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ATLANTA

Regional Annual Conference

Friday, January 22, 2016

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8:55 – 9:00 AM

Welcome and Announcements

Program Co-Chairs

Wade Pearson Miller

Partner
Alston & Bird LLP

Sara Kay Wheeler

Partner
King & Spalding

9:00 – 10:00 AM

Privilege Proposition: The Stakes Are Escalating

Lin Wood

L. Lin Wood, P.C.

Sara Kay Wheeler

Partner
King & Spalding

- Recent trends in FCA litigation
- Recent cases involving privilege issues and challenges
- Practical approaches to protecting privileged information

10:00 – 11:00 AM

Enforcement Trends: Straight from the Government's mouth!

William R. Mitchelson, Jr.

Partner
Alston & Bird LLP

David A. O'Neal

Assistant United States Attorney
Northern District of Georgia

Marlan B. Wilbanks

Partner
Wilbanks & Bridges LLP

Katie Rose Fink

Senior Counsel
Office of Counsel to the Inspector General

- Update on new OIG Special Litigation Unit
 - CMP strategies
 - Exclusion implications
 - Recent recoveries
- Trends focused on individuals
- Whistleblower developments
- Overpayment liability

11:00 – 11:15 AM

Break

11:15 – 12:00 PM

Human Resources and Compliance: Holy Alliance or dysfunctional

Moderator

Laura H. Roberts, MPH, CHC, COC-A

Executive Director, Compliance
Memorial Health

Panel

Lynette D. Sterling

Human Resources and Employee Relations
Piedmont Healthcare

Melissa Akali

Senior Director, Compliance & Privacy
Piedmont Healthcare

Mary McNeil

Director, Human Resources
Gwinnett Hospital System

Nancy Lorenz, MBA, CHC

Corporate Compliance Officer and Privacy Officer
Southeast Georgia Health System

- Explore intersection between HR and Compliance
 - Legal and compliance issues
 - Operational responsibilities
- Strategies for coordination and success

12:00 – 1:00 PM

Lunch

1:00 – 2:00 PM

CIA Trends: What does the OIG expect you to know?

Allison Cova

Corporate Counsel
Dignity Health

Stephanie Johnson

Associate
King & Spalding

- New Model of CIAs
 - Emphasis on risk assessments and internal reviews
 - IROs focused on risk
 - Certifications
- Considerations for proactive compliance enhancements

2:00 – 3:00 PM

The Art of Ethics in Compliance Activities

Kathleen Hessler

Director of Compliance
Simione Healthcare Consultants

- Discussion of values and ethical principals in healthcare and business matters
- Introduction to the difference between an ethical analysis and a legal review
- Practice tips for incorporating ethical awareness into compliance activities and corporate culture
- Discussion of examples of non-compliance issues

3:00 – 3:15 PM

Break

3:15 – 4:00 PM

How to Have a Successful Engagement and a Happily Ever After: "New Age" Nuances to Physician Hospital Arrangements

R. Ross Burris

Shareholder, Polsinelli PC

Tynan P. Olechny

Principal, Pershing Yoakley & Associates, PC

Valerie G. Rock

Manager, Pershing Yoakley & Associates, PC

- Getting Engaged: Understand common pre-transaction legal and regulatory compliance pitfalls, including due diligence opportunities
- Honeymooning: Learn to successfully implement key operational and compliance success factors in ongoing relationship management to ensure long-term success
- Renew Your Vows: Present best practices to ensure a successful anniversary, including critical planning steps and considerations in contract renewals

4:00 – 4:30 PM

Update on the Two-Midnight Rule

Nancy Perilstein

Senior Manager, Deloitte & Touche LLP

- Recent Updates to the Two-Midnight Rule
- Issues and challenges in complying with the Two-Midnight Rule
- The role of QIO

4:30 PM

Conference Adjourns



www.hcca-info.org/hccanet

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Conference Fees

Registration fees are as listed and considered net of any local withholding taxes applicable in your country of residence.

- HCCA Members \$199
- Non-Members \$245
- HCCA Membership & Registration \$399
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Please fax your completed registration form to 952.988.0146 or visit hcca-info.org to register online.



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No audio or video recording of HCCA conferences is allowed.

AREAD416

Hotel & Conference Location

Hilton Garden Inn Atlanta Airport – Millennium Center

2301 Sullivan Rd
College Park, GA 30337

A special rate of \$119 (plus tax) per night has been arranged for the conference. Make your reservations directly with the hotel by Monday, January 4, 2016 at 404-766-0303. Mention the Health Care Compliance Association for the special rate. You may also make your reservations online <http://hcca.tv/AtlantaHilton>. Please note that the room block may sell out prior to the hotel cut-off date.

Continuing Education Units

HCCA is in the process of applying for continuing education units. If you have questions, please contact CCB at ccb@compliancecertification.org or 888.580.8373.

ACHE: The Health Care Compliance Association is authorized to award 6 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the America College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate on their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Compliance Certification Board (CCB): Compliance Certification Board (CCB) has awarded a maximum of 7.2 CEUs for these certifications: Certified in Healthcare Compliance (CHC)®, Certified in Healthcare Compliance—Fellow (CHC-F)™, Certified in Healthcare Privacy Compliance (CHPC)®, Certified in Healthcare Research Compliance (CHRC)®, Certified Compliance & Ethics Professional (CCEP)®, Certified Compliance & Ethics Professional—Fellow (CCEP-F)®, Certified Compliance & Ethics Professional—International (CCEP-I)™.

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Health Care Compliance Association
6500 Barrie Road, Suite 250, Minneapolis, MN 55435
888-580-8373 (p) | 952-988-0146 (f) | www.hcca-info.org

