

Speaking Faculty:

Andrew F. Nelson, *Executive Director, HealthPartners Research Foundation, Vice President, HEALTHPARTNERS*

Brad Hunter, *Director, AMERICAN HOSPITAL ASSOCIATION SOLUTIONS, INC.*

Brian D. Annulis, *Partner, MEADE & ROACH, LLP, Managing Director, AEGIS COMPLIANCE & ETHICS CENTER, LLP*

Deven McGraw, J.D., M.P.H., L.L.M., *Director, HEALTH PRIVACY PROJECT, CENTER FOR DEMOCRACY & TECHNOLOGY*

Gina Kastel, *Partner, FAEGRE & BENSON LLP*

Jackie Klosek, *Senior Counsel, GOODWIN PROCTER*

James C. Pyles, *Principal, POWERS PYLES SUTTER & VERVILLE PC*

John C. Parmigiani, *President, JOHN C. PARMIGIANI & ASSOCIATES, LLC*

Kate Borten, CISSP, CISM, *President, THE MARBLEHEAD GROUP*

Kelly T. Hagan, *Attorney, SCHWABE, WILLIAMSON & WYATT*

Leslie Berkeyheiser, *Principal, N-TEGRITY SOLUTIONS GROUP LLC, Founder, THE CLAYTON GROUP*

Mary Ann Bowman Beil, *Chief Compliance Officer, Vice President, Corporate Ethics & Compliance, MEMORIAL HEALTH*

Sharona Hoffman, *Professor of Law & Bioethics, Co-Director, Law-Medicine Center, CASE WESTERN RESERVE UNIVERSITY SCHOOL OF LAW*

Uday Ali Pabrai, *Chief Executive Officer, ECFIRST * HIPAA ACADEMY*

April 15-16, 2010

The University Club, Chicago



Healthcare Education Associates Proudly Presents

Successfully Implementing HITECH Privacy & Security Regulations

Earn CLE
Credits!*

Mitigate Your Risk by Attending the Most Comprehensive & Educational Event on HITECH Regulations Anywhere!

LOADED WITH SPECIFIC INSTRUCTIONS ON IMPLEMENTING A THOROUGH HITECH COMPLIANCE PROGRAM!

TOPICS AT A GLANCE:

- Detailed requirements of the HIPAA and HITECH rules
- How-to's of compliance audits for CEs and BAs
- Conducting effective and thorough risk audits of your organization
- Understanding the new enforcement provisions & regulations
- Developing a top-notch breach response plan—and preventing future episodes
- Implementing needed communication changes with your Business Associates
- Healthcare IT and its potential liabilities
- ...and much more!

*Pending CLE board approval.

To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com



The Conference Sponsor

Healthcare Education Associates is a division of Financial Research Associates, LLC. HEA and FRA strive to be a resource for the healthcare, pharmaceutical, financial and legal communities to improve its business by providing access to timely and focused business information and networking opportunities in topical areas. Offering highly targeted conferences, Healthcare Education Associates positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of healthcare business opportunities. Backed with over 26 years of combined conference industry experience, the producers of Medicare HCC Management continue to assist health benefit professionals, healthcare actuaries, attorneys, auditors, compliance officers, consultants, researchers and government representatives in their professional endeavors. See www.healthcare-conferences.com for more information on upcoming events.

Are you fully prepared for compliance with HITECH privacy and security regulations?

Unfortunately—yet not surprisingly—most healthcare organizations would be compelled to answer with an unqualified "No!" Mitigate your risk by attending the most comprehensive event yet on the full details of implementing a thorough and effective privacy compliance program, HEA's **Successfully Implementing HITECH Privacy & Security Regulations**, slated for April 15-16 in Chicago.

With the ARRA Act of 2009—and now healthcare reform—the healthcare industry is reeling with new compliance imperatives. At this conference you will learn:

- How to structure a thorough, organization-wide HITECH compliance program
- Keys to successful compliance audits
- The new enforcement provisions and regulations
- How to conduct a risk assessment of your organization
- Effective strategies for developing a breach response plan
- How to implement a breach detection strategy that really works
- The necessary changes in contracts and communications with your Business Associates
- What your increased liability exposure may be
- The definition of "certification" and "meaningful use" ...and much more!

With just a day-and-a-half's investment of your time, you'll hear from the leading industry gurus about the keys to full compliance!

Register today! Call 866-676-7689 or register online at www.healthcare-conferences.com.

Sincerely,

Laura Garza

Laura Garza, Senior Vice President
HEALTHCARE EDUCATION ASSOCIATES, a Division of
FINANCIAL RESEARCH ASSOCIATES, LLC

Who Should Attend?

Insurance companies, hospitals, physician groups, consulting, software companies, technology vendors, pharmacies, attorneys, CPAs, TPA, administrators of health plans, bill contract coding, outsourcing providers, interface providers, etc.

- Chief Privacy Officers
- Heads of Information Security
- Chief Security Officers
- Heads of Privacy & Security Officers
- Compliance Officers
- HIM
- Information Technology
- Health IT Certification heads
- Heads of Information
- Chief Financial Officers
- Chief Executive Officers
- Heads of Healthcare Economics

Top Reasons to Attend

1. Discover the nuances of HITECH compliance that you'd never expect
2. Pre-empt the problems that would have been certain to arise
3. Thoroughly review each requirement in the HIPAA rules, plus HITECH Act provisions
4. Uncover the details of the new enforcement and penalty regime
5. Get a top-notch lesson on developing a breach response plan
6. Discover how to conduct a thorough risk assessment of your organization
7. Attend focused roundtable sessions designed specifically to meet your learning objectives
8. Learn the detailed requirements for implementing an effective breach detection system
9. Understand how technology can help you comply
10. Network with the most knowledgeable experts in the business—all in a day and a half!

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Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event. **To learn more about sponsorship opportunities, please contact Kathie Eberhard at 704-341-2439 or email keberhard@healthcare-conferences.com**

To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

Successfully Implementing HITECH Privacy & Security Regulations

DAY ONE:

Thursday, April 15, 2010

8:00

Registration and Continental Breakfast

8:45

Chairperson's Opening Remarks

9:00

The Impact of HITECH Privacy & Security Requirements & the ARRA Act of 2009 on the Healthcare Community

- A snapshot of the guidelines and regulations for HITECH Privacy and Security
- Keeping the cost of compliance and penalties at bay
- Needed operational and structural changes
- Direct impact on PHI, consumer access, and accountability
- Revamping your compliance program
- Operational changes and land mines

Deven McGraw, J.D., M.P.H., L.L.M., *Director, Health Privacy Project*
CENTER FOR DEMOCRACY & TECHNOLOGY

Brad Hunter, *Director*

AMERICAN HOSPITAL ASSOCIATION SOLUTIONS, INC.

10:00

Compliance Audits for HIPAA & HITECH Privacy & Security

- Why should all CEs and BAs perform compliance audits?
- Compliance for both privacy and security
- Examining HIPAA rules & HITECH Act provisions
- Converging regulations
- How do you know if you're compliant?

Uday Ali Pabrai, *Chief Executive Officer*
ECFIRST
HIPAA ACADEMY

Kate Borten, CISSP, CISM, *President*
THE MARBLEHEAD GROUP

11:00

Morning Break

To learn more about sponsorship opportunities, please contact
Kathie Eberhard
at 704-341-2439 or email
keberhard@healthcare-conferences.com

11:15

Conducting a Risk Assessment of Your Organization

- Covering all functions involved in Protected Health Information
- Who else has access to PHI? Examining all external risks
- Looking beyond IT risks for PHI
- Which Business Associates can put you at risk?
- Removing identifiable information
- Preventive care

Mary Ann Bowman Beil, *Chief Compliance Officer, Vice President, Corporate Ethics & Compliance*
MEMORIAL HEALTH

Gina Kastel, *Partner*
FAEGRE & BENSON LLP

12:00

Luncheon for All

1:15

Operating Under the New Enforcement & Penalty Regime

- Understanding the new enforcement provisions and regulations
- Civil money penalties: Where does the money go?
- Provisions for more hard line enforcement action
- Another HIPAA sheriff in town—State AGs
- Sharing the wealth with harmed individuals and patients

Brian D. Annulis, *Partner*
MEADE & ROACH, LLP
Managing Director
AEGIS COMPLIANCE & ETHICS CENTER, LLP

Gina Kastel, *Partner*
FAEGRE & BENSON LLP

Two-Part Breach Discussion

2:00

Part 1:

The Morning After a Breach Violation: Effectively Developing a Breach Response Plan

- Protocol for small breach incidents
- Taking swift action for the most common and minor offenses
- Preventing future episodes
- Red flag rule: Effectively working with victims
- Indemnity of breaches
- Harm threshold & risk assessment

Kate Borten, CISSP, CISM, *President*
THE MARBLEHEAD GROUP

Mary Ann Bowman Beil, *Chief Compliance Officer, Vice President, Corporate Ethics & Compliance*
MEMORIAL HEALTH

3:00

Afternoon Break

3:15 **Part 2:**

Identifying & Implementing Breach Detection Strategies Within Your Organization

- What types of systems do you have in place to identify breach incidents?
- Working with secure vs. unsecure PHI
- Implementing the proper notification requirements
- Complying with state and federal laws

Jackie Klosek, *Senior Counsel*
GOODWIN PROCTER

John C. Parmigiani, *President*
JOHN C. PARMIGIANI & ASSOCIATES, LLC



4:00 Champagne Roundtables: HITECH for Medical Groups vs. HITECH for Health Systems vs. HITECH for Business Associates

Select champagne roundtable "A" for a focused discussion on HITECH for medical groups, roundtable "B" for an intense dialogue on HITECH for health systems, or roundtable C" for a lively conversation on HITECH for Business Associates.

Roundtable "A": HITECH for Medical Groups:

COMPANY TO BE DETERMINED

Roundtable "B": HITECH for Health Systems:

Mary Ann Bowman Beil, *Chief Compliance Officer, VP, Corporate Ethics & Compliance*
MEMORIAL HEALTH

Roundtable "C": HITECH for Business Associates:

John C. Parmigiani, *President*
JOHN C. PARMIGIANI & ASSOCIATES, LLC

5:00
End of Day One

Also, don't miss:

Strategically Transitioning to ICD-10 for Providers & Plans

February 18-19, 2010 in Atlanta, GA

Prepare NOW for the Daunting Challenges of ICD-10 Implementation!

- Develop Effective Strategies to Move from 4010 to 5010
- Strategically Transition Your Infrastructure for Successful ICD-10 Migration
- Analyze Revenue & Reimbursement Implications for ICD-10
- Manage Your Staffing and Training for Best Results
- Learn Exactly How ICD-10 Will Drive Healthcare Change
- Determine How to Handle Communications Between Payers and Providers
- Successfully Adapt Your HIMs and Technology for ICD-10

PLUS: Tracks Specifically Designed for Payers and Providers!

Learn more at www.healthcare-conferences.com

DAY TWO: Friday, April 16, 2010

8:00
Registration and Continental Breakfast

8:45 Chairperson's Opening Remarks

9:00 Best Practices for Technology: How is Technology Going to Help You Comply?*

A response from the Clinical, Technical and Policy perspectives.

- How can vendors provide functionality?
- EHR procurement
- The use of encryption technology/unsecured PHI
- "Meaningful Use" and "Certification"
 - Data Exchange
 - Reporting
 - E-Prescribing
 - ARRA

Leslie Berkeyheiser, *Principal*
N-TEGRITY SOLUTIONS GROUP LLC
Founder
THE CLAYTON GROUP

COMPANY TO BE DETERMINED

** If you're interested in joining this panel please contact Kathie Eberhard at 704-341-2439 or keberhard@healthcare-conferences.com*

9:45 Changes in Contracts, Communication, Interaction, & Negotiations with Business Associate Agreements

- HHS guidelines
- Will BA agreements need to be amended?
- Options vs. mandatory changes in BA agreements
- The bottom line in tighter agreements
- Accounting for disclosure areas
- New agreements vs. existing agreements
- Obvious changes in communication/interaction with your BA

Jackie Klosek, *Senior Counsel*
GOODWIN PROCTER

Kelly T. Hagan, *Attorney*
SCHWABE, WILLIAMSON & WYATT

10:30
Morning Break

10:45

Increased Liability Exposure Under Health IT— What Your Government and Your Vendor Will Not Tell You

- Will health IT help save lives?
- Addressing new cost and liability exposure
- Real pros & cons of health IT
- Tracking errors
- Dealing with faulty software and more

James C. Pyles, *Principal*

POWERS PYLES SUTTER & VERVILLE PC

Sharona Hoffman, *Professor of Law & Bioethics*

Co-Director, Law-Medicine Center

CASE WESTERN RESERVE UNIVERSITY SCHOOL OF LAW

11:45

Privacy & Security Compliance Research & “Meaningful Use” Considerations

- What are “certification” and “meaningful use” requirements?
- Eligibility for Medicare/Medicaid ARRA Incentive Payments:
 - Eligible professional
 - Certified product
 - Business volume
 - Proven meaningful use
 - Quality/safety
 - Engaging patients and families
 - Improving public health
 - Ensuring privacy and security of PHI
- Getting the most from your EMR's
 - Top ten challenges

Leslie Berkeyheiser, *Principal*

N-TEGRITY SOLUTIONS GROUP LLC

Founder

THE CLAYTON GROUP

Andrew F. Nelson, *Executive Director*

HEALTHPARTNERS RESEARCH FOUNDATION

Vice President

HEALTHPARTNERS

12:30 End of Summit

Hear What Others Had to Say About our Healthcare Conferences:

“Great Content! The speakers were informed, and the event was well-organized. I got great insight from some of the top speakers.”

“I left this conference with a whole page full of ideas I can take back to my plan—and I learned a great deal I didn’t know! The agenda was packed with appropriate topics and the speakers were strong.”

“Promoted more ideas of things I could do for my plan to improve our risk management program. Presenters were highly informative and provided key resource tools and suggestions that will assist on future audits.”

Important Information

To Register:

Fax: 704-341-2640

Mail: Healthcare Education Associates
18705 NE Cedar Drive
Battle Ground, WA 98604

Phone: 866-676-7689

Online: www.healthcare-conferences.com

Successfully Implementing HITECH Privacy & Security Regulations

April 15-16, 2010

The University Club of Chicago

76 East Monroe Street

Chicago, IL 60603

312-696-2201

The Dress Code at the University Club is Business Casual, which the club defines as “at a minimum, slacks and collared shirt for men and slacks or skirt with a blouse, sweater, or collared shirt for women.” Note: Should you require overnight accommodations, please contact the hotel at least **30 days prior** to the conference date. Advise them that you are attending the **HITECH Conference** to receive the negotiated conference discount rate. Within 30 days of the conference, prevailing hotel rates may be quoted, as the conference rate is no longer guaranteed. Book early—the hotel will sell-out!

Fees and Payments:

The fee for attendance is: \$1,395

Providers/Hospitals/Non-profits: \$1195

Please make checks payable to Healthcare Education Associates, and write code H117 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted.

Payments must be received no later than **April 8, 2010**

Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. **For more information, please contact Kathie Eberhard at 704-341-2439 or keberhard@healthcare-conferences.com**

Cancellations:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$175 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$175 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

Please Note: For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

Successfully Implementing HITECH Privacy & Security Regulations



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When Registering

BEW9

- Yes! Register me for the conference:**
- Standard Rate: \$1395**
 - Providers/Hospitals/Non-profits: \$1195**
- Please contact me: I'm interested in a Group Discount Rate for my team
- Please contact me: I'm interested in Marketing Opportunities at this event
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Make cheques payable to Financial Research Associates and write H117 and attendee's name on your check.

Conference Code: H117

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