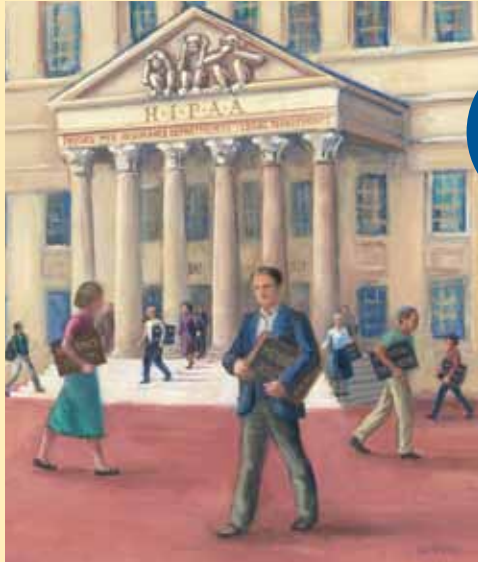


THE TWENTIETH NATIONAL

HIPAA Summit

Healthcare
Privacy and
Security after
HITECH and
Health Reform



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See page 4

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Keynote Speakers:

◀ **Denise M. Buenning, MsM**, Director, Administrative Simplification Group, Office of E-Health Standards and Services, Centers for Medicare and Medicaid Services, US Department of Health and Human Services



◀ **Michael D. Ebert**, Partner, Advisory Services, KPMG, Engagement Partner, OCR HIPAA Audit Contract



◀ **Sue McAndrew**, Deputy Director for Health Information Privacy, Office for Civil Rights (OCR), US Department of Health and Human Services; HIPAA Summit Distinguished Service Award Winner



◀ **Deven McGraw, Esq.**, Director, Health Privacy Project, Center for Democracy and Technology; Former Chief Operating Officer, National Partnership for Women and Families



◀ **Joy Pritts, Esq.**, Chief Privacy Officer, Office of the National Coordinator for Health IT, US Department of Health and Human Services



◀ **Leon Rodriguez**, Director, Office for Civil Rights (OCR), US Department of Health and Human Services; Former Chief of Staff and Deputy Assistant Attorney General, Civil Rights Division, US Department of Justice

Co Chairs:



◀ **Alan S. Goldberg, JD, LL.M.**, Attorney & Counselor at Law; Past President and Inaugural Fellow, American Health Lawyers Association; Adjunct Professor of Health Law, George Mason University School of Law & American University Washington College of Law



◀ **Adam Greene, JD, MPH**, Partner, Davis Wright Tremaine; Former Senior Health Information Technology and Privacy Specialist, Office for Civil Rights, DHHS



◀ **John C. Parmigiani**, President, John C. Parmigiani and Associates, LLC; Former Director of Enterprise Standards, HCFA



◀ **William R. Braithwaite, MD, PhD**, "Doctor HIPAA"; Chief Medical Officer, Anakam, Inc.; Former Senior Advisor on Health Information Policy, DHHS



◀ **Steven S. Lazarus, PhD, CPEHR, CPHIT, CPHIE, FHIMSS**, President, Boundary Information Group; Member, Board of Examiners, Health IT Certification, LLC; Past Chair, WEDI

Our healthcare system is in critical condition; its costs are out of control, and it's failing to keep us healthy. Medical bills are the leading cause of bankruptcy. We spend twice as much per person to pay for a healthcare system whose results rank last of all industrialized nations. Recent health reform legislation seeks to change all of this. A key component of health reform is a push towards ubiquitous electronic health records (EHRs) supported by nationwide health information exchange. Paper systems can never solve these problems! Higher quality, lower cost healthcare can result only if we incorporate interoperable health information exchange and standardized, secure electronic communication of administrative and clinical transactions.

The Administrative Simplification Subtitle of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) began the rebuilding process by requiring the adoption of government standards for administrative transactions, code sets, identifiers, security, and privacy. The Health Information Technology for Economic and Clinical Health (HITECH) Act, (part of the American Recovery and Reinvestment Act of 2009) made the Office of the National Coordinator for Health Information Technology a part of statutory law and provided financial incentives and support for a roll out of EHR systems and use of electronic clinical information exchanges. In addition, HIPAA requirements for privacy and security were enhanced, and the Secretary of the Department of Health and Human Services (HHS) was directed to undertake "the development of a nationwide health information technology infrastructure that allows for the electronic use and exchange of information and that ensures that each patient's health information is secure and protected." HHS also promulgated regulations requiring the adoption of updated versions of the transaction standards and the use of ICD-10 coding.

Last year Congress enacted healthcare reform legislation in the form of the Patient Protection and Affordable Care Act and the Health Care and Education Reconciliation Act of 2010 (combined, now referred to as PPACA or ACA), which pushes the healthcare industry even further in the direction of expanded use of health information technology. HHS is producing many more regulations regarding privacy, security, electronic health records, and operating rules to add value to the administrative transaction and code set standards. Just when we thought that the HIPAA changes had settled in, HIPAA changes are off and running again! These developments will affect most aspects of healthcare and everyone connected professionally with healthcare must understand these changes and what will be required in order both to benefit from and to comply with the new legal requirements.

All of these developments create substantial HIPAA compliance challenges for HIPAA covered entities and their business associates and subcontractors. Hospitals, physician organizations and other covered entities still must implement, update and train their workforces regarding HIPAA and HITECH generally, and institution-specific policies and procedures. Complex requirements regarding data breaches now must be included in policies and procedures, and in training programs. New challenges relating to accounting for disclosures and anticipated privacy and security audits must be dealt with, even before final regulations provide guidance. Health plans will be at risk for new and significant financial penalties under ACA certification requirements.

The HIPAA Summit will provide the most up-to-date information on the status and schedule for publication of the new regulations. Comprehensive presentations by leading regulators from the Centers for Medicare & Medicaid Services, the Office for Civil Rights, and the Office of the National Coordinator for Health Information Technology, will provide unique insights. Private sector leaders will add practical advice from their many experiences in implementation. This HIPAA Summit will address privacy and security and data breach changes and challenges and the legal and policy issues implicated, as well as electronic health record adoption issues. It will also cover developments and requirements for transactions and code sets and operating rules about how they are being implemented. It will also include training sessions for HIPAA privacy and security professionals who intend to apply for certification.

Learning Objectives:

- Prepare attendees for professional HIPAA privacy and security certification examinations.
- Understand the basics of HIPAA, HITECH, and PPACA/ACA laws and regulations, and the effect of healthcare reform on health information exchange.
- Obtain up-to-date information about recent and upcoming changes to the HIPAA regulations
- Outline the next generation of privacy and security compliance strategies, and how these affect electronic health record adoption and interoperability.
- Equip Healthcare Organizations with the knowledge and practical applications to achieve "audit readiness"
- Learn security breach analysis and notification strategies.
- Understand the operational efficiency opportunities for providers and health plans supported by the operating rules.
- Analyze Industry Readiness for implementation of 5010, ICD-10, and operating rules, and articulate strategies for compliance.
- Learn about the operations efficiency opportunities for providers and health plans supported by the operating rules.
- Understand the Medicare program incentives for meaningful use of electronic health records, and the role of regional extension centers.
- Gain expertise in the evaluation, selection and adoption of electronic health record systems.
- Anticipate operational issues and learn best practices in electronic health record implementations.

Who Should Attend:

- Privacy Professionals
- Security Professionals
- Clinicians
- Hospitals and other Healthcare Providers
- Health Plan Professionals
- Employers and Healthcare Purchasers
- State, Regional and Community-Based Health Information Organizations
- Public Health Officials
- Pharmaceutical, Biotechnology and Medical Device Manufacturers
- Healthcare IT Consultants, Suppliers and Vendors
- State and Federal Policy Makers
- Health Services Researchers
- Academics
- Chief Executive Officers
- Chief Operating Officers
- Chief Technology Officers
- Chief Financial Officers
- Compliance Officers
- Health Law Attorneys
- Medical Directors
- Physicians
- Managed Care Professionals
- Medical Group Managers
- Data Managers
- Ethics Officers
- Health Insurance Executives
- Consultants
- Government Agency Employees
- Health Administration Faculty

Monday, March 26, 2012

PROFESSIONAL CERTIFICATION PRECONFERENCES

Participation optional; Choose only one; Separate registration required.

PROFESSIONAL CERTIFICATION PRECONFERENCE I: HIPAA ACADEMY (CHP, CHS™ AND CHA™) PROFESSIONAL CERTIFICATION TRAINING

8:00 am Introduction and Overview

Uday O. Ali Pabrai, CISSP, CHSS, *Chief Executive and Co founder, ECFirst (Home of HIPAA Academy), Newport Beach, CA*

8:15 am Introduction to HIPAA/HITECH Act

Lorna L. Waggoner, *Director, HIPAA Academy, Waukee, IA*

9:00 am Introduction to HIPAA Privacy

Lorna L. Waggoner, *Director, HIPAA Academy, Waukee, IA*

9:45 am Advanced HIPAA Privacy Topics

Lorna L. Waggoner, *Director, HIPAA Academy, Waukee, IA*

10:30 am Break

10:45 am Introduction to HIPAA Security

Ali Pabrai, CISSP, CSCS, *Chief Executive and Co founder, ECFirst (Home of HIPAA Academy), Newport Beach, CA*

11:30 am Faculty Q&A

Noon Adjournment; Lunch on Your Own

PROFESSIONAL CERTIFICATION PRECONFERENCE II: HEALTH IT CERTIFICATION (CPHIT, CPEHR AND CPHIE) PROFESSIONAL CERTIFICATION TRAINING

8:00 am Introduction and Overview

Steven S. Lazarus, PhD, CPEHR, CPHIT, CPHIE, FHIMSS, *President, Boundary Information Group; Member, Board of Examiners, Health IT Certification, LLC; Past Chair, WEDI, Denver, CO (Co Chair)*

8:15 am Overview of HIT, EHR, and HIE

Steven S. Lazarus, PhD, CPEHR, CPHIT, CPHIE, FHIMSS, *President, Boundary Information Group; Member, Board of Examiners, Health IT Certification, LLC; Past Chair, WEDI, Denver, CO*

10:00 am Break

10:15 am Legal and Regulatory Aspects of HIT, HIE and EHR

Margret Amatayakul, MBA, RHIA, CPEHR, CPHIT, CPHIE, RHIA, CHPS, FHIMSS, *President, MargretA Consulting, LLC; Adjunct Faculty in Health Informatics, College of St. Scholastica; Former Executive Director, Computer-based Patient Record Institute; Former Associate Executive Director, AHIMA, Schaumburg, IL*

11:45 am Wrap-up and Questions

Noon Adjournment; Lunch on Your Own

Monday, March 26, 2012

HIPAA SUMMIT DAY I

OPENING PLENARY SESSION — HIPAA PRIVACY

1:00 pm Introduction and Overview



Alan S. Goldberg, JD, LLM, *Attorney & Counselor at Law; Past President and Inaugural Fellow, American Health Lawyers Association; Adjunct Professor of Health Law, George Mason University School of Law & American University Washington College of Law, McLean, VA (Co chair)*



Adam Greene, JD, MPH, *Partner, Davis Wright Tremaine; Former Senior Health Information Technology and Privacy Specialist, Office for Civil Rights, US Department of Health and Human Services, Washington, DC (Co chair)*

1:15 pm OCR Update



Leon Rodriguez, *Director, Office for Civil Rights (OCR), US Department of Health and Human Services; Former Chief of Staff and Deputy Assistant Attorney General, Civil Rights Division, US Department of Justice, Washington, DC*

1:45 pm Overview of Regulatory Changes to the Privacy Rule



Susan McAndrew, *Deputy Director for Health Information Privacy, Office for Civil Rights (OCR), US Department of Health and Human Services, Washington, DC*

2:30 pm What a HIPAA Performance Audit is under General Accepted Government Audit Standards (GAGAS)



Michael D. Ebert, *Partner, Advisory Services, KPMG; Engagement Partner, OCR HIPAA Audit Contract, Philadelphia, PA*

3:00 pm How to Prepare for a HIPAA Audit

Judi Hofman, CAP, CHP, CHSS, *Privacy and Information Security Officer, Cascade Healthcare Community at St. Charles Medical Center, Bend, OR*

3:30 pm Break

4:00 pm Addressing Privacy in a New Era of Enforcement

Adam Greene, JD, MPH, *Partner, Davis Wright Tremaine; Former Senior Health Information Technology and Privacy Specialist, Office for Civil Rights, US Department of Health and Human Services, Washington, DC*

4:30 pm Covered Entities and Business Associates: An Evolving Relationship

Rebecca Williams, Esq., *Partner and Co chair, HIT/HIPAA Practice, Davis Wright Tremaine LLP, Seattle, WA*

Tuesday, March 27, 2012

HIPAA SUMMIT DAY II

MORNING PLENARY SESSION — HIPAA SECURITY

7:00 am Registration Open; Networking Breakfast

8:00 am Welcome and Introduction



John C. Parmigiani, *President, John C. Parmigiani and Associates, LLC; Former Director of Enterprise Standards, HCFA, Ellicott City, MD (Co chair)*

8:15 am Checklist for HIPAA/HITECH Compliance: Step Through Healthcare Security Best Practices

Ali Pabrai, CISSP, CSCS, *Chief Executive and Co founder, ECFirst (Home of HIPAA Academy), Newport Beach, CA*

8:45 am Encryption: Addressable or a De Facto Requirement?

Jonathan Carroll, MBA, *Assistant Vice President - Enterprise IT Operations; Information Security Officer, University of Connecticut Health Center, Farmington, CT*

9:15 am Mobile Device Risk Management: Security in Motion

J. David Kirby, *President, Kirby Information Management Consulting LLC; Former Director, Information Security Office, Duke University Health System, Durham, NC*

9:45 am Break

10:15 am Using Tracer Methodology to Reduce Breaches

Margret Amatayakul, MBA, RHIA, CPEHR, CPHIT, CPHIE, RHIA, CHPS, FHIMSS, *President, MargretVA Consulting, LLC; Adjunct Faculty in Health Informatics, College of St. Scholastica; Former Executive Director, Computer-based Patient Record Institute; Former Associate Executive Director, AHIMA, Schaumburg, IL*

10:45 am Anatomy and Pathology of a Data Breach

Alan S. Goldberg, JD, LL.M., *Attorney & Counselor at Law; Past President and Inaugural Fellow; American Health Lawyers Association; Adjunct Professor of Health Law, George Mason University School of Law & American University Washington College of Law, McLean, VA*

Sharon D. Nelson, Esq., *President, Sensei Enterprises, Inc., Fairfax, VA*

John W. Simek, *Vice President, Sensei Enterprises, Inc., Fairfax, VA*

5:00 pm Panel Discussion: Practical Lessons on HIPAA Privacy Compliance

Howard J. Anderson, *Executive Editor, HealthcareInfoSecurity.com, Information Security Media Group, Corp.; Former Founding Editor, Health Data Management; Former Lead Editor, Healthcare Financial Management; Former Reporter, Modern Healthcare and Hospitals (now H&HN), Princeton, NJ*

Kelly Broder, Esq., *Associate General Counsel, Surescripts, Washington, DC*

Dennis Melamed, *President, Melamedia, LLC, Editor, Health Information Privacy/Security Alert, Alexandria, VA*

Sylvia Renda, MBA, CIPP, *Corporate Privacy Officer, HealthSouth Corporation, Birmingham, AL*

Carol M. Richardson, *Chief Privacy Officer, Johns Hopkins Health System, Baltimore, MD*

Adam Greene, JD, MPH, *Partner, Davis Wright Tremaine; Former Senior Health Information Technology and Privacy Specialist, Office for Civil Rights, US Department of Health and Human Services, Washington, DC (Co chair)*

6:15 pm Adjournment

Participation Options

Traditional Onsite Attendance

Simply register, travel to the conference city and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.

Live and Archived Internet Attendance

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months immediately following the event.

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The Renaissance Washington, DC Downtown Hotel is the official hotel for the TWENTIETH NATIONAL HIPAA SUMMIT. A special group-rate of \$329.00 single/double per night (plus tax) has been arranged for Summit attendees. To preview the hotel website and reserve your room at the group rate, please visit the conference website at www.HIPAAsummit.com. You may also make a phone reservation by calling the Passkey Reservations Office at 800-266-9432 or 506-474-2009. When making your reservation, please refer to "TWENTIETH HIPAA SUMMIT" in order to receive the group rate. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Sunday, March 4, 2012. After this, reservations will be accepted on a space-available basis at the prevailing rate.

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Wednesday, March 28, 2012

HIPAA SUMMIT DAY III

MORNING CLOSING PLENARY SESSION — TRANSACTIONS, CODE SETS, OPERATING RULES, HEALTH PLAN IDENTIFIER AND ICD 10 IMPLEMENTATION

7:00 am Registration Open; Networking Breakfast

8:00 am Welcome and Introductions



Steven S. Lazarus, PhD, CPEHR, CPHIT, CPHIE, FHIMSS, *President, Boundary Information Group; Member, Board of Examiners, Health IT Certification, LLC; Past Chair, WEDI, Denver, CO (Co chair)*

8:15 am Overview of Transactions & Code Sets, Operating Rules, Health Plan Identifier and ICD 10 Implementation



Denise M. Buenning, MsM, *Director, Administrative Simplification Group, Office of E-Health Standards and Services, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Baltimore, MD*

9:00 am ACA Operating Rules Update

Janet O. Estep, *President and Chief Executive Officer, NACHA - The Electronic Payments Association, Herndon, VA*

Gwendolyn Lohse, *Managing Director, Committee on Operating Rules for Information Exchange (CORE), Council for Affordable Quality Healthcare (CAQH), Washington, DC*

9:45 am Eligibility and Claims Status Revenue Cycle Management

James McNiff, *Associate Vice President of Health Service Receivables, Montefiore Medical Center, Bronx, NY*

10:15 am Break

10:30 am Electronic Funds Transfer and Electronic Remittance Advice

Peter Walker, *Healthcare Transactions Advisor, Aetna; Member, Board of Directors, WEDI; Co-Chair, EFT/ERA Subgroup, CAQH CORE, New York, NY*

11:00 am ASC X12 5010 and NCPDP D.0 implementation

Robert M. Tennant, MA, *Senior Policy Advisor, Medical Group Management Association, Washington, DC*

11:30 am ICD-10

Jim Daley, MBA, *Director, IS Risk & Compliance, BlueCross BlueShield of South Carolina; Chair Elect, WEDI, Columbia, SC*

Noon Morning Session Faculty Q&A on a Variety of Topics Raised by the Participants and Faculty, including Compliance with ASC X12 5010, NCPDP D.0, ICD-10 and Operating Rules

12:30 pm Summit Adjournment

11:30 am Managing Security Concerns with HIE and Business Associates

Phyllis A. Patrick, MBA, FACHE, CHC, *President, Phyllis A. Patrick & Associates LLC, Purchase, NY*

Noon Networking Luncheon

AFTERNOON PLENARY SESSION — HIPAA, HITECH AND HEALTH REFORM

1:15 pm Welcome and Introductions



William R. Braithwaite, MD, PhD, *"Doctor HIPAA"; Chief Medical Officer, Anakam, Inc.; Former Senior Advisor on Health Information Policy, DHHS, Washington, DC (Co chair)*

1:45 pm ONC, HIPAA HITECH and Health Reform



Farzad Mostashari, MD, ScM (Invited), *National Coordinator for Programs and Policy, Office of the National Coordinator for Health Information Technology, US Department of Health and Human Services, Washington, DC*

2:15 pm ONC Privacy and Security Policy Update



Joy Pritts, Esq., *Chief Privacy Officer, Office of the National Coordinator for Health IT, US Department of Health and Human Services; Former Senior Scholar, O'Neill Institute for National and Global Health Law and Research; Associate Professor with the Health Policy Institute, Georgetown University, Washington, DC*

2:45 pm Report from the HIT Privacy and Security Tiger Team



Deven McGraw, Esq., *Director, Health Privacy Project, Center for Democracy & Technology; Former Chief Operating Officer, National Partnership for Women & Families, Washington, DC*

3:15 pm Break

3:45 pm HIPAA and Health Information Exchanges

Helen Oscislawski, Esq., *Principal, Oscislawski LLC; Editor, Legal HIE Blog, New York, NY*

4:15 pm Behavioral Health Privacy Data Management Health Information Exchanges

Wende Baker, M.Ed., *Network Director, Electronic Behavioral Health Information Network, Lincoln, NE*

4:45 pm HIPAA and Payment and Delivery System Reform: Applicability to ACOs, Medical Home, Bundled Payments, etc.

Mark S. Hedberg, Esq., *Partner, Hunton & Williams, Richmond, VA*

5:15 pm HIPAA and Cloud Computing

Howard Burde, Esq., *Partner, Howard Burde Health Law LLC, Wayne, PA*

5:45 pm Adjournment and Networking Reception

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

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1. Individuals or groups may register for Internet access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Internet registrants will enjoy six (6) months of access from the date of issuance of a user name and password.
4. Only one user (per user name and password) may access the archived conference. It is not permissible to share the user name and password with third parties. Should Internet registrants choose to access post conference content via alternative media (Flash Drive), this individual use limitation applies. It is not permissible to share alternative media with third parties.
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6. Each Internet registration is subject to a "bandwidth" or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For online registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-7417 or 206-452-5624 for further information.

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1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
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Registration may be made online or via mail, fax or scan.

You may register through either of the following:

- Online at www.HIPAAsummit.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hccconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HCCA Conferences.

For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Summit, credit card payment will be processed.

TAX DEDUCTIBILITY

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

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The Summit does not offer pre-approved Continuing Education Credits (CEUs) directly. However, onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and online attendees can request an Online Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

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The Summit will pay a reward for information regarding unauthorized sharing of Summit content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of \$25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery. If you have knowledge regarding the unauthorized Summit content sharing, contact the Summit registration office.

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FAX: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 22529 39th Ave SE, Bothell, WA 98021

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The Twentieth HIPAA Summit

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PROFESSIONAL CERTIFICATION PRECONFERENCES

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One half day \$ 595
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The Professional Certification Preconference provides information to assist in certification for all of the HIPAA Academy's programs listed above. For your preconference fee, following the conference you will register for the online CHA course and certification examination. Upon your successful completion of that exam (75% or higher), you will be awarded the CHA certification. If you wish to take the additional courses for the HIPAA Academy's CHP and CSCS credential programs and/or any of the certification examinations online, you may register for package discounts below.

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HEALTH IT CERTIFICATION (CPHIT, CPEHR AND CPHIE) \$ 595
The Health IT Certification Professional Certification Preconference provides training, including the first two courses for each of the three CPHIT, CPEHR, and CPHIE tracked as listed above. As a preconference registrant, you have the option of registering for the online CPEHR, CPHIE, and/or CPHIT courses and certification examination online. Upon your successful completion of the exam(s) (70% or higher), you will be awarded the CPHIT, CPEHR or CPHIE certification, as appropriate. Discounts for online registration for those attending the program are listed below.

CONFERENCE REGISTRATION (Does not include Preconference):

Through Friday, January 13, 2012* \$ 1,195
 Through Friday, February 17, 2012** \$ 1,495
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Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

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All HIPAA Courses (101-108) — Regularly \$645 \$ 345
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 CHA Certification Package (101, 102, 103 and CHA examination) — Regularly \$695 \$ 395
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