

Midwest Regional Annual Conference

OVERLAND PARK, KS
Friday, September 24, 2010



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8:10 AM

Welcome

Cori Casey Turner, Esq.

Partner, Husch Blackwell Sanders LLP

8:15 – 9:30 AM

Recent OIG Enforcement Actions and What They Mean to You

Brian D. Bewley, Esq.

Senior Counsel, Office of Counsel to the Inspector General, Department of Health and Human Services

- General overview of recent fraud and abuse activities
- Focused discussion regarding the recent *United Shockwave Services et al.* settlement
- How does the new enforcement environment affect physician-owned enterprises and the hospitals and other entities that do business with them?

9:30 – 10:45 AM

Physician Coding Audits: Complexities and Practical Tips

Krista Ludwikoski, JD

Ethics and Compliance Officer, Saint Luke's Health System

Shellie Sulzberger, LPN, CPC

CEO/Owner, Coding & Compliance Initiatives, Inc.

- Evolution of the auditing process for professional billing
- Developing an auditing process of providers
- The audit results and what to do with them
- Habitual Offenders—how to manage providers who receive poor results consistently

10:45 – 11:00 AM

Break

11:00 AM – 12:15 PM

RAC Panel Discussion

Moderators

Donn H. Herring

Lathrop & Gage, LLP

Joseph Watt

CPA, BKD, LLP

Panel

Erika Linden, CHC

Director of Coding and Compliance, Privacy Officer, Iowa Health System

Susan Thomas

Director of Compliance and Internal Audit, Lawrence Memorial Hospital

Hilary Dolbee, FHFMA

VP and Chief Financial Officer, Chief Compliance Officer, Pratt Regional Medical Center

Karen Pugh

Compliance Director, BJC Health Care

Denise H. Bloch

Sr. Corporate Counsel, Rehab Care Group

12:15 – 1:15 PM

Lunch Provided

1:15 – 2:15 PM

Social Networks Workshop: Defining an Effective Approach

Adam Turteltaub, CCEP, CHC

Vice President of Membership Development, Society of Corporate Compliance and Ethics and Health Care Compliance Association

- An interactive exercise involving peer collaboration
- Work together to create a model social networking policy and plan for auditing and monitoring
- Develop ways to make social networking an asset for your compliance program

2:15 – 2:30 PM

Break

2:30 – 3:45 PM

The 3 H's—HIPAA, HITECH, and Health Information—Past, Present, and Future

Sherry Scott

Coordinator of Education and Policy Development, Via Christi Health

Shelley C. Koltnow, JD, MBA

Vice President, Corporate Responsibility, Via Christi Health

- HIPAA refresher on legal requirements of the law
- The HITECH Act and how it updates HIPAA
- The HITECH/identity theft connection
- Preparing for electronic medical records and meaningful use
- Operating under the new laws
- The effects on Health Information Management

3:45 – 4:30 PM

Life after Tuomey Healthcare: What “Commercial Reasonableness” Means to You

David Pursell, Esq.

Partner, Husch Blackwell Sanders LLP

- Significance of Tuomey to Hospital/Physician contracting
- What does “Commercial Reasonableness” mean?
- When is it required?
- Commercial Reasonableness v. Fair Market Value
- What to look for/how to correct it

4:30 PM

Closing Remarks

Shelley C. Koltnow, JD, MBA

Vice President, Corporate Responsibility, Via Christi Health

NO AUDIO OR VIDEO RECORDING OF HCCA CONFERENCES IS ALLOWED.

HCCAnet

<http://community.hcca-info.org>

Registration

Midwest Regional Annual Conference
Friday, September 24, 2010

Mr. Mrs. Ms. Dr.

HCCA Member ID

First Name M.I. Last Name

Credentials

Title

Organization

Street Address

City State Zip

Telephone Fax

E-mail (required for e-mail confirmation)

Conference Fees

- HCCA Members.....\$175
- Non-Members.....\$220
- Conference Binder.....\$25
- HCCA Membership & Registration.....\$375
Join HCCA and SAVE \$95 off your first year of dues!
Annual dues are normally \$295. New members only.
- Registration & Membership Renewal.....\$470

TOTAL \$ _____

Payment

Check enclosed: mail to HCCA, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435

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Make checks payable to HCCA (Federal Tax ID No. 23-2882664)

CANCELLATIONS/SUBSTITUTIONS:

No refunds will be given for "no-shows" or cancellations. You may send a substitute or receive a credit toward another conference. If you have questions, please call HCCA at 888-580-8373. Additional charges may apply. Cancellation by telephone is NOT valid. Please fax written cancellations to 952-988-0146 or e-mail helpteam@hcca-info.org.

AREA0710

Hotel & Conference Location

The conference will be held at:

Sheraton Overland Park at the Convention Center
6100 College Blvd, Overland Park, KS 66211

A special rate of \$129 (plus tax) per night has been arranged for the conference. Please note that the room block may sell out prior to the hotel cut-off date. Make your reservations directly with the hotel at 866-837-4214 by September 20, 2010. Mention the Health Care Compliance Association for the special rate.

Continuing Education Credits

HCCA is in the process of applying for additional credits. If you do not see information on your specific accreditation listed, please contact us at 888-580-8373, as we would like the opportunity to offer it.

AAPC: This program has the prior approval of the American Academy of Professional Coders (AAPC) for 7.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

ACHE: This program has prior approval from the American College of Healthcare Executives (ACHE) for a recommended maximum of 6.0 category II continuing education credits.

AHIMA: This program has been approved for 6 continuing education units (CEUs) for use in fulfilling the continuing education requirements of the American Health Information Management Association (AHIMA). Granting prior approval from AHIMA does not constitute endorsement of the program content or its program sponsor.

CA Nursing Credit: The Health Care Compliance Association is preapproved by the California Board of Registered Nursing: Provider Number CEP 12990, for a maximum of 8.1 contact hour(s). The following states will accept CA Board of Nursing Contact Hours: Alabama, Alaska, Arkansas, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Ohio, Oregon, Texas, West Virginia and Wyoming. The following states do not have continuing education requirements: Arizona, Colorado, Connecticut, Georgia, Hawaii, Indiana, Maine, Missouri, Montana, New York, Oklahoma, Pennsylvania, South Dakota, Tennessee, Vermont, Virginia, Washington and Wisconsin. The following states will not accept CA Board of Nursing contact hours: Delaware, Florida, New Jersey and Utah. Massachusetts and Mississippi nurses may submit CA Board of Nursing contact hours to their state board, but approval will depend on review by the board. Please contact the Accreditation Department at ccb@hcca-info.org with any questions you may have.

CLE: The Health Care Compliance Association/Society of Corporate Compliance and Ethics is a State Bar of California Approved MCLE provider, a Rhode Island Accredited Provider, and a Texas Accredited Sponsor. The Kansas Continuing Legal Education Commission has approved this conference for 8.0 credits at maximum. The Missouri Bar has approved this conference for a maximum of 8.1 CLE Credits. All CLE credits will be awarded based on individual attendance.

Compliance Certification Board (CCB): Certified in Healthcare Compliance (CHC), Certified Compliance & Ethics Professional (CCEP), Certified in Healthcare Research Compliance (CHRC): CCB has awarded a maximum of 8.1 CEUs for these accreditations in the following subject areas: Application of Management Practices for the Compliance Professional; Application of Personal and Business Ethics in Compliance; Written Compliance Policies and Procedures; Designation of Compliance Officers and Committees; Compliance Training and Education; Communication and Reporting Mechanisms in Compliance Enforcement of Compliance Standards and Discipline; Auditing and Monitoring for Compliance; Response to Compliance Violations and Corrective Actions; HIPAA Privacy Implementation and/or Complying with Government Regulations.

NASBA/CPE: The Health Care Compliance Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE sponsors, Sponsor Identification No: 105638. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit and may not accept one-half credits. To verify if your state board of accountancy has adopted one-half credits, please visit our website at www.hcca-info.org/accountancycredits. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Website: www.nasba.org. A recommended maximum of 8.0 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of a current concern in the compliance environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call the HCCA at 888-580-8373 or 952-988-0141.

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