



HIPAA Collaborative of Wisconsin 2015 Fall Conference

Tackling Complex HIPAA Issues for a Win!
October 23, 2015



PROGRAM SUMMARY:

- 7:45-8:45 **Registration & Continental Breakfast**
- 8:45-9:00 **Welcome & Introductions-**
President Greg Margrett
- 9:00-10:15 **Keynote-Michael Daugherty**
Founder & CEO of LabMD
- 10:15-10:45 **Break-A chance to visit with**
our Exhibitors
- 10:45-12:00 **Breakout Sessions Group 1-**
Privacy/Security or EDI
- 12:00-1:00 **Lunch-Networking with**
fellow attendees
- 1:00-2:15 **Breakout Sessions Group 2-**
Privacy, Security or EDI
- 2:15-2:30 **Break-A chance to visit with**
our Exhibitors
- 2:30-3:30 **Breakout Sessions Group 3-**
Privacy, Security or EDI

HOTEL ROOM RESERVATIONS:

For reservations made by
Friday, October 2nd,
the room rate for
Thursday evening is
\$99.99*

Make Reservations by
calling
The Glacier Canyon Lodge
at 1(800)867-9453.
State you are with the
HIPAA COW Fall
Conference at
Glacier Canyon Lodge.
Group # 457688

*Rates are subject to state and
local taxes and a \$12.95 resort
fee. A special rate of \$114.99 is
also being offered for Friday.

EVENT LOCATION:

**Glacier Canyon
Conference Center,
Part of the Wilderness
Resort**

45 Hillman Road,
Wisconsin Dells, WI

Directions:

Take I90/94 to Exit #92
(Hwy 12). Go north on Hwy 12
for 4 blocks. Glacier Canyon
is on the right.



Our Fall 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 (and \$150 thereafter).
- Very affordable hotel room rate of \$99.99.
- Convenient WI Dells location just off I90/94.
- Breakout sessions that will cover Privacy, Security & EDI topics.

Registrations for all HIPAA COW events
are taken **ONLINE ONLY!**

Please go to our website
hipaacow.org.

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

Organizations that helped promote this Conference:

HFMA WEDI
WHA WHIMA

We thank them for their support!

Continuing Legal Education (CLE) Credits:

This entire program has
been approved for 4.0
General Wisconsin
CLE Credits!!
View approval [HERE](#).

HIPAA 101 Education Materials:

Our website has materials specifically designed to provide an introduction to HIPAA basics. 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 resources page: <http://hipaacow.org/resources>.

We've Gone Green:

In an effort to reflect the environmental changes going on around us, session handouts will no longer be printed but they 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 handouts will be sent to all registered attendees a few days prior to the event.

Questions? admin2@hipaacow.org or (651)340-6426

Keynote Session - Here Comes Another Regulator! The Agenda, Tricks and Tactics of the Federal Trade Commission to Regulate Medicine and Cybersecurity

While the FTC, FCC and Homeland Security joust over who is going to regulate the internet, Michael J. Daugherty is here to rivet you about his blood in the water battle with the Federal Trade Commission over their relentless investigation into LabMD's data security practices. They say it's about privacy but it's about power. Their power. DC Beltway Bureaucratic Power. The FTC is using this case to build precedent to regulate medicine. Mike will discuss his shrewd investigation of the investigator (FTC), which, after publication, resulted in a House Oversight investigation, a stinging Congressional report about the FTC's behavior, and criminal immunity from the Justice Department for a whistleblower. The case against LabMD, stayed in June 2014 when the whistleblower pled the 5th, started again May 5, 2015, after criminal immunity had been granted. Chairman Issa released a bombshell report May 12, 2015 which can be downloaded at TheDevilInsideTheBeltway.com.

Michael Daugherty, Founder, President and CEO of LabMD

Michael J. Daugherty is Founder, President & CEO of LabMD, a cancer detection laboratory based in Atlanta, Georgia, as is the author of the book *The Devil Inside the Beltway, The Shocking Expose of the US Government's Surveillance and Overreach into Cybersecurity, Medicine and Small Business*. Mike has testified before the House of Representatives House Oversight Committee and regularly keynotes in front of healthcare, law, business and technology audience educating them on what to expect when the Federal Government investigates you. He holds a BA in Economics from University of Michigan-Ann Arbor. Before founding LabMD Mike spent 18 years at US Surgical and Mentor. He regularly blogs at MichaelJDaugherty.com and sits on the boards of Snoopwall, a cyber privacy company in Nashua, New Hampshire, The Private Bank of Buckhead in Atlanta, Georgia, and writes for CyberDefense Magazine. He is a private pilot and resides in Atlanta, GA.

Session 101(EDI): ICD-10 Implementation Successes

The session will include a review of implementation successes along with the items that contributed to the success. We will review any additional outreach needs identified for those who may still be struggling to comply.

Mary Lynn Bushman, National Government Services

Mary Lynn Bushman is a Business Analyst III for National Government Services. She has worked in EDI for over 20 years. She was previously the X12 Claim Attachments work group co-chair. Mary Lynn is also one of the WEDI Snip Sub-Work Group co-chairs for Claim Attachments and has been an active Health Level Seven (HL7) Attachments Workgroup participant since its inception. Mary Lynn is one of the original members of the group tasked to identify a standard that could be used for Claim Attachments. She also has practical experience with the X12 275 transaction and the HL7 CDA format since her company has implemented electronic attachments.

Session 102(Privacy & Security): Cyber Liability and Data Breach Insurance for the Technically Challenged: Everything You Want to Know But Were Afraid to Ask

Recent high-profile data breaches underscore the importance of a robust cybersecurity program. One important facet of cybersecurity risk management is having appropriate insurance coverage in place to protect your organization from financial losses caused by cyber security and data breaches. This panel presentation will explain different types of insurance programs, describe common policy coverage limitations, and provide practical tips for participants to use when evaluating various insurance options. Panelist also will discuss how to educate senior leadership and board members regarding the importance of adequate cyber-liability and data breach insurance.

Moderator:

Heather Fields, Reinhart Boerner Van Deuren s.c.

Heather Fields is a shareholder in the firm's Health Care Practice and chairs the firm's Hospitals and Health Care Systems group. She is also a member of the firm's Hospice and Palliative Care group and the Tax-Exempt Organizations group. She routinely serves as counsel to acute-care hospitals, multi-provider health care systems, multispecialty clinics, hospices and long term care providers, assisting them with a wide variety of regulatory, transactional, and compliance-related matters. She has extensive experience advising clients regarding all aspects of HIPAA compliance. She is certified in Healthcare Compliance (CHC) and is a Certified Compliance & Ethics Professional (CCEP).

Panelists:

Judi Cranberg, Froedtert Health

Judi Cranberg is a nurse attorney who currently serves as the Executive Director of Risk Management Services at Froedtert Health, Southeastern Wisconsin's academic health system, for the past nine years. In her enterprise risk role, Judi has actively investigated large data breaches. She has over 18 years of risk management and health law experience. She is a graduate of Loyola University Chicago School of Law and a member of the State Bar of Wisconsin and Illinois.

Jason Warmbir, Willis Group

Jason Warmbir is a Vice President in the FINEX Cyber & Technology practice with over nine years of experience in the insurance industry. He provides risk solutions to organizations on the Errors & Omissions and Privacy/Cyber Liability lines of coverage. His day-to-day responsibilities include determining renewal strategy, the placement of insurance programs and providing client service through the course of the year. Prior to joining Willis in 2015, Jason worked for four years at Ace Insurance in Chicago, most recently in the Professional Liability Group as the Regional Manager for the Midwest operations. He began his insurance career at Aon Insurance Services where he worked as a broker for Professional Liability / Cyber placements. Jason holds a B.S. in Marketing from Northern Illinois University.

Our Upcoming Conferences!!

Mega Conference: January 20-22, 2016: Kalahari, WI Dells
Spring: April 29, 2016, Best Western, Oshkosh
Fall: October 28, 2016, Sheraton, Brookfield

Session 102 - Cont'd.

Lynn Sessions, Baker Hostetler

Lynn Sessions is a healthcare attorney at Baker Hostetler with over 22 years in the healthcare industry. She focuses her practice on health care operations, with an emphasis on health care privacy matters. Lynn has handled nearly 350 data breaches and over 80 regulatory investigations. She is a member of Baker Hostetler's data privacy group, which has been recognized as one of the top data privacy groups in the nation. Lynn completed her undergraduate studies at Texas A & M University and received her law degree from Baylor University School of Law. Lynn is ranked by Chambers as a leading health care attorney. She was awarded a Burton Distinguished Writing Award at the Library of Congress for her article, "Anatomy of a Healthcare Data Breach."

Session 201(EDI): Attachment Collaboration Project

This session will cover the Attachment Collaboration Project between WEDI, X12 & HL7. The background on why the project was created and the scope of the project will be discussed. The deliverables of the project as well as the approach to develop the deliverables will be included in the presentation. How to join the workgroup assisting with this project will be explained.

Mary Lynn Bushman, National Government Services

See bio from previous session.

Session 202(Privacy): Responding to the BIG Breach

Healthcare organizations are increasingly targets and in the news for data breaches. Leading organizations work diligently to implement security controls to prevent or minimize the risk of a data breach. But what happens when there is a data breach despite all your efforts? How would you respond? How would you communicate the data breach? What priorities should you establish? Learn from those that have gained experience in responding to data breaches to prepare your organization to become more resilient and minimize the impact.

Moderator:

Todd Fitzgerald, Grant Thornton International, Ltd.

Todd Fitzgerald is the Global Director of Information Security for Grant Thornton International, Ltd. providing strategic information security leadership for Grant Thornton member firms supporting 40,000 employees in 133 countries.

Todd ranked as a 2013 Top 50 Information Security Executive, named as a 2013-15 Distinguished Fellow by the Ponemon Institute, authored the 2012 book, *Information Security Governance Simplified: From the Boardroom to the Keyboard*, and co-authored the ISC2 Book, *CISO Leadership: Essential Principles for Success*. Todd most recently co-authored the 2014 *Certified Chief Information Security Officer (C-CISO) Body of Knowledge* and serves as the online instructor. Todd is a frequent information security presenter and prior leadership includes ManpowerGroup, WellPoint/Anthem (National Government Services), Zeneca, Syngenta, IMS Health, American Airlines and Blue Cross Blue Shield.

Session 202 - Cont'd.

Panelists:

Paul Hypki, Aurora Health Care

Paul Hypki is the Director of Information Security and Compliance for Aurora Health Care. Prior to joining Aurora, Paul was responsible for Risk Management and Security at Rockwell Automation and Thomson Reuters BETA Systems. Paul and his team regularly handle email phishing attacks and have improved their ability to rapidly identify and respond to many sophisticated phishing attacks, protecting Aurora patient and caregiver information and other confidential intellectual property.

Teresa Hernandez, Western Wisconsin Division of Hospital Sisters Health System

Teresa (Terri) Hernandez has over 20 years experience as a healthcare compliance and ethics management leader. She is skilled in developing process, policy and strategic initiatives to deliver risk avoidance and cost savings. Terri is the Division Responsibility and HIPAA Privacy Officer for the Western Wisconsin Division of Hospital Sisters Health System. Previously she was an Internal Audit Manager for CHAN Healthcare Auditors and an Ethics and Compliance Manager at Anthem, Inc. She has a B.B.A. in Accounting from the University of Wisconsin-Eau Claire and is certified in Health Care Compliance.

Jennifer Rathburn, Quarles & Brady LLP

Jennifer Rathburn's strong foundation in health care law has expanded in recent years to include a strong focus on privacy and data security issues. She works tirelessly to help clients comply with the myriad of health care laws and applicable U.S. and international privacy laws. Jennifer advises clients with handling security breach investigations and assists clients through the security breach notification process. She is a national speaker and author on privacy and cyber security issues and was selected for inclusion in Wisconsin Super Lawyers®-Rising Stars for the 2006-2008 editions in Health Care and in The Best Lawyers in America® for Health Care Law in 2015-2016.

Thank you to our 2015 HIPAA COW Sponsors:

GOLD:



SILVER:



BRONZE:



Session 203(Security):Gain Support for Information Security Through a Risk Scorecard

Stressed about getting support for your information security program? Discover how Aspirus educates people at different levels of the organization about risk and gains support for information security needs through a risk scorecard. Learn how the risk scorecard was developed, why key decisions were made in the design and how this one scorecard helps IT Management, IT Governance, Corporate Compliance and the Board Audit Committee take ownership of information security risk.

Wayne Pierce, Aspirus

Wayne Pierce has worked in the field of information security for the past 20 years. During that time he has owned his own information security consulting company, been a member of the Army National Guard's Computer Emergency Response Team for Southwest Asia (RCERT-SWA), traveled around the US teaching resellers how to sell security services on behalf of GE Access and lead the information security program at Aspirus for the last 7 years.

Mark Chickering, Aspirus

Mark Chickering has worked in Information Technology for almost 20 years but is new to Information Security, having moved to the dark side 1 year ago. Before InfoSec, Mark worked on the Server and Application Side, focusing on all things Windows and Active Directory; Mark was the guy security had to worry about. He did what it would take to get systems up and running with little regard for Security and Risk. In the last year, Mark has worked to identify *why and how* he was able to get away with ignoring security best practices during his tenure on technical and application teams. As the individual primarily responsible for maintaining the risk scorecard Mark now works to close the gaps he used to use.

Session 301(EDI): Looking Ahead Into the Future for the Next Generation of HIPAA Standards

This session will dive into the work that has been ongoing in the Standards Development world. We will explore the change requests that have been submitted by the industry to improve the efficiency and reduce administrative costs of health care transactions. Key topics will include:

- Highlights of the critical changes made for version 6020
- Estimated timelines for the proposed 7030 version anticipated as the next version for recommendation to HHS under HIPAA.

Debbi Meisner, Emdeon

Debbi Meisner is the Vice President of Regulatory Compliance for Emdeon. She is responsible for tracking the industry standards organizations and administration simplification regulations. In this role she is responsible for reporting to senior management and coordinating Emdeon's involvement in the development of standards. Debbi Chairs the Emdeon Standards Steering Committee where industry standards are reviewed and corporate standards are developed and maintained. Debbi has a tremendous knowledge of both the provider and payer perspectives as well as the complexity of the clearinghouse role. Debbi has over 45 years of experience in the health care industry and over 25 years in EDI. During this time, she has been an active participant in X12N and currently co-chairs the Program Management Task Group. Debbi is also a member of the WEDI Board of Directors

Session 302(Privacy): Fireside Chat with OCR

The session will be an open-ended presentation where participants are invited to ask questions in a "fireside chat" methodology. HIPAA COW will pre-plan the session by soliciting questions from participants ahead of time. The speaker will also provide (if possible) information regarding upcoming developments in OCR.

Andrew C. Kruley, OCR

Andrew joined OCR in 2009 as an EOS in the Midwest Region - Chicago Office (formerly Region V). He has investigated numerous Civil Rights and HIP cases for the Chicago Office, serves as one of the Breach Notification leads, and has worked on several high impact cases, including Breach Notification Rule compliance reviews, as part of the LEP critical access review project, and Title VI compliance reviews which resulted in Resolution Agreements. From September 2013, through January 2014, Andrew performed a detail at OCR's HQ assisting the Director of OCR's Central Intake Unit with case management and approvals. Before joining OCR, Andrew interned at the Chicago Transit Authority Law Department. Andrew holds a B.A. in Economics and Sociology from the University of Michigan - Ann Arbor, and a J.D. from the University of Illinois - Urbana/Champaign.

Session 303(Security): Resisting the Attack of the SPAM

We will start with a quick history of spam and why it has become the vulnerability of choice in the hacking ecosystem. Then, move on to why processes to rapidly identify and neutralize phishing messages that get through automated defenses are critical. And we will finish with observation on communicating the dangers of spam to non-technical health care professionals and why we are all predisposed to click. Outline of the Session:

- Short History of Spam and Phishing
- Phishing: The Vulnerability of Choice for Today's Choosey Hackers
- Spam: Impersonation, Cleansing, Deposits and Withdrawals
- Hurry, Hurry, Hurry - No Time to Lose!
- Human Predisposition to Click
- Let Me Learn Ya Somethin'

Paul Hypki, Aurora Healthcare

See Bio on Previous Page.

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.

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