

New England Regional Annual Conference

BOSTON, MA

Friday, September 9, 2011



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JOIN US for a Pre-Conference Dinner on Thursday, September 8

Bertucci's, 475 Winter St, Waltham, MA (Exit 27B off of I-95/Route 128)

Gather for drinks from 6:00–7:00 PM.
Sit down for dinner orders at 7:00 PM.

8:25 – 8:30 AM

Welcome and Announcements

Program Co-Chairs



Steve Friedman, MBA

Compliance and Privacy Officer,
Tufts Health Plan



Larry Vernaglia, JD, MPH

Partner and Chair, Health Care Industry Team,
Foley & Lardner LLP

8:30 – 10:00 AM

PPACA, 1½ Years Later



Tom Barker

Partner, Foley Hoag LLP



Tim Cleary

Compliance & Privacy Officer, Greenwich
Hospital at Yale New Haven Health System



Kim Brandt

Healthcare Investigative Counsel, Committee
on Finance, United States Senate

Perspectives and insights from a panel of healthcare experts including government representatives, a healthcare attorney, and a compliance officer. This session will focus on key fraud & abuse topics from the Patient Protection and Affordable Care Act including:

- Mandatory Compliance Programs
- Refund of Overpayments
- RAC Expansion
- Stark Self Referral Disclosure Protocol

10:00 – 10:15 AM

Break

10:15 – 11:30 AM

Taking the Mystery Out of Internal Investigations



Karen Murray

Vice President, Chief Compliance Officer,
Steward Health Care System



Kelly Sauders

Partner, Deloitte & Touche LLP



Larry Vernaglia, JD, MPH

Partner and Chair, Health Care Industry Team,
Foley & Lardner LLP

- Best practices for planning and conducting internal investigations
- Explore various case studies of situations brought to the attention of the compliance office

11:30 – 12:30 PM

ICD-10 Readiness

Moderator



Robert Freedman

Director of Business Development, Hayes
Management Consulting

Panel



Cynthia Trapp

Director of Professional Coding, Lahey Clinic



Patrice DeVoe

Director of ICD-10 Implementation and
Infrastructure Initiatives, Tufts Health Plan



Linda Howrey, JD

Principle Compliance Consultant,
Hayes Management Consulting

The U.S. healthcare industry braces for the implementation of ICD-10 in October 2013, focused primarily on information system readiness and the retraining of coders. But will your organization be ready for the compliance challenges presented by the new level of documentation specificity required of practitioners? A panel of experts from a large group practice, a commercial payor, and a consulting firm will address the compliance aspects of ICD-10 and outline an action plan to move your organization forward.

- ICD-10 compliance risks
- How to conduct an ICD-10 gap analysis
- Best practices for ICD-10 education
- Tools to track and report progress

12:30 – 1:30 PM

Alphabet Soup of Government Auditors (lunch provided)



Don Romano

Partner, Foley Lardner (former Division
Director of Technical Payment Policy at CMS)

- Look at all the acronyms and auditors and describe what they do
- How they impact different areas of industry (providers, plans, etc.).

1:30 – 2:30 PM

Social Media Compliance and Privacy Issues



David C. Harlow

Principal, The Harlow Group LLC

- Understand how healthcare entities can and do use social media
- Identify compliance and privacy risks related to social media and relevant controls

2:30 – 2:45 PM

Break

2:45 – 3:45 PM

The Government's View of Crime and Enforcement in the Health Care Industry: A Conversation with the Prosecutors

Moderator



Robert Hussar, CHC

Sr. Manager, Deloitte Financial Advisory
Services

Panel



Carmen Ortiz

U.S. Attorney for Massachusetts



Robert Trusiak

Western NY Assistant U.S. Attorney
(Affirmative Civil Enforcement)

Hear two distinguished Federal prosecutors with different views of the health care industry offer comments to the compliance community. Carmen Ortiz is the US Attorney in Boston. Her office has overseen the nation's most prominent health care fraud and false claims act prosecutions, returning billions of dollars to Federal and state coffers. Robert Trusiak, an Assistant US Attorney and leading health fraud prosecutor, has championed national initiatives targeting the provider community. From the trenches to the chief administrative position in the prosecutors' offices, these perspectives will offer great insights into the government's views on the role of compliance and threats to the industry.

3:45 PM

Brief Closing Remarks/ Conference Adjourns

NO AUDIO OR VIDEO RECORDING OF
HCCA CONFERENCES IS ALLOWED.

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Registration

New England Regional Annual Conference
Friday, September 9, 2011

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
 I plan to attend the dinner on Thursday
(Cost of dinner and drinks not included in registration fee)

Group Discount

Each individual in a **group of three or more** will receive \$25 off his/her registration fee. Please complete a registration form for each attendee and fax or mail them in simultaneously.

Conference Material

HCCA conference attendees will NOT automatically receive conference binders containing speaker presentations. Attendees will receive electronic access to speaker presentations prior to the conference. If you would like to purchase the binder for \$25, please check "Conference Binder" at left.

TOTAL \$ _____

Payment

- Check enclosed: mail to HCCA, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435
 Invoice me | Purchase Order # _____
 I authorize HCCA to charge my credit card (choose below):
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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 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.

AREA0111

Hotel & Conference Location

Marriott Boston Newton
2345 Commonwealth Ave, Newton, MA

A special rate of \$159.00 (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 1-800-228-9290 by August 26, 2011. Mention the Health Care Compliance Association for the special rate.

Continuing Education Credits

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: The Health Care Compliance Association is authorized to award 7.0 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.

AHIMA: This program has been approved for 6.0 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.

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 *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. Oncology Nurses who are certified by ONCC may request CA Nursing Credit (check box or indicate "Nursing" on the CEU form).

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. An approximate maximum of 6.75 clock hours of CLE credit will be available to attendees of this conference. All CLE credits will be awarded based on individual attendance.

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.

RACC: Attendees seeking CRA credits through the Research Administrators Certification Council (RACC) may request a certificate of attendance from HCCA by completing an Application for Continuing Education and indicating RACC/CRA on the form. A certificate of attendance along with a complete brochure should be submitted to RACC at the end of each individual's RACC renewal period. The Research Administrators Certification Council (RACC) promotes the concept of voluntary certification by examination for all research and sponsored programs administrators. Certification in research and sponsored programs administration is highly valued and provides formal recognition of basic knowledge in the field.

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