

# East Central Regional Annual Conference

PITTSBURGH, PA  
*Friday, October 8, 2010*



## SPONSORS

Compliance **360**<sup>o</sup>



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8:25 – 8:30 AM

## Welcome and Announcements

Program Chair

**Linda Lattner, MBA, CHC**

Compliance Officer, St. Clair Health Corporation

8:30 – 9:45 AM

## Health Care Reform Essentials for Compliance & Finance:

**Jeffrey Kapp**

Partner  
Jones Day

- Payment recapture initiatives
- Marketplace realities
- Accountable care organizations and risks in arrangements

9:45 – 10:45 AM

## HITECH: The Ever-Evolving World of Data Security

**Stephanie Winer Schreiber, JD**

Shareholder, Buchanon, Ingersoll, & Rooney, P.C., Pittsburgh, PA

Updated guidance on HITECH, including:

- Data security best practices
- Proper breach investigation
- Definitions and standards

10:45 – 11:00 AM

## Break

11:00AM – 12:00 PM

## Region A RAC Update

**Catherine Till**

Region A Project Director

**Eugene Winter, M.D.**

Contractor Medical Director Region A, DCS, Inc.

- RAC processes
- Updates on issues under review
- Recommendations to the provider community based upon customer service experience

12:00 – 1:00 PM

## Lunch (provided)

1:00 – 2:00PM

## Social Networks Workshop: Defining an Effective Approach

**Adam Turteltaub, CCEP, CHC**

Vice President of Membership Development, The Society of Corporate Compliance and Ethics and The 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

2:00 – 3:00 PM

## Basics & Beyond: Conducting Effective Internal Investigations

**Richard P. Kusserow**

Former HHS Inspector General  
Current CEO of Strategic Management, Alexandria, VA

- Critical components to conducting effective internal investigations identified by hotline complaints/allegations or federal investigative agencies
- Impact of new Health Care Reform Initiatives on such investigations

3:00 – 3:15 PM

## Break

3:15 – 4:15 PM

## Conflict of Interest Disclosures & Mitigation: What You Don't Know AND Manage Can Cost You!

**Robert J. Rogalski, JD**

CEO of Excelsa Health, Pittsburgh, PA

- Disclosure process
- Assessment of disclosures
- Planning for mitigation, reporting, and managing the plan
- Risks associated with failure to report and/or mitigate conflicts

4:15 PM

## Brief Closing Remarks / Conference Adjourns

# Registration

East Central Regional  
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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

Invoice me: *Purchase Order #* \_\_\_\_\_

Charge my:  AmericanExpress  Diners Club  MasterCard  Visa

Credit Card Account Number

Credit Card Expiration Date

Cardholder's Name (please print)

Cardholder's Signature

**Please fax your completed registration form to 952-988-0146, or visit [www.hcca-info.org](http://www.hcca-info.org) to register online.**



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](mailto:helpteam@hcca-info.org).

AREA1310

## Hotel & Conference Location

The conference will be held at:

Regional Learning Alliance Conference Center  
850 Cranberry Woods Drive, Cranberry Township, PA 16066

No reserved block of sleeping rooms has been set aside for this conference. If you need a sleeping room, HCCA suggests calling the Marriott Pittsburgh North at Cranberry Woods, which is conveniently located near the conference location, at 100 Cranberry Woods Drive, Cranberry Township, PA 16066. For reservations, call 724-772-3700.

## 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 6.0 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 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 7.5 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](mailto: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 Supreme Court of Pennsylvania has approved this program for 6.0 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), Certified in Healthcare Privacy Compliance (CHPC): CCB has awarded a maximum of 7.5 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](http://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](http://www.nasba.org). A recommended maximum of 7.5 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.

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