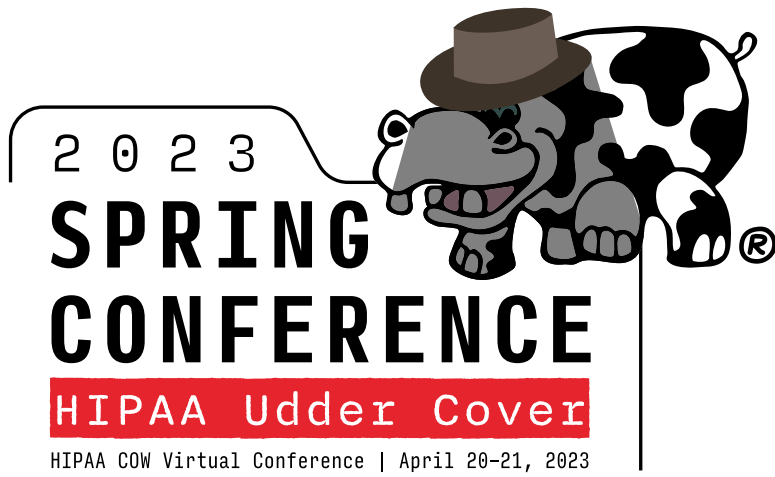


HIPAAACOW 2023
Virtual Spring Conference



SCHEDULE OF EVENTS

Thursday, April 20, 2023

TIME	EVENT	SPEAKER(S)
8:00-8:10am	Conference Welcome	Jonathan Klock, JD, CHPC
8:10-9:10am	Cyber threats and Suggested Mitigations for Public and Private Organizations	Byron Franz
9:10-9:20am	Break	
9:20-10:20am	Privacy Issues in Clinical Trials and the Pharmaceutical Industry	Jessica Bustamante, Simone Colgan Dunlap, JD, Meghan O'Connor, JD
10:20-10:30am	Break	
10:30-11:30am	Disparities in Patient Access to Electronic Health Information	Chelsea Richwine, PhD
11:30-11:40am	Break	
11:40am-12:40pm	Practical Answers to Thorny Questions	Sarah Coyne, JD, Becky Kilen, MS, RHIA, CHPS

Friday, April 21, 2023

TIME	EVENT	SPEAKER(S)
8:00-8:10am	Conference Welcome	Jonathan Klock, JD, CHPC
8:10-9:10am	Incident Response and Investigation	Joseph Yeoman
9:10-9:20am	Break	
9:20-10:20am	Revisiting the Business Associate Agreement: Strategies to Transform Your "Form Document" BAA to a BAA that Actually Mitigates HIPAA Risks	Heather Fields, Esq, CHC, CCEP
10:20-10:30am	Break	
10:30-11:30am	The State of the Information Blocking Rule: Questions and Challenges	Adam Greene, JD, MPH
11:30-11:40am	Conference Close	Jonathan Klock, JD, CHPC

INFORMATION

Registration

Registration for all HIPAA COW events are taken ONLINE ONLY!
Go to our website or click on the link to the right to register.



Registration Fees

Early bird (until March 31): \$75
Regular (after March 31) \$95

Cancellation Policy

HIPAA COW reserves the right to substitute programs due to unforeseen events. Refunds are subject to a \$25 administrative fee. No refunds will be granted after April 13th, 2023.



Connecting to the Conference

HIPAA will be utilizing the event app Whova for conference accessibility. Instructions on how to download, create an account and utilize Whova throughout the conference will be emailed to each conference attendee prior to the event.

This is a live, virtual event and will be held via Zoom. All attendees are responsible for ensuring they can connect via Zoom through the Whova app prior to each session. HIPAA COW is unable to provide technical support during the conference.

Session Handouts

Session handouts will be available in Whova. Conference attendees may download the handouts and/or print them for personal use.

HIPAA COW 101 Educational 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 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 the HIPAA COW Resources page.

CONTINUING EDUCATION

Continuing Education Credits

This event has been pre-approved for 8.0 Continuing Legal Education (CLE) Credits through the Wisconsin State Bar and 7.0 Continuing Privacy Education (CPE) Credits through IAPP. Instructions on how to claim these credits will be e-mailed at the conclusion of the conference.

SESSION INFORMATION

Thursday, April 20, 2023

8:10 - 9:10am

Cyber Threats and Suggested Mitigations for Public and Private Organizations

Byron Franz, Special Agent, FBI

This session will cover cyber threats and suggested mitigations for public and private organizations. These organizations are under constant threat from ransomware and other cyber intrusions, which can lead to massive financial and other costs. This session describes those threats and identifies some possible low-cost mitigations organizations and individuals can use to combat them. The importance of fostering robust public-private partnerships to combat these threats is highlighted.

9:20 - 10:20am

For Your Eyes Only: Managing Data in the Pharmaceutical and Clinical Trial Industries

*Jessica Bustamante, General Counsel, ProPharma Group,
Simone Colgan Dunlap, Partner, Quarles & Brady LLP
Meghan O'Connor, Partner, Quarles & Brady LLP*

Do you expect me to share (my data)? No, Mr. Bond, I expect you to safeguard your data. Join his majesty's secret service for a mission investigating privacy issues in the pharmaceutical and clinical trial industries. Who are the players? When and how does HIPAA apply, and what other regulatory frameworks are at play? Are there best practices for incorporating privacy into your business model? Can you die another day and avoid the scrutiny of regulators?

10:30 - 11:30am

Disparities in Patient Access to Electronic Health Information

Chelsea Richwine, PhD, Office of National Coordinator for Health IT

Patient engagement with electronic health information (EHI) via patient portals has increased markedly in the last decade, however progress has not been even across racial and ethnic groups. This session presents findings from a recent study using national representative survey data from 2019 and 2020 to identify racial/ethnic disparities in patient reports of being offered access to a patient portal by their healthcare provider. This study explores the role health care providers can play in influencing patient access to EHI by comparing rates of patient-reported access and use of EHI overall and among those offered a portal, and by examining variation in access among those who reported their provider offered them a portal and encouraged them to use it. The study also examines patient-reported reasons for non-use among those who were offered a portal but did not access or use it. Taken together, these findings shed light on inequities in patients' opportunity to access their EHI and can help inform efforts to maximize patient access to EHI and eliminate disparities in access and use.

SESSION INFORMATION

11:40am - 12:40 pm

Practical Answers to Thorny Questions

Sarah Coyne, Partner, Quarles & Brady LLP
Becky Kilen, Privacy Manager, Gundersen Health System

HIPAA COW audience – this is your lucky day! You will have the opportunity to submit your burning questions about privacy and security in advance and a panel of experts will go through and discuss the answers in practical terms. While we may have time for questions on the spot, we hope to have a good number ready to go, as we did for the fall conference. While the only stupid question is the one not asked, we will not disclose the identity of the questioner in our discussion! Let's talk about all those thorny issues – minor patients, records shared during the emergency detention process and other mental health issues, the intersection of HIPAA with substance abuse record laws such as 42 CFR Part 2, the intersection of HIPAA with the information blocking rules – anything that has been keeping you up at night! Ask away!

Friday, April 21, 2023

8:10 - 9:10am

HIPAA and State Enforcement Actions

Joseph Yeoman, Deputy Attorney General II – Office of Indiana Attorney General

This session will primarily focus on case studies where the State of Indiana, or states, brought a HIPAA enforcement action against a covered entity or business associate. These actions will either be settlements or lawsuits. As part of the discussion, we will touch on what actions or inactions covered entities or business associates make that may lead an investigation turning into an enforcement action.

9:20 - 10:20am

Revisiting the Business Associate Agreement: Strategies to Transform Your “Form Document” BAA to a BAA That Actually Mitigates HIPAA Risks

Heather Fields, Attorney, Reinhart Boerner

Because BAAs have become almost standard for contracts, many covered entities and business associates do not invest the time to confirm their template BAA really protect their organization in a given situation. Often the “template” approach will leave certain risks unaddressed. Whether you are new to HIPAA or a HIPAA-veteran, this session will help you:

- identify opportunities to risk-stratify the types of contracts that require additional review;
- discuss key provisions in the collection of documents that comprise the contract (e.g., terms and conditions, security agreement, BAA, etc.) that require attention to ensure your risks are managed to match your level of risk-tolerance; and
- describe “extra-contractual” steps your organization can take to supplement and enhance the effectiveness of your BAA protections.

SESSION INFORMATION

10:30 - 11:30am

The State of the Information Blocking Rule: Questions and Challenges

Adam Green, Partner, Davis Wright Tremaine LLP

This session will discuss the current status of the 21st Century Cures Information Blocking Rule. This will include an overview of the key elements of the Rule, significant agency guidance, ongoing challenges, ambiguity surrounding whether a health care provider can rely on reasonableness as a defense, and the status of rulemaking pertaining to enforcement of the Rule.

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