



HIPAA Collaborative of Wisconsin 2018 Spring Conference “Hold Your HIPAA Compliance Issues Together with HIPAA COW!” April 27, 2018



SCHEDULE:

7:30-8:30	Registration & Continental Breakfast
8:30-8:45	Welcome & Introductions - HIPAA COW President Holly Schlenvogt
8:45-10:00	Keynote - Keith Fricke
10:00-10:20	Break - Visit with Exhibitors
10:20-11:35	Breakout Sessions Group 1
11:35-12:35	Lunch
12:35-1:25	Breakout Sessions Group 2
1:25-1:35	Transition to Next Session
1:35-2:25	Breakout Sessions Group 3
2:25-2:40	Break - Visit with Exhibitors
2:40-3:30	Breakout Sessions Group 4

HOTEL ROOM RESERVATIONS:

For reservations made by **Friday, April 6**, the rate for a standard room for Thursday evening (April 26) is **\$109***.

*The \$109 rate above:

- ⇒ Is for Single/Double occupancy. A charge of \$10 per person will be added for each additional adult.
- ⇒ Does not include taxes.
- ⇒ Does not include access to “The Springs” waterpark.

Special rates for suites are also available. Call for pricing.

Make reservations by calling 1(262)547-0201, ask for reservations and state that you are with HIPAA COW.

Advance deposit of one night stay is required when making room reservation. Cancellations received prior to 48 hours of arrival date will be charged a \$25 cancellation fee. No refund given if within 48 hours.

LOCATION:

Country Springs Hotel
[WEBSITE](#)

2810 Golf Road
Pewaukee, WI 53072

Directions:

From the East:

Go west on I-94 to Hwy. T (Exit 293), turn right. Go 1/4 mile to Golf Road, then west on Golf Road about 1 mile to the Country Springs Hotel.

From the West:

Go east on I-94 to Hwy. G (Exit 291). Go north on Hwy G to Golf Road, then east on Golf Road about 1/2 mile to the Country Springs Hotel.

Our Spring Conference will Feature:

- Shorter, more topic-focused sessions!
- Convenient online registration with the ability to pay via check or credit card.
- Low registration rates of \$150 for Early Bird (deadline April 6) and \$175 thereafter.
- Very affordable hotel room rate of \$109.
- Free Wi-Fi available in the conference center to download presentations.

Continuing Legal Education (CLE) Credits:

This entire program has been approved for 6.0 General Wisconsin CLE Credits!!

View approval [HERE](#).

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.

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>.

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

Organizations that helped promote this Conference:

WHA & WHIMA

We thank them for their support!

Our Commitment to Being Green:

In our continued commitment to the environment, session handouts are not printed but they will be made available prior to the conference so attendees may download the handouts to their mobile devices or print their own handouts. An email with a link to the handouts will be sent to all registered attendees prior to the event.

Keynote Session: Current Trends and News in Healthcare Information Security

In this keynote session, Keith will present some of the trends in information security impacting healthcare organizations. Keith brings a well-rounded perspective, having been a CISO for a large healthcare organization, as well as consulting for customers ranging from 12-bed critical access hospitals to academic medical institutions.

Learning objectives include:

- Identifying threats to healthcare data
- Gaining insights into addressing these threats
- Review of OCR desk audits and metrics

Keith Fricke, tw-Security

Keith, MBA, CISSP, PMP, is a Partner and Principal Consultant for tw-Security, a firm focused on healthcare information security. His 32-year IT career includes 18 years in Information Security. He was CISO for over 5 years at Mercy Health of Ohio, building an enterprise security program and managing 14 people. Among the projects he accomplished, he and his team successfully implemented an identity and access management solution. The four-year project integrated the IAM solution with the Help Desk ticketing system and automated parts of provisioning user accounts.

Session 101 (Privacy/Security): In the Weeds on Breach Reporting - A Panel Discussion

In this Spring 2018 conference panel discussion, we will get into the weeds on breach reporting and the events that lead to breach notification. Panelists from small to large covered entities will discuss a number of issues, including tools for handling privacy breaches and risk assessments (e.g., maintaining consistency, documentation, and tracking key indicators), use of internal and external resources to handle big breaches, and the specifics of communicating breaches to affected individuals. We will also discuss audience perspectives on balancing the ever increasing interest in technology with associated privacy risks as well as handling breach reporting and risk management for breaches caused by business associates.

Moderator:

Meghan O'Connor, Quarles & Brady LLP

Meghan is a partner at Quarles & Brady and serves as Chair of the Health & Life Sciences Practice Group in the Milwaukee office. Meghan's practice focuses on issues related to data privacy and security, data breach, health information technology, and Internet of Things and connected devices, with special emphasis on HIPAA, HITECH, and state law compliance. She also advises clients regarding compliance with other federal and state privacy and security law issues in manufacturing, consumer goods, education, government, and insurance. Meghan also provides legal and strategic counsel to health care, government, and corporate clients on a wide range of regulatory compliance, managed care, insurance, transactional, and general corporate matters.

Prior to private practice, Meghan worked for the U.S. Department of Health and Human Services, Centers for Medicare and Medicaid Services (CMS) where she focused on federal health law and policy, conducted compliance reviews, and evaluated managed care contracts.

Mark Your Calendar for Our Upcoming Conferences:

Fall Conference - October 12, 2018 at Chula Vista Resort in Wisconsin Dells

Session 101 Cont'd:

Panelists:

Nancy Davis, Door County Medical Center

Nancy, MS, RHIA, CHPS is the Director of Compliance & Safety for Door County Medical Center. Previous to this position, she was a System Privacy Officer for a Catholic healthcare system for fourteen years. She has experience in both large and small healthcare delivery settings, including corporate, hospital, clinic, and other settings. In her current role, Nancy works with other related compliance issues including health information management, risk management, and legal issues. She has served on the Board of Directors for the HIPAA Collaborative of Wisconsin since 2003 and co-chairs the Privacy Networking Group. Over the past several years, Nancy has volunteered with AHIMA and WHIMA in various patient privacy projects, councils, and teams. She speaks often to healthcare groups on a variety of privacy-related topics and has written several articles on topics that fall into her field of experience.

Cathy Hansen, St. Croix Regional Medical Center

Cathy is the Director of Health Information Services and Privacy Officer at the St. Croix Regional Medical Center, St. Croix Falls, Wisconsin. Cathy is currently a member of the Privacy Networking Group of HIPAA COW and serves on the Wisconsin Health Information Management Association's Policy and Legislative Team. She participated on WISHIN's Privacy Policy Committee and was a member of Governor Doyle's eHealthcare Quality and Patient Safety Board during which time she chaired the Consumer Interests Group. Cathy was a co-recipient of AHIMA's Core Service Award for WHIMA's eHealth Board activities, and is a past recipient of WHIMA's Distinguished Member Award.

Rhonda Joseph, Froedtert Health

Rhonda is the Compliance & Privacy Manager for Froedtert Health. She began her career at Froedtert in 1995 and has held various roles in the organization. She has served in the Compliance Department for the past 18 years since the inception of the program. Rhonda is responsible for privacy, compliance, investigations, hotline and the compliance department's education and training program. Rhonda implemented a robust privacy investigation process and workflow which has resulted in more efficient and effective investigations and greater consistency.

Tennille Sifuentes, Medical College of Wisconsin

Tennille is the Director of Corporate Compliance at the Medical College of Wisconsin (MCW). Her responsibilities include oversight and management of three risk and regulatory compliance offices: Clinical Compliance, Research Compliance, and Internal Audit. Tennille oversees the HIPAA privacy and security investigations and coordinates the response process of large HIPAA privacy breaches. Tennille graduated from the University of Wisconsin - Whitewater with a Bachelor of Business Administration in Accounting. Tennille is a certified public accountant and internal auditor. She has been employed at the Medical College of Wisconsin for over 14 years.



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. No refund will be given if notice is received less than 72 hours prior (even if weather related). Substitutions can be made anytime before the start of the event.

Session 102(Security Technology): Identity & Access Management Case Study: Challenges and Possibilities

In this session, Keith will provide the background for successfully implementing an Identity and Access Management (IAM) system during his tenure as CISO at Mercy Health of Ohio. Implementing IAM in healthcare poses some unique challenges that other industries do not face.

Learning objectives include:

- Understanding the context of the IAM project
- Gaining insights into the lessons learned
- Identifying the gotchas of IAM implementations
- Taking away practical information about an IAM project to help attendees realize success

Keith Fricke, tw-Security

See bio on previous page.

Session 201(Privacy/Security): Attention Security and Privacy Officers: Are We Boring the Board?

Today many CISOs are having to address the Board of Directors in their organizations across all vertical industries. Are the boards asking the right questions? What questions should they be asking? Are the CISOs delivering the right message? How do we measure if they are really being effective? Analysis of existing board guidance will be presented to provide a framework for CISO presentations.

As a CISO, presentations to the board are key. Easy task right? What do you say? What do they really need to know? What is the purpose? This session reviews practical guidance for board reporting.

Todd Fitzgerald, CISO Spotlight, LLC

Todd has built and led multiple Fortune 500/large company information security programs for 20 years across industries, named 2016-17 Chicago CISO of the Year by AITP, ISSA, ISACA, Infragard and SIM, been ranked Top 50 Information Security Executive and authored three books - *Information Security Governance Simplified: From the Boardroom to the Keyboard*, *CISO Leadership: Essential Principles for Success (ISC2)* and *E-C Council Certified Chief Information Security Officer Body of Knowledge* and contributed to a dozen others. Prior senior leadership includes Northern Trust, Grant Thornton International, Ltd, ManpowerGroup, WellPoint (now Anthem) Blue Cross Blue Shield-National Government Services, Zeneca/Syngenta, IMS Health, and American Airlines.

Session 202(Security/Technology): Back to the Basics – IS Fundamentals

Data breaches in 2017 were worse than those in 2016, and the 2016 breaches were worse than 2015, and so on. Are information security programs learning the lessons from organizations in the news? Probably not, as many of the reported breaches are due to failures of basic information technology processes. Simply put, organizations are failing at fundamental security tasks which if implemented would lead to fewer breaches and greater security for their data. We will explore the basics, why they matter, and when failure to implement the basics led to breaches you may have heard of (and some you may not).

Session 202: Cont'd Bill Curtis, SynerComm

As an accomplished Information Technology leader, Bill offers a wealth of expertise garnered from a successful and progressive 30-year career in Information Systems, Systems Auditing and Program Management. Prior to working with SynerComm, Bill spent seven years with Caterpillar, Inc., a \$65B publicly traded global enterprise, providing strategic direction and tactical leadership for a team of domestic and international professionals supporting and executing IT, Information Security and 6-Sigma based projects.

Bill began his tenure with SynerComm as an Information Assurance Consultant. His responsibilities in this role include: conducting security audits, information security program assessment and development, and risk assessments and security awareness training.

Session 301(Privacy/Security): Reading HIPAA Laws (AKA How to See Through Mud)

This is an interactive session focusing on easing the burden of reading and applying the HIPAA Rules and corresponding state laws. Tom and Scott will offer new perspectives to various aspects of HIPAA Rules as well as working through applying the Rules to recent scenarios. The session will also provide an opportunity to utilize the HIPAA COW Preemption Matrix.

Tom Shorter, Godfrey & Kahn, s.c.

Tom is a shareholder with Godfrey & Kahn, S.C., and located in the Madison office. Tom serves as Chair of the Health Care Practice Group.

Tom represents hospitals, physicians' groups, research institutions and healthcare related organizations, as well as other businesses, providing counsel on healthcare, corporate, labor and employment and regulatory matters. For clients in the healthcare industry, Tom handles matters regarding Medicare compliance, Health Insurance Portability and Accountability Act (HIPAA), Emergency Medical Treatment and Labor Act (EMTALA), Physician Self-Referral (Stark), and Anti-Kickback.

Tom is active with several state and national associations ranging from the American College of Healthcare Executives to the Wisconsin Hospital Association.

In addition, Tom is a Board of Director of the HIPAA Collaborative of Wisconsin.

M. Scott LeBlanc, Godfrey & Kahn, s.c.

Scott is an associate in the firm's Labor, Employment & Immigration and Health Care Practice Groups. Scott represents a wide range of employers, including health systems, hospitals, physician groups, and other healthcare related organizations, with respect to employment law and healthcare regulatory issues.

Scott's practice routinely includes advising clients both inside and outside of the healthcare industry on medical record privacy issues, including issues related to compliance with the Health Insurance Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health (HITECH) Act. Scott also works with the firm's healthcare clients to ensure compliance with various federal and state laws, including the Medicare and Medicaid regulations, the Physician Self-Referral (Stark) Law, and the Anti-Kickback Statute.

Session 302(Security Technology): The Art of Security Incident Management

We know it's coming. That dreaded call from the folks in IT. Or your boss. Or the FBI. And when they call, will you be prepared to manage this crisis? Managing a possible data breach is not an IT problem. It's a business problem that can seriously impact the bottom line of the company and put your executives' jobs at risk.

Great response to an incident requires you to have great preparation already under your belt. Great preparation isn't expensive – it simply requires a solid plan and spending time with the right people to outline a response for when the time comes.

Get insights and actionable information on how to prepare your team for that inevitable day when you need to manage a security incident. We'll discuss the processes and relationships that must be put in place now. Be prepared to respond to questions like: What needs to be done? Who needs to be engaged? How much longer will this take? How do we know when we're done?

The presentation will discuss:

- What cybersecurity insurance will cover
- Communicating with patients, employees and the media
- Involving Legal, Compliance, Privacy, Media Affairs and others
- Which security systems are absolutely essential
- Documentation and collection of evidence
- How to bring an incident to closure

Paul Hypki, Children's Hospital and Clinics of Minnesota

Since January of 2017, Paul has been the CISO at Children's Minnesota. His previous experience in information security and risk management includes time with Aurora Health Care, Rockwell Automation and Thomson Reuters. Paul has been graced with managing four significant information security incidents with these companies and has learned many lessons. Based on his experience, Paul will share what worked well and what didn't work so well in this session. Paul has presented at two previous HIPAA COW conferences.

Session 401(Privacy/Security): Vendor Management

Vendors run the gamut of service relationships: staff augmentation, auditors, housekeeping, HVAC, IT network service providers, etc. Regardless of the relationship, vendors can and often do expose organizations to risks that go beyond what can be addressed by a simple contract. In this session you will learn:

- What should be done before you sign a contract with a vendor
- Your responsibilities throughout the relationship
- What every organization already has in place as a basis for a vendor management program
- The relationship between vendor and risk management.
- Assessing vendor risk

Rick Ensenbach, Wipfli LLP

Rick is an information security professional with over 35 years of experience working in a wide variety of industries, including state and federal government. As a senior manager with Wipfli's Risk Advisory Forensics Services healthcare practice, he performs a significant number of vendor risk assessments/audits. This experience coupled with having been an information security officer in a large pediatric health system, Rick has a holistic view of vendor management. Rick is also a retired veteran of the U.S. Air Force with over 21 years of honorable service.

Session 402 (Security Technology): Top 10 Healthcare Security Technology Issues Today

This session will explore the top 10 most difficult security issues today. Only 10 you say? And we have less than an hour? Once we solve all these problems and discuss how we are approaching these thorny issues, we can focus on any issues you may be having! Let's use the power of the other healthcare security experts to provide input – no problem too big or small! HIPAA COW will be soliciting questions from participants ahead of time to make sure we cover your hot topics.

Todd Fitzgerald, CISO Spotlight, LLC

See bio on previous page.

Thank you to our 2018 HIPAA COW Sponsors:

GOLD:



SILVER:



BRONZE:



Wait...what?!?! Where is the EDI track? I don't see any EDI sessions!

Correct. The HIPAA COW EDI Networking group co-chairs and EDI conference planning committee members decided to hold off on having any EDI-specific sessions at the Spring 2018 conference. They felt it was a good time to take a break and allow those who might normally attend the EDI sessions the opportunity to attend some of the great Security and Privacy sessions that are on deck for the Spring conference.

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