**HIPAA Collaborative of Wisconsin**

**2013 Spring Conference**

**We’ve got HIPAA in the Bag!!**

**April 12, 2013**

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**PROGRAM SUMMARY:**

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<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:00-8:50</td>
<td>Registration &amp; Continental Breakfast</td>
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<tr>
<td>8:50-9:00</td>
<td>Welcome &amp; Introductions - By President Greg Margrett</td>
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<tr>
<td>9:00-10:15</td>
<td>Keynote - Scott Owens, BluTinuity LLC</td>
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<td>10:15-10:45</td>
<td>Break - A chance to visit with our Exhibitors</td>
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<tr>
<td>10:45-12:00</td>
<td>Session 1 - Privacy/Security or EDI</td>
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<td>12:00-1:00</td>
<td>Lunch - Networking with fellow attendees</td>
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<td>1:00-2:15</td>
<td>Session 2 - Privacy/Security or EDI</td>
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<td>2:15-2:30</td>
<td>Break - A chance to visit with our Exhibitors</td>
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<td>2:30-3:30</td>
<td>Session 3 - Privacy/Security/ eHealth or EDI</td>
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**HOTEL ROOM RESERVATIONS:**

- The room rate for Thursday evening is $99 for Standard (includes 4 waterpark passes)
- $139 for Executive Suite (includes 6 waterpark passes)
- For reservations made by Friday, March 22nd.
- After that date, rate and availability cannot be guaranteed.
- Please call the Country Springs at 1(262)547-0201 and ask for reservations.
- Then request a room in the HIPAA COW Block.

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**EVENT LOCATION:**

**Country Springs Hotel**

2810 Golf Road

Waukesha, WI 53187

**Directions:**

- From the East: Take I-94 West to Exit 295 (Hwy T). North on Hwy T to Golf Road. West on Golf Road 1 miles to hotel.
- From the West: Take I-94 East to Exit 291 (Hwy G), North on Hwy G to Frontage Road (Golf Road). East on Golf Rd. about 1 mile to hotel.

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**Our Spring Conference will Feature:**

- Convenient online registration with the ability to pay via check or Pay Pal.
- Continued low registration rates of $125 for Early Bird (before March 22nd) and $150 thereafter.
- Very affordable hotel room rate of $99.
- Easily accessible location right off of I-94.
- Breakout sessions that will cover Privacy, Security, eHealth and EDI topics.

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**Registrations for all HIPAA COW Events will now be taken ONLINE ONLY!**

Please go to our website [www.hipaacow.org](http://www.hipaacow.org).

Then, go to the Events Page for complete details and to register online.

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**HIPAA 101 Education Materials:**

HIPAA COW has several HIPAA 101 educational materials available on its website. These materials may be especially beneficial to individuals new to HIPAA. If you have a limited understanding of HIPAA, we recommend you view these prior to attending our conference, as our sessions tend to be more advanced. These materials are available on our website: [www.hipaacow.org](http://www.hipaacow.org).

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**Questions? admin2@hipaacow.org or (920)261-6401**

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**Continuing Legal Education (CLE) Credits:**

This entire program has been approved for 5.5 General Wisconsin CLE Credits!!

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

HFMA   WEDI   WHA   WHIMA
Keynote Session - Making Sense of the HIPAA Contingency Planning Requirements

Compliance with the HIPAA Security Rule is often perceived to be a difficult endeavor, and one of the most often overlooked segments of this regulation are the Contingency Plan components. While being important in its own right, the Contingency Plan can provide a foundation for a better governance and overall security of an organization.

This presentation will provide a clear understanding of the Contingency Plan Standard in section §164.308(a)(7) of the HIPAA Security Rule for the five implementation specifications:

A. Data backup plan (Required)
B. Disaster recovery plan (Required)
C. Emergency mode operation plan (Required)
D. Testing and revision procedures (Addressable)
E. Applications and data criticality analysis (Addressable)

Additionally, the presentation will discuss the following:
- It is not a question of if, but when a disaster will strike
- Impact of disasters
- How to assess your organization’s compliance and readiness
- What does a great contingency plan include?

Scott Owens, BluTinuity LLC

Mr. Owens is a seasoned management consultant with 24 years of diverse industry experience assisting clients with business continuity and disaster recovery planning, HIPAA security, risk management, strategic information technology planning, IT governance and leadership, and complex project management. His passion for continuity planning has included the management and execution of approximately 19,000 project team hours of business continuity and disaster recovery initiatives. This experience is combined with a unique level of focused proficiency in the HIPAA security standards.

Mr. Owens is a certified Project Management Professional (PMP) through the Project Management Institute and a Certified Business Continuity Professional (CBCP) through the Disaster Recovery Institute, and has been a certified HITRUST CSF Practitioner. He has published several articles online, speaks at local and regional conferences, and has been a guest undergraduate instructor at Marquette University. He is the founder and Managing Director of BluTinuity LLC, a premier business continuity and disaster recovery solutions firm based in Milwaukee.

Privacy/Security Session 1 - Update from OCR

In this session, Mr. Garcia will:
- Discuss details from the recently published Omnibus regulation.
- Provide suggestions and recommendations for specific actions that covered entities can take that are "lessons learned" from the KPMG audit process. Specific examples of findings (not naming the entity at which the finding occurred) from the KPMG audits will be shared.

Please join us for what is sure to be a very interesting and informative session.

Arturo Garcia, United States Department of Health and Human Services (HHS), Office for Civil Rights (OCR), Region V

Mr. Garcia is a Federal Investigator and Privacy Rule (HIPAA) team leader in the Region V Office for Civil Rights (OCR) of the United States Department of Health and Human Services. Located in Chicago, IL, the Region V OCR office has jurisdiction over six states, including Illinois, Indiana, Michigan, Minnesota, Ohio & Wisconsin.

Mr. Garcia has investigated cases involving the Privacy Rule, Security Rule, and Breach Notification Rule. He has received numerous special act awards and commendations for his investigative and outreach work from the U.S. Department of Health and Human Services Office of the Secretary. Mr. Garcia received his BS degree from the University of Michigan in Ann Arbor in 1980 and his MA degree in Public Policy/Administration from Wayne State University in Detroit, Michigan in 1982.

Privacy/Security Session 2 - Panel Discussion: Who's Been Snooping in My Records?

This session will consist of a panel of experts advising on the legal and human resources aspects of auditing for HIPAA compliance and following up on the audit results. Specifically our panel will discuss their methodology and policy for conducting HIPAA-compliant audits, including best practices, frequency and scope. They will discuss who within their organizations is responsible for reviewing the audit results and the process used to identify potential breaches evident in the audit results. They will discuss their procedures for following up on these incidents, their thought process in identifying whether the incident rises to the level of a breach that needs to be reported and logged, and how they deal with the "risk analysis" part of that process. They will also discuss sanctioned policies for employees, and proactive methods they use to ensure an educated workforce and to deter snooping.

Moderator:

Sarah Coyne, Quarles & Brady LLP

Ms. Coyne is national chair of the health law group at Quarles & Brady LLP, and has an active practice advising hospitals on all regulatory issues with a focus on health information issues. She was named Health Law Attorney of the Year for 2011 by the Wisconsin Bar Association. She holds a Martindale-Hubbell AV Peer Review rating, was listed in The Best Lawyers in America and Madison Magazine Top Lawyers and was selected as a 2013 Leader in the Law by the Wisconsin Law Journal.

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 anytime before the start of the event.

Going Green:
In an effort to reflect the environmental changes going on around us, HIPAA COW is "Going Green". Session handouts will no longer be printed but will be made available prior to the conference so attendees can download the handouts to their mobile devices or print their own handouts should they choose to do so. An email with a link to the presentations will be sent to all registered attendees a few days prior to the event.

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Panelists:

**Beth Malchetske, ThedaCare**
Ms. Malchetske has served as the Director of HIM at Appleton Medical Center and Theda Clark Medical Center and Privacy Officer for ThedaCare since 1996. Ms. Malchetske has experience with HEM practice, HIPAA, and Identity Management. In addition, Beth has participated on many workgroups for HIPAA COW and WHIMA, she currently serves on the WHIMA policy and legislative team, has participated in AHIMA's council for the personal health record, has served as WHIMA President and has extensive experience in using LEAN tools to achieve improvement. She has been a speaker for WHIMA, HIPAA COW and AHIMA conferences as well as for Milliman Care Guidelines National User Group meetings and the OSF Corporate Engineering conference.

**Chris Morris, Wheaton Franciscan Healthcare**
Mr. Morris SPHR, is the Vice President of Human Resources for Wheaton Franciscan Healthcare's North Market. He has worked in health care for 12 years and successfully handles HIPAA concerns in union, non-union, acute care and medical group settings. The prevalence of smart phones and Facebook has also created additional challenges in protecting patient privacy which Chris has assisted leaders in addressing. He earned a Masters Degree from UW-Milwaukee in Human Resources and Labor Relations where he received the Melvin Lurie Memorial Prize for excellence in Human Resources and Industrial Relations Scholarship.

**Mary Schilder, Holy Family Memorial**
Ms. Schilder is the Privacy Specialist, along with Accreditation Coordinator and Risk Manager at Holy Family Memorial in Manitowoc, WI. She has been the Privacy Specialist for the last 5 years of this 16 site operation. Since becoming the Privacy Officer, Mary has reviewed and revised all related policies and has established a front-line HIPAA group consisting of employees who have the most exposure to patients. She believes that protecting our patients, as well as our employees, is her top priority with privacy.

**Dan Weissburg, UW Hospital and Clinics**
Mr. Weissburg has been the Compliance and Privacy Officer at the University of Wisconsin Hospital and Clinics (UWHC) in Madison since 2007. Included among his responsibilities at UWHC is directing the Privacy/Security Breach Investigation Team. Dan has practiced healthcare law for 22 years, previously with firms in Washington DC and Chicago. He is widely published and was previously the Editor-in-Chief of the CCH Healthcare Compliance Portfolio. Dan's law degree is from George Mason University School of Law, and he earned a BA in Political Science and History from UW-Madison, where he was president of the Order of Omega.

**Kelly Suhr, WISHIN**
Ms. Suhr is the Senior Outreach/Product Specialist for the Wisconsin Statewide Health Information Network (WISHIN). WISHIN is the state-designated entity for the governing of health information exchange (HIE) at a state level and overseeing the implementation of a statewide health information network and HIE services in Wisconsin. Kelly works with WISHIN in a training and outreach role; working with end users and administrators to encourage adoption, facilitate sharing of information, and updating workflows to include HIE. Before joining WISHIN, she spent six years at Epic training health care professionals and project team members on Epic's electronic medical record software. Her background also includes teaching and educational program development, both in higher education as well as in the not-for-profit sector. Ms. Suhr holds a BS from the University of Wisconsin-La Crosse and a MA from Minnesota State University-Mankato.

**Ross Lippincott, UnitedHealthcare**
Mr. Lippincott is a Vice President with UnitedHealthcare’s Provider and Network Service Operations organization. He is the enterprise business owner for UnitedHealth Group’s (UHG) Provider Regulatory Programs, including 5010, ICD-10, Health Plan ID, and Administrative Simplification. In his 10+ years with UnitedHealthcare, Ross has held a variety of leadership roles supporting hospital and physician operations, including regional provider relations, network integrations, call centers, and network data management. As part of his 5010 responsibilities, he managed the UHG enterprise effort to successfully implement the CAQH CORE Phase 1 and 2 operating rules. Prior to joining UnitedHealthcare, he was a consultant for 13 years with Accenture’s Healthcare and Government practice. He holds an MBA from the University of Kansas.

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**Mark your calendar and plan to attend our remaining 2013 Conference!!**

**Fall Conference**
October 18, 2013
The Wilderness Resort, Wisconsin Dells
EDI Session 2 - EFT and ERA Operating Rules

In early August, CMS announced an interim final rule with comment period (IFC) under which the Department of Health and Human Services (DHHS) is adopting operating rules for the health care Electronic Funds Transfers (EFT) and Electronic Remittance Advice transaction (ERA) to be implemented by January 1, 2014. This first session will provide an overview of the requirements on the standards of EFT, the Operating Rules enrollment requirements. This session will not only cover the Operating Rules for ERA with an emphasis on discussion surrounding the RARC/CARC requirements as well as the association requirements in which the EFT and ERA must be delivered within a specified time period but will also provide an update from the WEDI Policy Advisory Group (PAG) that was held prior to conference.

Deb Strickland, TIBCO Software, Inc.
Ms. Strickland is regarded as one of the most respected names in the Health Care Standards arena, with approximately 20 years of tenure in standards and technology management. As the four term co-chair of the ASC X12 Insurance Electronic Remittance Advice Workgroup, she continues to be a driving force in the development and maintenance of the 835. Currently, she serves as co-chair of the WEDI 835 Sub-Workgroup and co-chair of the WEDI Electronic Funds Transfer Work Group.

EDI Session 3 - HPID...The What, the When and the Where

HHS has issued the final rule to adopt the standard for a national unique health plan identifier (HPID) and a data element that will serve as an ‘other entity’ identifier. Section II04 of the Affordable Care Act requires HHS to issue a series of regulations over five years that are designed to streamline health care administrative transactions, encourage greater use of standards by health care providers, and make existing standards work more efficiently, and HPID is one of them. Learn about the latest regulation and what it means to health plans, providers, and patients. Even if you’re not a health plan, the implications and business impacts will change business for all. The session will also provide an update of what is being done at the National level with WEDI and X12.

Laurie Darst, Mayo Clinic
Ms. Darst is the Revenue Cycle Regulatory Advisor at Mayo Clinic. In this role, she serves as a HIPAA/Revenue Cycle consultant to Mayo Clinic’s three large group practices in Rochester, MN, Scottsdale, AZ, and Jacksonville, FL, and to the Mayo Health System sites, which encompasses 62 communities in Minnesota, Wisconsin and Iowa. Her primary focus includes HIPAA regulations, administrative simplification opportunities, and industry trends impacting Mayo’s revenue cycle. Laurie stays abreast of these initiatives by actively participating in a number of state and national standard setting organizations, including ANSI X12N, National Uniform Claim Committee (NUCC), National Uniform Billing Committee (NUBC), Health Level Seven (HL7) Attachment Special Interest Group, MN Administrative Uniformity Committee (AUC), and the FL Provider Collaborative. She is actively involved in numerous WEDI initiatives and is currently serving on the WEDI Board of Directors.

Thank you to our 2013 HIPAA COW Sponsors:

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BRONZE:

Boerner Consulting LLC

Reinhart Boerner Van Deuren S.C. Attorneys at Law

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

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Search for HIPAA-COW (HIPAA Collaborative of WI) under Companies to Follow.