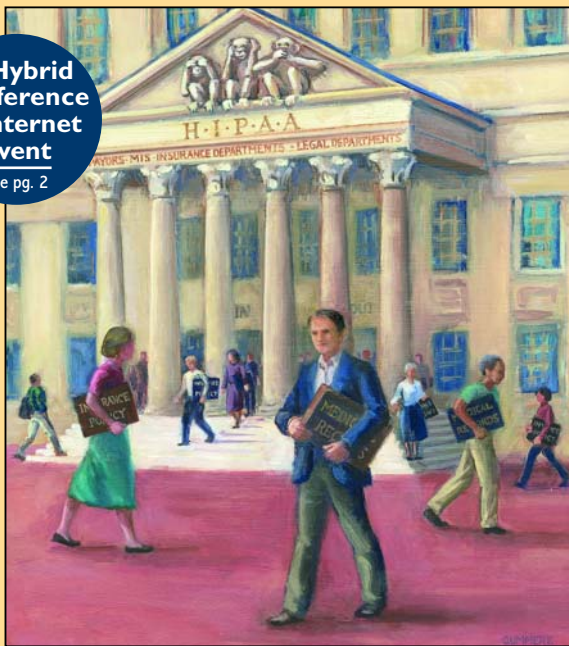


THE FIFTH NATIONAL HIPAA Summit West

The Leading Forum on Healthcare EDI, Privacy, Confidentiality, Data Security and HIPAA Compliance

A Hybrid Conference & Internet Event

See pg. 2



September 20 – 22, 2011

Grand Hyatt San Francisco • San Francisco, CA

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Featuring Comments by 2011 HIPAA Summit Distinguished Award Winner:

Jim Schuping, Executive Vice President and Chief Executive Officer, Workgroup for Electronic Data Interchange (WEDI)

Sponsored by HIPAA Academy — Professional Certification Training in:

- Certified HIPAA Professional (CHP)
- Certified Security Compliance Specialist™ (CSCS™)
- Certified HIPAA Administrator™ (CHA)

Co Chairs:

William R. Braithwaite, MD, PhD, “Doctor HIPAA,” Chief Medical Officer, Anakam, Inc., Former Senior Advisor on Health Information Policy, DHHS

Jim Daley, MBA, Director, IS Risk & Compliance, BlueCross BlueShield of South Carolina, Chair elect, WEDI

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

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

Keynote Speakers:

Denise M. Buening, MSM, Director, Administrative Simplification Group, CMS Office of eHealth Standards and Services

Michael Kruley, Regional Manager, Office for Civil Rights Region IX, US Department of Health and Human Services

Featured Faculty:

Sharon A. Anolik, Esq., CIPP, Global Privacy Risk and Strategy Leader, McKesson Corporation

Dianne J. Bourqu, JD, MPH, Associate, Mintz Levin

Stuart Hanson, MBA, Vice President, Healthcare Solutions, Fifth Third Bank

W. Reece Hirsch, Esq., Partner, Morgan Lewis

Angel Hoffman, RN, MSN, Corporate Quality/Compliance Officer, Kane Regional Centers, Principal, Advanced Partners in Health Care Compliance, LLC

J. David Kirby, MS, JCISPP, CHPS, President, Kirby Information Management Consulting LLC, Former Director, Information Security Office, Duke University Health System

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

Deven McGraw, Director, Health Privacy Project, Center for Democracy & Technology, Co-chair, Privacy and Security Tiger Team

Joseph McClure, JD, CHP, Regulatory & Compliance Principal, HDX Operations, Revenue Cycle Solutions, Siemens Healthcare

Lisa T. Murphy, Esq., Director, Corporate Legal Services & Senior Associate General Counsel, The Regence Group

Stanley Nachimson, Principal, Nachimson Advisors, LLC, Director, WEDI-NCHICA Timeline Project, Author, *Impact of ICD-10 on Providers*, Former Senior Advisor for HIT, Centers for Medicare and Medicaid Services

Austin M. O’Flynn, Esq., Senior Counsel, Catholic Healthcare West

Ali Pabrai, CISSP, CSCS, Chief Executive and Co founder, HIPAA Academy

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

Helen R. Pfister, Esq., Partner, Manatt Health Solutions

Rani Singh, Esq., Principal Counsel, Office of President, University of California

Paul T. Smith, Esq., Partner, Hooper, Lundy & Bookman

Randy Trzeciak, Technical Team Lead, Insider Threat Outreach and Transition Group, Software Engineering Institute CERT Program, Carnegie Mellon University

Lorna L. Waggoner, Director, HIPAA Academy

Amy Walker, RN, MS, CPHQ, FACHE, NEA-BC, Chief Executive Officer and Healthcare IT Strategist, Optimize IT Consulting

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

Call 800-503-7417 or visit our website: www.HIPAAsummit.com

HIPAA Summit Overview

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 and we spend twice as much per person to pay for a healthcare system whose results rank last of all industrialized nations.

Recent health legislation seeks to change all of this. A key component of health reform is a push towards ubiquitous electronic health records 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.

HIPAA started the ball rolling in this direction 15 years ago by requiring standards for administrative transactions, code sets, identifiers, security, and privacy. The HITECH Act (part of the American Recovery and Reinvestment Act of 2009) put the Office of the National Coordinator for Health Information Technology into law and provided the incentives and support to roll out EHR systems and incorporate clinical information exchanges. It ramped up the HIPAA requirements for privacy and security and charged the Secretary of HHS 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." The Department of Health & Human Services also issued regulations requiring the adoption of updated versions of the transaction standards and the use of ICD-10 coding.

Last year Congress passed healthcare reform legislation in the form of the Patient Protection and Affordable Care Act of 2010, which includes requirements to push the industry even further in this direction. HHS is producing volumes of regulations on privacy, security and electronic health records. Just when we thought that HIPAA had settled in, it is off and running again! These developments will affect most aspects of healthcare and everyone connected professionally with healthcare will want to understand these changes and what will be required.

All of these developments create substantial HIPAA compliance challenges for covered entities and their business associates. Hospitals, physician organizations and other covered entities still must implement, update and train their workforces regarding institution-specific policies and procedures. New challenges relating to accounting for disclosures and anticipated privacy and security audits must be dealt with in the short term.

The HIPAA Summit will provide the most up-to-date information on the status and schedule for the regulations through presentations by the 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. Private sector leaders will add practical advice from their experiences in implementation. This Summit will cover privacy and security, legal issues, and electronic health record adoption issues, as well as developments and requirements for transactions and code sets. It will also include training sessions for HIPAA privacy and security professionals who wish to apply for certification.

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
Risk Managers
Pharmacists
Quality Assurance Professionals
Registered Nurses
Long Term Care Professionals
Billing and Coding Professionals
Third Party Billing Professionals
Software Developers
System Vendors
System Integrators

Learning Objectives

- Prepare attendees for professional HIPAA privacy and security certification examinations.
- Understand the basics of HIPAA and HITECH laws and regulations, and the effect of health care reform on health information exchange.
- Outline the next generation of privacy and security compliance strategies, and how these affect electronic health record adoption and interoperability.
- Learn security breach analysis and notification strategies.
- Analyze Industry Readiness for 5010 and ICD-10, and articulate strategies for compliance.
- Understand the Medicare 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.

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.



Onsite

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 following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.



At your office ...



... or home

Tuesday, September 20, 2011

7:00 am Registration Commences

PRECONFERENCE SYMPOSIA

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

8:00 am Welcome & Introductions

Ali Pabrai, CISSP, CSCS, *Chief Executive and Co founder, HIPAA Academy, Newport Beach, CA*

8:15 am Introduction to HIPAA/HITECH Act

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

9:00 am Introduction to HIPAA Privacy

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

9:45 am Advanced HIPAA Privacy Topics

Paul T. Smith, Esq., *Partner, Hooper, Lundy & Bookman, San Francisco, CA*

10:30 am Break

10:45 am Introduction to HIPAA Security

Ali Pabrai, CISSP, CSCS, *Chief Executive and Co founder, HIPAA Academy, Newport Beach, CA*

11:30 am Faculty Q&A

Noon Adjournment (Lunch on Your Own)

PRECONFERENCE II: PRIVACY AND SECURITY UNDER THE HITECH ACT

8:00 am Welcome & Introductions

W. Reece Hirsch, Esq., *Partner, Morgan Lewis, San Francisco, CA*

Paul T. Smith, Esq., *Partner, Hooper, Lundy & Bookman, San Francisco, CA (Co chair)*

8:15 am Overview and Analysis of Non-Business Associate Changes, Including Enforcement, Data Breach Notification, Special Restrictions, Accounting for EHR Disclosures, Sale of PHI, EHR Copies, Minimum Necessary, Marketing and Fundraising

9:45 am Break

10:15 am Special Session on HITECH Act Business Associate Provisions, including Breach Notification, Application of Security Rule and Privacy Provisions, and Business Associates as Agents of Covered Entities

Noon Adjournment (Lunch on Your Own)

Tuesday, September 20, 2011

FIFTH NATIONAL HIPAA SUMMIT WEST: DAY I

OPENING PLENARY SESSION — HIPAA PRIVACY

1:00 pm Welcome, Introductions and Overview of Key Developments in HIPAA Privacy

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)*

1:30 pm OCR Update

Michael Kruley, *Regional Manager, Office for Civil Rights Region IX, US Department of Health and Human Services, San Francisco, CA*

2:15 pm Accounting of Disclosures

Paul T. Smith, Esq., *Partner, Hooper, Lundy & Bookman, San Francisco, CA*

3:00 pm Break

3:30 pm Business Associate Liability

Joseph McClure, JD, CHP, *Regulatory & Compliance Principal, HDX Operations, Revenue Cycle Solutions, Siemens Healthcare, Malvern, PA*

4:15 pm HIPAA Privacy Problem Solving Roundtable

Sharon A. Anolik, Esq., CIPP, *Global Privacy Risk and Strategy Leader, McKesson Corporation, Former Director of Corporate Compliance & Ethics, and Chief Privacy Officer, Blue Shield of California, Former Associate General Counsel and Chief Privacy Officer, Ask Jeeves, Former Deputy City Attorney, City and County of San Francisco, San Francisco, CA*

Jeff Jones, *HIPAA Compliance Officer, Sutter Health, Sacramento, CA*

Joseph McClure, JD, CHP, *Regulatory & Compliance Principal, HDX Operations, Revenue Cycle Solutions, Siemens Healthcare, Malvern, PA*

Lisa T. Murphy, Esq., *Director, Corporate Legal Services & Senior Associate General Counsel, The Regence Group, Portland, OR*

Austin M. O'Flynn, Esq., *Senior Counsel, Catholic Healthcare West, San Francisco, CA*

Paul T. Smith, Esq., *Partner, Hooper, Lundy & Bookman, San Francisco, CA*

Kate Watts, Esq. (Invited), *Vice President, Legal & Regulatory, Delta Dental of California, San Francisco, CA*

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 (Moderator)*

5:45 pm ADJOURNMENT AND NETWORKING RECEPTION

Wednesday, September 21, 2011

FIFTH NATIONAL HIPAA SUMMIT WEST: DAY II

7:00 am Registration Commences

MORNING PLENARY SESSION — HIPAA SECURITY

8:00 am Welcome & Introductions

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

8:15 am Preparing for Future of Information Security in Healthcare

Ali Pabrai, CISSP, CSCS, *Chief Executive and Co founder, HIPAA Academy, Newport Beach, CA*

8:45 am Security Program Status and Challenges for Academic Medical Centers (and Why You Should Care)

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

9:15 am Policies to Govern Securing Mobile Technology in Health Care

Angel Hoffman, RN, MSN, *Corporate Quality/Compliance Officer, Kane Regional Centers, Principal, Advanced Partners in Health Care Compliance, LLC, Pittsburgh, PA*

9:45 am Monitoring HIPAA Compliance: Why, What, When, and How?

Amy Walker, RN, MS, CPHQ, FACHE, NEA-BC, *Chief Executive Officer and Healthcare IT Strategist, Optimize IT Consulting, Columbia, MD*

10:15 am Break

10:45 am Privacy and Security Governance in the HITECH Era

Phyllis A. Patrick, MBA, FACHE, CHC, *President, Phyllis A. Patrick & Associates LLC, Former Compliance & Privacy Officer, Greenwich Hospital/Yale New Haven Health, Former Vice President & Chief Compliance Officer, Hospital for Special Surgery, Former Information Security Officer, Mount Sinai Medical Center, Purchase, NY*

11:15 am HIPAA Privacy and Security: Surviving Heightened Enforcement

Rebecca C. Fayed, Esq., *Counsel, SNR Denton, Washington, DC*
Gina M. Kastel, Esq., *Partner, Faegre & Benson, Minneapolis, MN*
Nathan A. Kottkamp, Esq., *Partner, McGuireWoods, Richmond, VA*

Noon NETWORKING LUNCHEON

AFTERNOON PLENARY SESSION: HIPAA, HITECH AND DELIVERY SYSTEM REFORM: ACOs AND MEDICAL HOME

1:00 pm Welcome & Introductions: Overview of HIPAA and HITECH

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

1:30 pm HIT Privacy and Security Tiger Team

Deven McGraw, *Director, Health Privacy Project, Center for Democracy & Technology, Co chair, Privacy and Security Tiger Team, Washington, DC*

2:00 pm How HIPAA and HITECH Affect Health Information Exchange

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

2:30 pm Network Privacy and Security, Incident Management, and Insider Threats in the Healthcare Industry

Randy Trzeciak, *Technical Team Lead, Insider Threat Outreach and Transition Group, Software Engineering Institute CERT Program, Carnegie Mellon University, Pittsburgh, PA*

3:00 pm National Strategy for Trusted Identities in Cyberspace (NSTIC)

Mike Garcia, *National Program Office, National Strategy for Trusted Identities in Cyberspace (NSTIC), Washington, DC*

3:30 pm Break

4:00 pm How Laws Protecting the Use & Disclosure of Sensitive Health Information Affect an Electronic Data Exchange Program

Rani Singh, Esq., *Principal Counsel, Office of President, University of California, Oakland, CA*

4:30 pm How Accountable Care Organizations (ACOs) Will Use and Disclose Protected Health Information While Complying with HIPAA

Dianne J. Bourqu, JD, MPH, *Associate, Mintz Levin, Boston, MA*

5:00 pm Balancing of Better Care and Privacy in ACOs

Helen R. Pfister, Esq., *Partner, Manatt Health Solutions, New York, NY*

5:30 pm ADJOURNMENT

HOTEL ACCOMMODATIONS

The Grand Hyatt San Francisco is the official hotel for the Fifth National HIPAA Summit West.

A special group rate of \$259.00 single/double has been arranged for Summit Attendees. Reservations at the group rate may be made by calling Hyatt Reservations at 1-888-421-1442 or 1-415-398-1234 for the Grand Hyatt reservations department. When making your reservation, please refer to HIPAA Summit in order to receive the group rate.

For information on how to book your hotel room online, please go to the travel tab at www.HIPAAsummit.com

Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Friday, August 26, 2011. After this, reservations will be accepted on a space-available basis at the prevailing rate.

The Grand Hyatt San Francisco

345 Stockton St. • San Francisco, CA 94108

415-398-1234

www.grandhyattsanfrancisco.com/

Thursday, September 22, 2011

FIFTH NATIONAL HIPAA SUMMIT WEST: DAY III

7:00 am Registration Commences

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

8:00 am **Welcome & Introductions and Advanced Issues in ICD 10 Compliance, including Crosswalks, Testing, Coding, Medical Policies, Informatics Implications and Integration with Other Projects**

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

8:30 am **Presentation of HIPAA Summit Distinguished Service Award: Reflections on my Years at WEDI**

Jim Schuping, *Executive Vice President and Chief Executive Officer, Workgroup for Electronic Data Interchange (WEDI), Reston, VA*

9:00 am **Overview of HIPAA and Administrative Simplification Initiatives**

Denise M. Buening, MSM, *Director, Administrative Simplification Group, Office of eHealth Standards and Services, Centers for Medicare and Medicaid Services, US Department of Health and Human Services, Baltimore, MD*

9:30 am **ACA Operating Rules Update and Implementation Plans**
Gwendolyn Lohse, *Managing Director, Committee on Operating Rules for Information Exchange (CORE), Council for Affordable Quality Healthcare (CAQH), Washington, DC*

10:00 am **Break**

10:15 am **Implementation Timelines: 5010, ICD-10, and the New PPACA Requirements: Overlaps and Contentions**

Stanley Nachimson, *Principal, Nachimson Advisors, LLC, Director, WEDI-NCHICA Timeline Project, Author, Impact of ICD-10 on Providers, Former Senior Advisor for HIT, Centers for Medicare and Medicaid Services, Reisterstown, MD*

10:45 am **The Role of Banks in Electronic Funds Transfer in Remittance Advice**

Stuart Hanson, MBA, *Vice President, Healthcare Solutions, Fifth Third Bank, Chicago, IL*

11:15 am **5010 Readiness**

Jim Whicker, *Principal Technology Consultant, Health IT Strategy and Policy, Kaiser Permanente, Former Director of Electronic Data Interchange, Revenue Cycle Organization, Intermountain Healthcare, Past President, WEDI, Portland, OR*

11:45 am **Faculty Q&A**

12:30 pm **ADJOURNMENT**

Sponsored by:

American Academy of Professional Coders

American Association of Healthcare Administrative Management

American Association of Medical Transcription

American Association of Preferred Provider Organizations

American Medical Group Association

Association of Healthcare Internal Auditors, Inc.

Association of Medical Directors of Information Systems

Association of Telehealth Service Providers

Blue Cross and Blue Shield Association

Catholic Health Association

Cyber Security Industry Alliance (CSIA)

Disease Management Association of America

eHealth Initiative

Electronic Healthcare Network Accreditation Commission

Federation of American Hospitals

Health Level Seven

HealthTech

Healthcare Leadership Council

Integrated Healthcare Association

International Association of Privacy Professionals

IPA Association of America

MCOL

Medical Device Manufacturers Association

Medical Group Management Association

Medical Transcription Industry Association

National Association of Medical Staff Services

National Business Coalition on Health

National Business Group on Health

National Center for Policy Analysis

National Council for Prescription Drug Programs

North Carolina Healthcare Information and Communications Alliance

Professional Association of Health Care Office Management

URAC

Workgroup for Electronic Data Interchange

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AIS Report on Patient Privacy

AIS Report on Medicare Compliance

Aspen Publishers' Health Information Management Manual

Aspen Publishers' HIPAA: A Guide to Health Care Privacy and Security Law

AHA News

BNA's Health Care Fraud Report

BNA's Health Law Reporter

BNA's Privacy and Security Law Report

BNA's Privacy Law Watch

Briefings on Coding Compliance Strategies

Briefings on HIPAA

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For the Record Magazine

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Group Practice Journal

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Health Information Compliance Alert

Health Information Compliance Insider

Health Information Privacy/Security Alert

Health Law Update

Health Management Technology

Health Plan Market Trends Letter

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HIPAA Desk Reference

Hospitals & Health Networks

Ingenix

Journal of Health Care Compliance

Journal of Health Policy, Politics & Law

Managed Care Report

Medical Home News

Millin's Health Fraud Monitor

Modern Healthcare

Modern Physician

Part B Insider

Predictive Modeling News

The Privacy Advisor

Strategies for Health Care Compliance

Thomson's Newly Revised Guide to Medical Privacy and HIPAA Privacy Requirements

Thompson's Newly Revised Employer Guide to Health Insurance Portability and Accountability Act

Thompson's Newly Revised Guide to Medical Privacy and HIPAA



The HIPAA Summit is pleased to present its Fall 2011 HIPAA Summit Distinguished Service Award to JIM SCHUPING in recognition of his many years of service as Executive Vice President and Chief Executive Officer, Workgroup for Electronic Data Interchange (WEDI).

Jim Schuping currently serves as Executive Vice President/CEO of the Workgroup for Electronic Data Interchange, (WEDI), an association dedicated to fostering administrative simplification in healthcare through the development and implementation of electronic commerce and EDI standards. He was the initial Chief Staff Executive of WEDI in 1996 during its early development. He has over thirty-five years of association management experience, twenty-nine as a CEO. In addition, he has over ten years experience in marketing and management in the securities, insurance and construction products industries.

Jim has announced his plan to retire at the end of the year. It is with mixed emotions that the WEDI Board of Directors has accepted his decision to retire. Jim's leadership and passion in serving WEDI and the health care industry will be greatly missed. He will be long remembered for a legacy of collaboration and for his many contributions to the health care industry in general and to the success of WEDI in particular.

In recent years, Schuping has been specializing in the strategic restructuring and management renewal of associations undergoing significant marketplace transitions, implementing operational strategies and customized member services to enhance the business focus, operating performance, member value and leadership effectiveness of these organizations. He has also directed

the planning and development of three new associations in response to identified needs within the not-for-profit marketplace. Responsibilities included development of governance structures (Board, committees, staff), formalization of membership categories, revenue sources, products, services, etc., and development and implementation of strategic business plans to grow the new organizations.

Jim's career has included the following positions:

- President/CEO of the American Alliance of Family Businesses, an organization advocating business and legislative strategies in support of family business growth and success. This was a new association initiated to address specific needs of "family business owners";
- President/CEO of the National Computer Graphics Association, an organization of manufacturers, users and designers of computer graphics technology, and founding President of the NCGA Foundation;
- Executive Vice President/CEO of the Turnaround Management Association, a new organization specializing in serving the needs of professionals engaged in the expanding practice of crisis management and corporate restructuring;
- Executive Vice President/CEO of the Club Managers Association of America, an international association for executive managers of private clubs, and President of the CMAA Education Foundation; and
- Executive Vice President/CEO of the Construction Products Manufacturers Council, a trade association of leading manufacturers of commercial construction materials.

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY FOR HIPAA SUMMIT

REGARDING INTERNET REGISTRATIONS

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 registration or conference adjournment, whichever is later.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Internet registrants choose to purchase post-conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
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 same capacity cap.
7. For online registrants there will be no refunds for cancellations. Please call the conference office at (800) 503-7417 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

1. For onsite group registrations, full registration and credit card information required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute or switch to the online option; please call the Conference Office at (800) 503-7417 for further information.

METHOD OF PAYMENT FOR TUITION

Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to Health Care Conference Administrators LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$30 fee will be charged on any returned checks.

PAYMENT OPTIONS

Registration may be made online or via mail, fax or scan.

You may register online at www.HIPAAsummit.com.

Alternatively, you may use our printed registration form, enclose payment and return it to the Summit registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to (206) 319-5303 or scan the completed form to registration@hcconferences.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.

CONTINUING EDUCATION UNITS (CEUs)

The Summit does not offer CEUs; however, on-site attendees may request a Certificate of Attendance which they can present to their specific continuing education provider; and online attendees may download an Online Certificate of Attendance on which they can self-certify the hours watched.

ONLINE CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for online cancellations. You may transfer your online registration to another party. For more information, please call the Conference Office at 800-503-6494.

INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Summit content via Internet access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Summit aggressively pursues copyright infringers.

If a registrant needs the ability to share Summit content within his or her organization, multiple Summit registrations are available at discounted rates.

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.

REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS

Program subject to cancellation or change. If the program is cancelled the only liability of the Summit will be to refund the registration fee paid. The Summit shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION

Call (800) 503-7417 or (206) 452-5624, Monday-Friday, 7AM – 5 PM PST. Send e-mail to registration@hcconferences.com, or visit our website at www.HIPAAsummit.com.

THE FIFTH HIPAA SUMMIT WEST

REGISTRATION FORM

HOW TO REGISTER: Fully complete the following (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at www.HIPAAsummit.com.

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

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

FOR REGISTRATION QUESTIONS:

PHONE: Phone: (800) 503-7417 (Continental US, Alaska and Hawaii only) or (206) 452-5624

E-MAIL: registration@hcconferences.com
(Registration is not available by phone or e-mail.)

COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME _____

SIGNATURE OF REGISTRANT - REQUIRED _____

JOB TITLE _____

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Special Needs (Dietary or Physical)

ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty, plus a conference materials Data-DVD.

PRECONFERENCES Tuesday, Sept. 20:

- HIPAA Academy: CHA/CHP/CSCS Professional Certification Training \$ 595
(Note that the professional certification Preconference above provides all courses necessary for HIPAA Academy's CHA program. If you wish to take the additional courses necessary for HIPAA Academy's CHP and CHSS programs and/or any of the certification examinations online, you may register for package discounts below.)
- HIPAA Summit Preconference \$ 495

CONFERENCE (Does not include Preconferences):

- Through Friday, July 15, 2011* \$1,195
- Through Friday, August 19, 2011** \$1,495
- After Friday, August 19, 2011 \$1,795

GROUP REGISTRATION DISCOUNT:

Three or more registrations submitted at the same time receive the following discounted rates for conference registration only (preconference not included). To qualify, all registrations must be submitted simultaneously:

Conference:

- Through Friday, July 15, 2011* \$ 995
- Through Friday, August 19, 2011** \$1,295
- After Friday, August 19, 2011 \$1,595

CONFERENCE ELECTRONIC MEDIA:

Onsite attendees — Following the Summit, the video and presentations are made available in the following formats. To take advantage of the discounted prices below, you must reserve media WITH your Summit registration.

- Conference Audio/Video and Powerpoint on:
 - Flash Drive (includes \$15 shipping): \$ 114
 - Web (6 month access) \$ 99

Professional Certification Preconferences are not included in the broadcast or post conference media.

*This price reflects a discount for registration and payment received through Friday, 7/15/11.

**This price reflects a discount for registration and payment received through Friday, 8/19/11.

ONLINE CONFERENCE ATTENDANCE

Online conference registration includes the live Internet feed from the Summit, plus six months of continued archived Internet access, available 24/7.

Professional Certification Preconferences are not included in the broadcast or post conference media.

INDIVIDUAL REGISTRATION:

CONFERENCE (Does not include Preconference):

- Through Friday, July 15, 2011* \$ 795
- Through Friday, August 19, 2011** \$1,095
- After Friday, August 19, 2011 \$1,395

GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

Group registration offers the possibility of implementing a HIPAA Summit online training program. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employees' conference participation.

- Conference Access:**
- 5 or more \$595 each
 - 10 or more \$495 each
 - 20 or more \$395 each
 - 40 or more \$295 each

CONFERENCE ELECTRONIC MEDIA:

Online attendees — Following the Summit, the video and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Summit registration.

- Conference Audio/Video and Powerpoint on Flash Drive (includes \$15 shipping): \$ 114

Professional Certification Preconferences are not included in the broadcast or post conference media.

See INTELLECTUAL PROPERTY POLICY policy, page 6.

REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions binding on the parties. In particular, these terms and conditions shall apply in the case of any credit or debit card dispute. For onsite registrants there will be no refunds for "no-shows" or for cancellations.

SUPPLEMENTAL REGISTRATIONS for Online Professional Certification and Examinations

HIPAA ACADEMY (CHP, CHSS™ AND CHA™) ONLINE TRAINING/EXAMINATIONS
(Supplemental Training only available to those who register for Preconf. I - HIPAA Academy Basic Training)

- All Courses Package (101, 102, 103, 104, 105, 106, 107, 108) (regular online: \$645) \$345
- CHA Certification Package (101, 102, 103 and CHA exam) (regular online: \$695) \$395
- CHP Certification Package (101, 102, 103, 104, 105 and CHP exam) (regular online: \$895) \$595
- CHSS Certification Package (105, 106, 107, 108 and CHSS exam) (regular online: \$795) \$345
- CHP & CHSS Certifications Package (101, 102, 103, 104, 105, 106, 107, 108, CHP and CHSS exams) (regular online: \$1,595) \$995

SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND ONLINE ATTENDEES:

If you are registered to attend the Fifth National HIPAA Summit West, you can purchase an annual subscription to *Predictive Modeling News* for only \$295 (regular rate \$468) when ordered with your conference registration.

- Predictive Modeling News* subscription \$295

PAYMENT DISCOUNT CODE

TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at The HIPAA Summit, 22529 39th Ave. SE, Bothell, WA 98021, or fax your credit card payment to (206) 319-5303. You may also register online at www.HIPAAsummit.com.

- Check/money order enclosed (payable to Health Care Conference Administrators LLC)
- Payment by credit card: American Express Visa Mastercard

If a credit card number is being given to hold registration only until such time as a check is received it must be so noted. If payment is not received by seven days prior to the Summit, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to HCCA Conferences.

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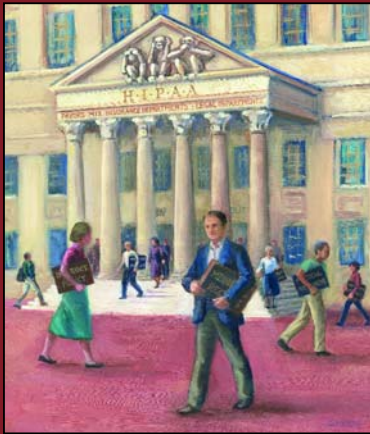
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*The HIPAA Summit offers training and/or certification
examinations for the following categories of professional certification:*

- **Certified HIPAA Professional (CHP)**
- **Certified Security Compliance Specialist™ (CSCS™)**
- **Certified HIPAA Administrator™ (CHA)**