit processes and creating strategies to help your organization achieve compliance.

Nancy Davis, Ministry Health Care

Ms. Davis is the Director of Privacy/Security Office for Ministry Health Care, a Catholic healthcare system based primarily in Wisconsin. Her background includes health information management, quality improvement, and risk management. She currently is the co-chair of the American Health Information Management Association's Privacy and Security Practice Council, a HIPAA COW board member as well as co-chair of the Privacy Workgroup. Ms. Davis has published and presented on a variety of privacy and security topics since the implementation of HIPAA.

Catherine Boerner, JD, Boerner Consulting, LLC

Ms. Boerner is the President of Boerner Consulting, LLC (BC). Throughout her 10-year consulting career she has specialized in development, review, revisions, training, and auditing and monitoring of compliance programs. She nationally reaches hospitals to cost-effectively perform compliance program effectiveness assessments through BC's COMPLYMARK assessment tool. In 2005, Ms. Boerner helped revised the Hospital Payment Monitoring Program (HPMP) Compliance Workbook for the Quality Improvement Organization (QIO) community and 4000+ acute-care PPS hospitals. In addition to working with hospitals, she has also worked with large health plans on reviewing and revising their compliance programs as well as incorporating Part D compliance requirements. She has also worked with all aspects of HIPAA Privacy, Transactions Standards and HIPAA Security. Ms. Boerner was the President of the HIPAA Collaborative of Wisconsin (HIPAA COW) for three years (2004 - 2006).

Privacy/Security Session 2-The HIPAA Training Program Life Jacket: Keeping your staff afloat in the Sea of HIPAA Rules and Regulations

Do you feel like your HIPAA boat is sinking and your passengers are falling off the ship without life jackets? Are you frustrated about repeating your training and rowing in circles…and your crew is still not sure how to avoid walking the plank? Remember the importance of remaining calm, taking slow breaths, and acknowledging this is an ongoing training process and that different icebergs suddenly appear all the time that make us have to rethink how we're staying afloat. How do we train our crew so they correctly steer away from them?

Holly Schlenvogt, Medical Associates, Inc.

As the Privacy Officer at Medical Associates, a multi-specialty clinic system in Southeastern Wisconsin, Ms. Schlenvogt has been instrumental in writing and training the HIPAA Privacy and Security P&Ps. She oversees the Privacy and Security initiatives in the organization. One of her personal goals is to find ways to improve and maintain efficient operations and compliance by streamlining processes and utilizing a variety of training methods. Currently, Ms. Schlenvogt is the Executive VP of HIPAA COW, has been on the HIPAA COW Board since 2005, and has actively participated on several HIPAA COW Privacy & Security networking groups since 2002, including co-chairing the Security Networking group for 2 ½ years. She has a Masters of Science in Health Services Administration, Bachelors of Arts in Psychology, & Certificate in Ethnic Studies.

Kirsten Wild, Synergy Health

Ms. Wild is the Corporate Compliance Officer, Privacy Officer and Risk Manager for SynergyHealth, a regional health system. Over the past 24 years, she has gained experience in a wide-range of clinical and management positions as a staff nurse, charge nurse, nursing and clinical manager, case management and utilization review nurse, nurse educator, certified medical coder, and compliance professional. She has worked in acute care, long term care, physician office practice and managed health care insurance. She did consulting across the United States for Deloitte and Touche and for the American Red Cross in Europe. She received her nursing degree from Marquette University and an MBA from Keller Graduate School of Management. Ms. Wild has been involved with HIPAA COW since 2002 participating in a number of privacy workgroups and is the new co-chair of the Security Networking Group.

Privacy/Security Session 3-Security & your users: Top 5 user pitfalls and how to avoid them

An FBI study shows that 50% of data security problems come from insiders. Others rate this as high as 80%. Security staff needs to identify problem areas that come from internal users and know how to address them. I have selected 5 areas that I feel are important and I give examples how to deal with them. Security is never a popular topic with users. The goal is to make data secure without burdening staff with stuff that interferes with business processes.

Jim Sehloff-Holy Family Memorial

Mr. Seholff has a BS degree from UW-GB and an MS from Texas Tech University. He worked in hospital labs for over 20 years before moving into Information Systems. He was given the job of assuring Holy Family Memorial's HIPAA compliance with absolutely no experience working in security. In the 10 years since that happened he has learned a lot about security. He has served as co-chair of the HIPAA COW physical security workgroup and is now co-chair of the Security Networking Group. He also served on the board of MUSE, the Meditech User Group. Finally he has two wonderful grand daughters who never sneak into his presentations.

Organizations that helped promote this conference include:

- HFMA
- HIPAAdvisory
- NCHICA
- WEDI
- WHA
- WHIMA

EDI Session 1-Preperation for 5010: Avoiding a Wipe Out!

- Is it time for a change in the HIPAA mandated transactions?
- What is the business value for moving to version 005010?
- What are the major differences between 004010 and 005010?
- What's the status on version 005010?
- What is the process and timeline for 005010 implementation?
- What do you need to do to be ready for the future?
- Are there more HIPAA transactions requirements on the horizon?

These are some of the questions we will explore as we gaze into the crystal ball and look toward the future of health care transactions.

Gary Beatty, EC Integrity, Inc.

See Biography from previous session.

EDI Session 2-Buddy System for Claims Attachments: Providers and Payers avoiding a Tsunami of paperwork by working together.

This session will cover Claims Attachment 101, which will include information on solicited vs unsolicited, computer decision variant vs human decision variant, the different types of attachments as well as the benefits of claims attachments for both providers & payers. The second part of the session will cover NPRM as well as status of the final rule. The session will wrap up with a discussion on the Mayo & WPS implementation of the unsolicited claims attachment.

Laurie Burckhardt, WPS Health Insurance

Ms. Burckhardt is Manager of the EDI department at WPS. Laurie has been employed at WPS for over 21 years with the last 16 years focused on EDI. Her primary job responsibility is to oversee all components of EDI processes for all WPS' lines of business. She is the current EDI project lead on the implementation of the newly awarded Medicare contract to provide Part A and Part B administrative services for the states of Iowa, Kansas, Missouri and Nebraska.

Ms. Burckhardt actively participates in standards development and implementation through her involvement in ASC X12, specifically within the 837 workgroup. She is the HIPAA Collaborative of Wisconsin (HIPAA COW) EDI workgroup chair and most recently appointed a board member. Ms. Burckhardt is an active member of WEDI and has presented at a number of WEDI forums. In November 2007, she received the WEDI Award of Merit in recognition of her leadership and contribution with WEDI.

Laurie Darst, Mayo Health Systems

Ms. Darst is the Senior Electronic Commerce/HIPAA Coordinator at Mayo Clinic. For the past 7 years, she has served in a consulting role to Mayo Clinic's three large group practices in Rochester, MN , Scottsdale, AZ, Jacksonville, FL and to the Mayo Health System sites which encompass 62 communalities in Minnesota, Wisconsin and Iowa. Her primary focus includes trends impacting Mayo's revenue cycle. She stays abreast of these initiatives by actively participating in a number of standard setting organizations including: ANSI X12N, National Uniform Claim Committee (NUCC), National Uniform Billing Committee (NUBC), and Health Level Seven (H7) Attachment Special Interest Group. She is also currently serving on the Workgroup for Electronic Date Interchange (WEDI) Board of Directors.

Over the 30 year tenure at Mayo, Ms. Darst has held various positions of progressive responsibility in Patient Financial Services and the revenue Cycle Management Team. She was the Claim Attachments Project Manager in Mayo's initiative to partner with their Medicare Part B Carrier (WPS) to successfully implement unsolicited operative reports in 2005.

EDI Session 3-278 Notification Transactions

This session will cover the overall technical and operational requirements as it relates to the 278 EDI transactions for Admission Notification. The presentation will provide an overview of the transaction, United's Companion Guide requirements, the necessary data elements as well as the various solutions available to transmit a 278 to United, either direct or via a vendor clearinghouse. In addition, there will be time to ask questions and to provide a high level overview of any additional electronic or EDI transactions that participants may be interested in with United.

Greg Fisher, United Healthcare

Mr. Fisher is the Director of EDI strategy and Business Development for United Healthcare, including distribution of EDI transactions and Connectivity. He has been at United Healthcare for 13 years, and involved in the healthcare industry for over 20 years. Before taking on his current role he worked with Medicare and Disability Management systems. Mr. Fisher received his bachelor's degree from Dartmouth College.

Beverly Smith, United Healthcare

Beverly currently engages UnitedHealthcare's facilities throughout the Central Region and works to develop electronic interfaces to support the organizations clinical operations. She has spent the past 5 years in facility operations and management prior to joining UnitedHealthcare.

eHealth Session 1-Panel Discussion: How to Find Smooth Sailing while Implementing EHRs

Three organizations share their unique experiences navigating through their ambulatory and inpatient EHR implementations. Discussions will cover topics dealing with Foundational, Implementation and Support Issues. Attendees should come away with a solid understanding of the key elements these organizations dealt with in their EHR deployments including data conversions, interfacing ancillary systems, implementation approaches (phased or "Big Bang"), work flow analysis, training and support.

Panelists:

Theresa Eckman, MBA, RHIA, SSM Integrated Health Technologies

Ms. Eckman has been with St. Mary's Hospital and SSM Health Care for 14 years and has served as the EHR Project Manager for the past two years. Prior to working on the EHR implementation, Theresa was responsible for the Business Services and the Health Information Services department operations. SSM Health Care's first hospital in St. Louis goes live on the EHR on March 30, 2008, with St. Mary's Hospital, Madison, WI, following on May 31, 2008. Ms. Eckman is a past President of the Wisconsin Health Information Management Association (WHIMA).

Dan Peterson, Pro Health Care

Mr. Peterson is Director of Information Services and EHR Advantage at ProHealth Care (www.prohealthcare.org). The EHR Advantage team has implemented GE Centricity EMR for over 130 physicians and 600 staff, and is in the planning stages for migrating an additional 100 physicians in 2008. He earned his undergraduate degree in Finance from the University of Wisconsin – Madison, and a graduate degree in Management Information Systems from the University of Wisconsin – Milwaukee.

Mike Rosencrance, UW Medical Foundation

Mr. Rosencrance currently serves as CIO and Vice President of Information Services for the University of Wisconsin Medical Foundation (UWMF) where he is the executive sponsor for the deployment of Epic Systems Corp's Electronic Health Record. He is a graduate of the Pennsylvania State University with a BS in Health Education and holds his MBA in Management from the University of St. Thomas in St Paul, MN.

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eHealth Session 2-Panel Discussion: Proposed Changes to 51.30 and 146.82

This session is devoted to discussing proposed legislative changes to WI. Stats. 51.30 and 146.82. This session will briefly review the process and reason behind the changes as well as briefly discussing the proposed changes. The moderator will then ask the panelists to discuss their interpretation of the proposed changes as well as the potential impact (operationally and legally) these proposed changes will have on health information exchange, both manually and operationally. The audience will be encouraged to ask questions & provide insight from their perspective.

Moderator: **Beth Delair, Delair Consulting**

Ms. Delair is a registered nurse and attorney focusing her practice on health care regulatory issues. She has over 15 years of combined clinical, operational, legal, and regulatory experience in both private and academic medical health care settings. Ms. Delair's most recent experience was as Director of Compliance and Associate General Counsel at the University of Wisconsin Hospitals and Clinics ("UWHC"). As one of the leading experts on health care privacy and security in the State of Wisconsin, she has participated in the Wisconsin's e-health efforts for the past year and a half both as a volunteer on several subcommittees of the Consumer Interest Workgroup of Wisconsin's E-Health Care Quality, and Patient Safety Board, and as a paid Privacy Consultant. Ms. Delair is currently the President of the HIPAA Collaborative of Wisconsin (HIPAA COW).

Panelists:

Mary Evans, Meriter Health Services

Ms. Evans has been with Meriter Health Services for the past nineteen years working in Human Resources and for the past five years with the Corporate Compliance Department. She has been a past participant of the HIPAA COW Privacy Workgroup.

Susan Manning, Physician Practice Consultant

Ms. Manning is an attorney, health information administrator and Certified Professional Coder with over 30 years in physician practice policies and procedures, health information management, patient privacy, coding, compliance, physician education investigative chart review and electronic record practices. She is also a member of the HIPAA COW Board of Directors and the Privacy Workgroup.

Teresa Smithrud, MA, RHIA , Mercy Health Care

Ms. Smithrud has worked for Mercy Health System for the past 18 years as Corporate Director of HIM and Privacy Officer. Prior to working at Mercy, she worked for 4 years in Illinois at SwedishAmerican Hospital. Her experience has also included providing release of information/disclosure revisions for both the WHIMA Legal Resource Manual and the ILHIMA publication Managing Health Information in Illinois. She has participated over the past 2 years as a workgroup member for the eHealth Initiative. Ms. Smithrud has her MA in HIM and a graduate certificate in Healthcare Informatics.

Matthew Stanford, Wisconsin Hospital Association

Mr. Stanford is Associate Counsel at the Wisconsin Hospital Association and has been a member of the Association's public policy department since 2003. He participated on the Solutions, Implementation, and 51.30 Work Groups of the HISPC/Wisconsin Security and Privacy Project which focused on identifying and proposing solutions to statutory barriers impeding widespread adoption and exchange of electronic medical records. He has also helped lead other efforts to modernize ch. 146 in light of HIPAA and the emergence of electronic medical records.

Carol Weishar, MBA, RHIA, Advanced Healthcare

Ms. Weishar has held numerous consultative and managerial positions within the Health Information Management field. She has experience in both large and specialty health care settings including hospitals and ambulatory care. Currently, she is the Privacy Officer and Director of Medical Information and Transcription at Aurora Advanced Healthcare, a large multispeciality physician practice. Ms. Weishar has served on both national and state work groups and recently, has participated in the Governor's workgroups on Electronic Health Information Exchange.

eHealth Session 3-Panel Discussion: Consumer Perspectives of EHRs

Accurate understandable information is critical to high quality health care and improved population health both from the provider perspective and the consumer perspective. Electronic Health Records (EHR) and Health Information Exchange (HIE) will empower consumers by providing information to help them better understand disease, treatment and effectiveness of their personal health care. EHRs and HIE will contribute to enhanced monitoring of individual and entity access to patient health information. Some consumers express concern that personal health information within EHRs and HIE will be misused.

This session will discuss underlying consumer interest principles with the technical opportunities to improved care while protecting patients' health information privacy. Hear the disadvantages and advantages of EHRS from both public and private perspectives as well as from individual consumers and consumer advocates.

Moderator:

Betsy Abramson, JD, Consultant, Wisconsin Coalition Against Domestic Violence

Ms. Abramson is a consultant to the Wisconsin Coalition Against Domestic Violence in the areas of domestic violence in later life and health care. Her main areas of expertise include domestic violence, long-term care, abuse and neglect of the elderly and people with disabilities, advance directives, guardianship and protective services and long term care. She has practiced public interest elder law for over 20 years, first as director of the Elderly Team at the Center for Public Representation and then as the founder and director of the Elder Law Center of the Coalition of Wisconsin Aging Groups, both in Madison, Wisconsin.

Ms. Abramson is an experienced presenter on a wide variety of topics in domestic violence and elder law for audiences of consumers, professionals and students and has represented the elderly in the Wisconsin legislature. She has written numerous consumer and professional education materials on a broad range of domestic violence and elder law topics. She has served on three Wisconsin Legislative Council committees and numerous administrative agency work groups, including the Governor's E-Health Care Quality and Patient Safety Board.

Panelists: Individual Consumers and Consumer Advocates yet to be named.