

Mooving into Bigger Pastures



2022 HIPAA COW SPRING CONFERENCE



APRIL 22, 2022

The Ingleside Hotel
Pewaukee, WI

Schedule of Events

Friday, April 22, 2022

Time	
7:30 – 8:30 am	Registration and Breakfast
8:30 – 8:45 am	Welcome
8:45 – 10:00 am	Beyond HIPAA: The Continuing Evolution of US Privacy Law Greg Leighton, Meghan O'Connor
10:00 – 10:20 am	Break
10:20 – 11:35 am	HIPAA 101/102, the basics. Navigating through the HIPAA Security Rule Holly Schlenvogt
	The Lifecycle of Vendor Management Stephane Fabus, Dave Jemmett, Meghan O'Connor, Frank Ruelas
11:35 am – 12:35 pm	Lunch
12:35 – 1:25 pm	Privacy & Security Management of Digital Property Coryn Brennan, Stephane Fabus, Paul Triezenberg, Aleksandra Vold
1:25 – 1:35 pm	Break
1:35 – 2:25 pm	Everything You Wanted To Know About The HIPAA Privacy Rule *But Were Afraid To Ask Scott LeBlanc, Kelsey Toledo
	Email Management Ryan Camron
2:25 – 2:40 pm	Break
2:40 – 3:45 pm	The Brave New World of ROI and Copy Fees in Wisconsin Alexandra Shortridge, Matthew Splitek

Promotional Support

Wisconsin Hospital Association (WHA) & Wisconsin Health Information Management Association (WHIMA) We thank them for their support!



Information

REGISTRATIONS

Registrations for all HIPAA COW events are taken ONLINE ONLY! Go to our website (hipaacow.org) or click on the link below to register.

Registration Fees

- Early bird (*until March 21*) - \$150
- Regular (*after March 21*) - \$175

[REGISTER HERE](#)

Notes

- More HIPAA 101...you asked for it...you got it!!
- Free Wi-Fi available in the conference center to download presentations.
- Vendors featuring HIPAA-related products and services will be onsite.

EVENT LOCATION

The Ingleside Hotel
2810 Golf Road
Pewaukee, WI

[HOTEL WEBSITE](#)

HOTEL ROOM RESERVATIONS

For reservations made by Monday, April 4, the rate for a standard room for Thursday and Friday evening is \$129*.

Make reservations by phone or online:

Phone Call 1 (262) 547-0201

Once you reach reservations, state that you are with the HIPAA COW block.

Online

Visit our personal reservation page at the link below.

**Rate is subject to state and local taxes. Rate includes up to 2 people.*

[BOOK YOUR ROOM HERE](#)

MEALS INCLUDED:

- Continental Breakfast (to include lots of healthy options)
- Lunch (to include fabulous dessert)
- Afternoon Break (to include snacks and drinks)

What to Know Before You Go

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](#).

Continuing Legal Education (CLE) Credits

We have applied for Wisconsin CLE Credits. Once available, we will update the brochure with the number of approved credits.

Our Commitment to Being Green

Session handouts 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.

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 Information

Friday, April 22, 2022

8:45 – 10:00 am

Keynote Session - Beyond HIPAA: The Continuing Evolution of US Privacy Law

Greg Leighton | Meghan O'Connor, Quarles & Brady

While we wait for the new finalized HIPAA rule, other privacy laws continue to evolve. In the last couple of years. The US has seen enactment of a variety of laws, which is significantly shifting privacy and security best practice. It is not just HIPAA anymore. Join us for a discussion of existing and forthcoming privacy laws, including how these laws will affect the health care industry.

10:20 – 11:35 am

HIPAA 101/102, the basics. Navigating through the HIPAA Security Rule

Holly Schlenvogt, HRT Consulting, LLC

This is a focused session on the basics of the HIPAA Security Rule. Key topics that will be discussed include:

- Requirements of the Security Rule
- Key administrative, physical, and technical controls to consider
- A list of example policies and procedures to write and implement
- Completing security risk analyses and managing identified risks
 - Training

The Lifecycle of Vendor Management

Stephane Fabus, Hall Render

Dave Jemmett, Cerberus Sentinel

Meghan O'Connor, Quarles & Brady

Frank Ruelas, St. Joseph's Hospital and Medical Center/Dignity Health

Join this panel as we discuss the lifecycle of managing a vendor relationship. We will discuss HIPAA's requirements, including contracting, incident response, and the common-law agency analysis. The panel will also discuss best practice for developing a vendor management program, including pre-contracting diligence, security assessments, monitoring compliance, and contract termination.

12:35 – 1:25 pm

Privacy & Security Management of Digital Property

Coryn Brennan | Stephane Fabus, Quarles & Brady

Paul Triezenberg, ThedaCare

Aleksandra Vold, BakerHostetler

While technology can bring many conveniences to our organizations, the addition of software, applications, portals and other products can bring many challenges in the privacy and security space. Understanding responsibilities between the organization and vendor as well as privacy and security need to be worked out along with contracts, controls, and configuration. This panel of experts across the privacy, security, and legal spectrum will walk us through these challenges by sharing their best practices and personal experiences.



1:35 – 2:25 pm

Everything You Wanted To Know About The HIPAA Privacy Rule *But Were Afraid To Ask

Scott LeBlanc | Kelsey Toledo, Husch Blackwell

Let's face it: the HIPAA Privacy Rule is a tangled web of definitions, rules, exceptions to those rules, exceptions to the exceptions, and so on and so forth. Whether you're a HIPAA newbie or have been working in health care for years, it's always helpful to step back and simplify. How is the Privacy Rule supposed to work? How should one start when thinking about how to deal with a potential HIPAA issue? In this session, we'll get back to basics, answer some questions you may have been too afraid to ask, and explain why a focus on the big picture can help avoid unnecessary problems down the road.

Email Management

Ryan Camron, Grant County

Email Security is critical in today's world. Our organizations rely on email as a form of communication not only internally but to the external world. In 2021, Phishing emails attacks was the most common primary cause of data breaches. This presentation will cover how area's that we should all be looking at to protect ourselves.

Education/Awareness
Data Loss Prevention (DLP)
Archiving
Policies
Encryption

2:40 – 3:45 pm

Closing Keynote: The Brave New World of ROI and Copy Fees in Wisconsin

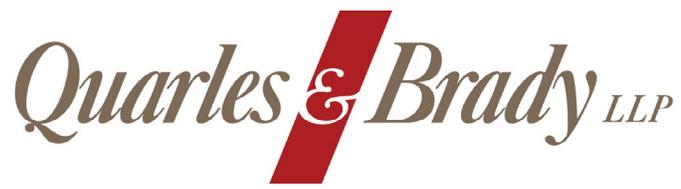
Alexandra Shortridge | Matthew Splittek, Quarles & Brady

Copy fee litigation has affected health care providers, ROI teams, and information management vendors across Wisconsin in recent years. This presentation will address significant case law developments in Wisconsin's appellate courts regarding fees that may be charged for copies of patient health care records, as well as many issues that still await final resolution. Specific topics will include retrieval and certification fees, charges for records delivered in an electronic format, the respective roles of providers and third-party vendors, the availability of class actions to bring mass claims, potential liabilities and exposure, and related developments on the federal front. This presentation is aimed to help keep providers and vendors abreast of the rapidly-changing law in this sometimes fraught area.



Thank you to our 2022 HIPAA COW Sponsors

Gold



Silver

HUSCH BLACKWELL

Bronze

