

# The Twenty-Ninth National HIPAA Summit

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HYATT REGENCY CRYSTAL CITY • ARLINGTON, VA  
MARCH 3 – 5, 2020

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

For Early Bird  
Registration Discount  
Register by Friday,  
February 7, 2020

**KEYNOTE SPEAKERS**



**Marissa Gordon-Nguyen, MPH, JD**, Senior Advisor for HIPAA Policy, US DHHS



**Elisa K. Jillson, JD**, Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, FTC



**Mark Knee, JD**, Senior Policy Advisor, Office of Policy, Office of the National Coordinator for Health Information Technology (ONC)



**Deven McGraw, JD**, General Counsel and Chief Regulatory Officer, Citizen Corporation; Former Deputy Director, Health Information Privacy, OCR



**Serena Mosley-Day, JD**, Senior Advisor for HIPAA Compliance and Enforcement, Office for Civil Rights, US Department of Health and Human Services; Former Assistant Regional Counsel, Social Security Administration



**Timothy Noonan, JD**, Deputy Director, Health Information Privacy, US Department of Health and Human Services; Former Supervisory General Attorney, US Department of Education

**TUITION SCHOLARSHIP PROGRAM:** The HIPAA Summit is now offering a limited number of partial and full Tuition Scholarships to qualifying representatives of local, state and federal government, consumer advocate organizations, safety net providers, academics, students and health services research organizations. Consult the website for details.



**Donald Rucker, MD**, National Coordinator for Health Information Technology, US DHHS; Former Chief Medical Officer, Siemens Healthcare



**Roger Severino, JD**, Director, Office for Civil Rights, US DHHS; Former Director, DeVos Center for Religion and Civil Society, Institute for Family, Community, and Opportunity, Heritage Foundation; Former Trial Attorney, Civil Rights Division, US DOJ



**Daniel J. Solove, JD**, John Marshall Harlan Research Professor of Law, George Washington University Law School, Founder, TeachPrivacy, Author, Understanding Privacy; Information Privacy Law; The Future of Reputation: Gossip, Rumor, and Privacy on the Internet; and The Digital Person: Technology and Privacy in the Information Age



**Gerry Zack, MBA, CPA, CFE, CIA, CRMA**, Chief Executive Officer, Health Care Compliance Association (HCCA), and Society of Corporate Compliance and Ethics (SCCE); Former Chair, Association of Certified Fraud Examiners (ACFE)

**CONTINUING EDUCATION CREDITS:**  
**ACCOUNTING PROFESSIONALS:** Approved for up to 20.0 hours of NASBA CPE credits.  
**ATTORNEYS:** Approved for up to 15.50 Pennsylvania CLE Credits.  
**COMPLIANCE PROFESSIONALS:** The Compliance Certification Board (CCB)® has approved this event for up to 29.1 live CCB CEUs.

**PLATINUM GRANTOR:**



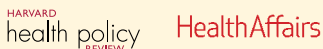
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## HIPAA SUMMIT OVERVIEW

Information privacy and security have gone from seeming afterthoughts for many to front-page news that have grabbed the attention of the public and C-suites alike. Health information privacy and security is no exception. Government-led interoperability efforts seek to unleash the power of electronic health information, raising significant concerns about the limitations of HIPAA and potential loss of privacy and security of the information. The country tries to tackle a devastating opioid epidemic, shining a spotlight on the role that privacy of substance use disorder information should play in the epidemic. Health care sector and tech companies unite on projects to advance artificial intelligence, requiring the application of decades-old privacy laws to ventures that once seemed like science fiction.

The HIPAA Summit is the place to go to stay on top of all of this and more. You will receive practical information to improve compliance with HIPAA and other privacy and security laws governing health information. The HIPAA Summit will bring together current and former regulators from the Office for Civil Rights, the Centers for Medicare & Medicaid Services, the Federal Trade Commission, the Office of the National Coordinator for Health Information Technology, and the Substance Abuse and Mental Health Services Administration. You will hear from thought leaders and practitioners at some of the nation's top health care systems and health plans. The HIPAA Summit will include sessions on HIPAA enforcement initiatives, new cyber security threats, opportunities to hear privacy and security officers share best practices, and lessons on what challenges are to come and how to tackle them.

We look forward to you joining us as we tackle today's and tomorrow's biggest healthcare privacy and security challenges together.

## WHO SHOULD ATTEND

- Privacy Professionals
- Security Professionals
- Physicians and Other Clinicians
- Hospital and Nursing Home Executives
- 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, Contractors, 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 and Accountants
- Medical Directors
- Managed Care Professionals
- Medical Group Managers
- Data Managers
- Ethics Officers
- Health Insurance Executives
- Government Agency Employees
- Health Administration Faculty
- Accountable Care Organization Personnel
- Financial Treasury Services Executives
- Revenue Cycle Managers
- Health Information Exchange Participants

## HOTEL INFORMATION/RESERVATIONS

**The HIPAA Summit does not contract with any third party organization to make hotel reservations for attendees of the Summit. All attendees should make their hotel reservations directly with the hotel and not with a third party vendor.**

The Hyatt Regency Crystal City in Arlington Virginia is the official hotel for the 29th National HIPAA Summit. A special group rate of **\$289.00 single/double per night** (plus applicable taxes) has been arranged for Summit Attendees. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of **Monday, February 10, 2020**. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

**SUMMIT HOTEL SOLD OUT: Discounted guest rooms available until February 6, right across the street at overflow hotel, Courtyard Arlington Crystal City/Reagan International Airport.**

**Please go to [hipaasummit.com/travelhotel](http://hipaasummit.com/travelhotel) for booking information.**

## LEARNING OBJECTIVES

- Understand the basics of HIPAA, HITECH, ACA, and Cures laws and regulations, and the effect of healthcare reform on health information exchange.
- Obtain up-to-date information about recent changes to HIPAA regulations.
- Update covered entities and business associates regarding HIPAA requirements.
- Learn what HIT contractors and subcontractors must do to become compliant.
- Outline the next generation of privacy and security compliance strategies, and how these affect electronic health record adoption and interoperability.
- Provide current information on what you need to know about the OCR HIPAA program and tools you can use to prepare.
- Equip healthcare organizations with the knowledge and practical applications to achieve “audit readiness.”
- Learn security breach analysis and notification strategies, and understand encryption.
- Offer insights into HIPAA privacy and security compliance best practices.
- Understand the operational efficiency opportunities for providers and health plans supported by the operating rules.
- Analyze industry implementation of 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.
- Gain expertise in the evaluation, selection, certification and adoption of electronic health record systems.
- Anticipate operational issues and learn best practices in electronic health record implementations.
- Explain the current cybersecurity landscape in healthcare, including recent and emerging trends.
- Identify the risks posed to provider organizations by cyberattacks, and offer strategies for mitigating that risk.
- Prepare attendees for professional HIPAA privacy and security certification examinations.

## PARTICIPATION OPTIONS

### TRADITIONAL ONSITE ATTENDANCE

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

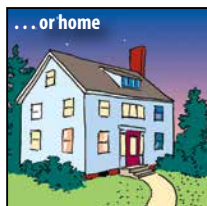
PROS: subject matter immersion; professional networking opportunities; faculty interaction.

### 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 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.



TUESDAY, MARCH 3, 2020

## PRECONFERENCE SYMPOSIA

### PRECONFERENCE I: BASIC TRAINING FOR HEALTH CARE PRIVACY & SECURITY PROFESSIONALS

#### 8:00 am HIPAA Privacy Basics



**Adam Greene, JD, MPH**, Partner and Co-chair, Health Information and HIPAA Practice, Davis Wright Tremaine LLP; HIPAA Summit Distinguished Service Award Winner; Former Senior Health Information, Technology and Privacy Specialist, Office for Civil Rights, US Department of Health and Human Services, Washington, DC

#### 9:00 am HIPAA Breach Notification Rule and HIPAA Enforcement Rule



**Iliana Peters, JD, LLM**, Shareholder, Polsinelli; Former Acting Deputy Director, Health Information Privacy, Office for Civil Rights, US Department of Health and Human Services, Washington, DC

#### 10:00 am Transition Break

#### 10:15 am HIPAA Security Basics



**John C. Parmigiani**, President, John C. Parmigiani and Associates, LLC; HIPAA Summit Distinguished Service Award Winner; Former Director of Enterprise Standards, HCFA (now CMS), Ellicott City, MD

#### 11:15 am Faculty Discussion and Q&A

#### 12:00 pm Adjournment; Lunch on Your Own

### PRECONFERENCE II: PROFESSIONAL CERTIFICATION PRECONFERENCE: CERTIFIED CYBER SECURITY ARCHITECT<sup>SM</sup> (CCSA<sup>SM</sup>) TRAINING



Learning Objectives:

- Examine how to establish an enterprise cybersecurity program based on the NIST Cybersecurity Framework.
- Identify policies that reflect an organization's priority for cyber security in the areas of risk assessment, mobile devices, cloud computing, supply chain (business associates), and more.
- Leverage NIST standards for incident response management, encryption and other key areas for a credible, audit-ready, HIPAA compliance program.
- Understand how to align your HIPAA compliance program with the NIST Cybersecurity Framework.

#### 7:00 am Registration Open

#### 8:00 am Introduction and Overview



**Uday O. Ali Pabrai, MSEE, CISSP, HITRUST (CCSFP)**, Chief Executive and Co-founder, ecfirst (A HITRUST Authorized External Assessor), Irvine, CA

#### 12:00 pm Adjournment; Lunch on Your Own

## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

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HIPAA SUMMIT DAY I: OPENING PLENARY SESSION – HIPAA PRIVACY

1:00 pm Introduction and Overview



**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 Keynote Address



**Roger Severino, JD**, Director, Office for Civil Rights, US Department of Health and Human Services; Former Director, DeVos Center for Religion and Civil Society, Institute for Family, Community and Opportunity, Heritage Foundation; Former Trial Attorney, Civil Rights Division, US Department of Justice, Washington, DC

1:45 pm OCR Policy and Implementation Update



**Serena Mosley-Day, JD**, Senior Advisor for HIPAA Compliance and Enforcement, Office for Civil Rights, US Department of Health and Human Services; Former Assistant Regional Counsel, Social Security Administration, Washington, DC

2:30 pm Update on 42 CFR Part 2, the Privacy Rule that Governs Substance Use Disorder Treatment Records



**Deepa Avula, MPH** (Invited), Chief of Staff/Director, Office of Financial Resources (OFR), Substance Abuse and Mental Health Services Administration (SAMHSA), Rockville, MD

3:00 pm Break

3:30 pm Privacy Policy Keynote



**Daniel J. Solove, JD**, John Marshall Harlan Research Professor of Law, George Washington University Law School; Founder, TeachPrivacy; Author, Understanding Privacy; Information Privacy Law; The Future of Reputation: Gossip, Rumor, and Privacy on the Internet; and The Digital Person: Technology and Privacy in the Information Age, Washington, DC

4:00 pm The Role of the Health Care Chief Compliance Officer in HIPAA and Privacy and Security Compliance



**Gerry Zack, MBA, CPA, CFE, CIA, CRMA**, Chief Executive Officer, Health Care Compliance Association (HCCA), and Society of Corporate Compliance and Ethics (SCCE); Former Chair, Association of Certified Fraud Examiners (ACFE) Minneapolis, MN

4:30 pm

The Role that Privacy Policy Plays in the Initiative to Permit Patients with Complete Control of their Health Data



**Deven McGraw, JD**, General Counsel and Chief Regulatory Officer, Citizen Corporation; Former Deputy Director, Health Information Privacy, Office for Civil Rights, US Department of Health and Human Services; Former Director, Health Privacy Project, Center for Democracy & Technology, Redwood City, CA

5:00 pm

Chief Privacy Officers Best Practices Roundtable



**Angela Alton, MPA, CHPC, CHC**, Vice President and Privacy Officer, Ann & Robert H Lurie Children's Hospital of Chicago; Former Deputy Chief Privacy Officer, Bay Area, Sutter Health, Chicago, IL



**Andrew Clearwater, CIPP/E, LLM**, Director of Privacy, OneTrust, Atlanta, GA



**Elizabeth Delahoussaye, RHIA, CHPS**, Chief Privacy Officer, Ciox Health; Former Speaker of the House of Delegates, AHIMA, Alpharetta, GA



**Alta Whisnant, MS, RHIA, CHC**, Vice President and Enterprise Privacy Official, Envision Healthcare Corporation, Nashville, TN



**Anne Kimbol, JD, LLM**, Assistant General Counsel and Chief Privacy Officer, HITRUST; Former General Counsel, Texas Health Services Authority, Frisco, TX



**Erika Riethmiller, MS, CIPP/US, CISM, CPHRM**, Chief Privacy Officer and Sr. Director of Privacy Strategy, University of Colorado Health; Former Director of Corporate Privacy, Anthem; Former Privacy Officer, State of Colorado, Department of Health Care Policy and Financing, Aurora, CO



**Iliana Peters, JD, LLM**, Shareholder, Polsinelli; Former Acting Deputy Director, Health Information Privacy, Office for Civil Rights, US Department of Health and Human Services, Washington, DC (Moderator)

6:00 pm

ADJOURNMENT AND NETWORKING RECEPTION

HIPAA SUMMIT DAY II: MORNING PLENARY SESSION – HIPAA POLICY UPDATE & 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 HIPAA Policy Update**  
**Marissa Gordon-Nguyen, MPH, JD**, Senior Advisor for HIPAA Policy, US Department of Health and Human Services, Washington, DC



**Timothy Noonan, JD**, Deputy Director, Health Information Privacy, US Department of Health and Human Services; Former Supervisory General Attorney, US Department of Education, Washington, DC



9:00 am HITRUST CSF: A Credible Standard for Ensuring HIPAA Compliance

**Uday O. Ali Pabrai, MSEE, CISSP, HITRUST (CCSFP)**, Chief Executive and Co-founder, ecfirst (A HITRUST Authorized External Assessor), Irvine, CA



9:30 am Chief Security Officers Best Practices Roundtable

**Frank Ruelas, MBA**, Facility Compliance Professional, St. Joseph's Hospital and Medical Center/Dignity Health, Phoenix, AZ



**Anahi Santiago, MBA**, Chief Information Security Officer, Christiana Care Health System; Former Director, Information Security and Support Services, Albert Einstein Healthcare Network, Philadelphia, PA



**Timothy Torres, MBA, CISSP, ISSMP, CISM, HCISPP**, Senior Deputy Chief Information Security Officer, Sutter Health, Sacramento, CA



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

10:30 am Break

## MORNING MINI SUMMITS: MINI-SUMMITS GROUP I

11:00 am – 12:00 pm

### Mini-Summit I: Updates from the 2019 National HIPAA Compliance Benchmark Survey Report

**Cathy Bodnar, MS**, Chief Compliance and Privacy Officer, Cook County Health, Chicago, IL

**Josephine N. Harriott, JD**, Deputy Chief Compliance Officer, Health Sciences at Howard University, Washington, DC

**Darlene Mitchell, MBA**, Vice President of Corporate Compliance, Advantia Health; Former Director, National Compliance Programs (Lead Compliance Officer), Planned Parenthood Federation of America, Baltimore, MD

**Lisa Shuman, MPA, CHC, CHPC, CHRC**, Consultant, Strategic Management Services, Alexandria, VA

**Catie Heindel, JD, CHC, CHPC, CHPS**, Managing Senior Consultant, Strategic Management Services, Alexandria, VA (Moderator)

### Mini-Summit II: All about the California Consumer Privacy Act & Engagement with Executive Management

**11:00 am All About the CCPA: A 5-Step Guide to Complying with California's Consumer Privacy Act**

**Andrew Clearwater, CIPP/E, LLM**, Director of Privacy, OneTrust, Atlanta, GA

**11:30 pm Engagement with Executive Management: How to Arm Compliance and Privacy Professionals with Specific Data that Informs Decision Making**

**Daniel Fabbri, PhD**, Founder and Chief Executive Officer, Maize Analytics; Assistant Professor of Biomedical Informatics and Computer Science, Vanderbilt University, Nashville, TN

**Margaret Hambleton, MBA, CHC, CHPC**, President, Hambleton Compliance LLC; Former Vice President, Chief Compliance Officer, Dignity Health; Former Senior Vice President, Ministry Integrity, Chief Compliance Officer, St. Joseph Health System, Valencia, CA

### Mini-Summit III: Value-Based Care Initiatives & Quality Improvement and Analytics

**11:00 am HIPAA and Compliance in the World of Value-Based Care Initiatives**

**Gerald Rupp, MS, PhD**, Chief Innovation Officer, Fusion5 Healthcare Solutions; Former Director of Research & Payment Innovation, Signature Medical Group; Former Vice President for Research, Executive Director, Institute for Science and Health, Saint Charles, MO

**11:30 pm Advancing Privacy through Quality Improvement and Analytics**

**Elizabeth Delahoussaye, RHIA, CHPS**, Chief Privacy Officer, Ciox Health; Former Speaker of the House of Delegates, AHIMA, Alpharetta, GA

### Mini-Summit IV: Effective HIPAA Risk Assessments & HIPAA Compliance in the Public Sector

**11:00 am Performing Effective HIPAA Risk Assessments; Dos and Don'ts**

**Matt Farry, CISM, CEH**, Cybersecurity Services Manager, GreyCastle Security, Saratoga Springs, NY

**11:30 pm Untangling HIPAA Compliance in the Public Sector**

**Tina L. Curtis, CIPP, CCSA**, City-wide Privacy and Security Official and Director of the Office of Privacy and Confidentiality, Office of the Attorney General, District of Columbia, Washington, DC

**Judith D. Thompson, CCSA**, Deputy City Attorney and HIPAA Specialist, Los Angeles City Attorney's Office, Los Angeles, CA

**12:00 pm NETWORKING LUNCHEON AND PRESENTATIONS**

## MINI-SUMMITS GROUP II 12:15 pm – 1:15 pm

### Mini-Summit V: Transforming Your Privacy Program with Advanced Data Analytics

**Teresa Burns**, Privacy Officer, Protenus; Former Deputy Privacy Officer, Johns Hopkins Health System Corporation, Baltimore, MD

**Nick Culbertson, MD**, Chief Executive Officer, Protenus, Baltimore, MD

### Mini-Summit VI: Patchwork of Federal and State Privacy Rules & HIPAA, CCPA and Other Potential State Laws & New Burdens on Medical Research and De-Identified Data

**12:15 pm The Patchwork of Federal and State Privacy Rules for Health Information: What Health Care Providers, Health Plans, and Vendors Handling Health Information Need to Know and Do Now**

**Thora A. Johnson, JD**, Partner and Chair of Healthcare Practice, Venable, LLP, Baltimore, MD

**Erika Riethmiller, MS, CIPP/US, CISM, CPHRM**, Chief Privacy Officer and Sr. Director of Privacy Strategy, University of Colorado Health; Former Director of Corporate Privacy, Anthem; Former Privacy Officer, State of Colorado, Department of Health Care Policy and Financing, Aurora, CO

**David Holtzman, JD, CIPP**, Executive Advisor, CynergisTek, Inc.; Former Senior Adviser for HIT and the HIPAA Security Rule, Office for Civil Rights, US Department of Health and Human Services, Austin, TX (Moderator)

**12:45 pm Harmonization Horizon: HIPAA, CCPA and Other Potential State Laws — New Burdens on Medical Research and De-Identified Data?**

**Daniel Barth-Jones, MPH, PhD**, Assistant Professor of Clinical Epidemiology, Mailman School of Public Health, Columbia University, New York, NY

**Ann Waldo, JD**, Principal, Waldo Law Offices, PLLC; Former Chief Privacy Officer, Lenovo; Former Chief Privacy Officer, Hoffmann-La Roche, Washington, DC

### Mini-Summit VII: Data Brokers & HIPAA Safeguards in a Multi-Cloud Environment

**12:15 pm Nagging HIPAA Issues that just Don't go Away**

**Rebecca L. Williams, RN, JD**, Partner and Co-chair, Health Information Practice, Davis Wright Tremaine LLP, Seattle, WA

**12:45 pm HIPAA and SAMHSA: Can the Tension Between Treatment Coordination and Privacy Protection Goals be Harmonized?**

**Tina Grande, MHS**, Senior Vice President, Policy and Chair, Confidentiality Coalition, Healthcare Leadership Counsel, Washington, DC

**Nancy L. Perkins, MPP, JD**, Counsel, Arnold & Porter, Washington, DC

### Mini-Summit VIII: HIPAA and Social Media & Diversity in Security

**12:15 pm HIPAA and Social Media**

**Cathy A. Jefferson, MBA, CHC**, Compliance Officer, UH Physician Services, Compliance and Ethics Department, University Hospitals Management Services Center, Shaker Heights, OH

**12:45 pm Diversity in Security: Attracting a Diverse Security Workforce**

**Jana Courmier**, Vice President, Privacy, Compliance and Accreditation, Tivity Health; Former Senior Privacy Officer, Healthways; Former Chief Privacy Officer, IASIS Healthcare, Spring Hill, TN

**Lauret Howard**, Chief Executive Officer, Watchtower Consulting; Former Chief Risk Officer, NASCO, Atlanta, GA

**Anahi Santiago, MBA**, Chief Information Security Officer, Christiana Care Health System; Former Director, Information Security and Support Services, Albert Einstein Healthcare Network, Philadelphia, PA

**Maliha Charania, MS, MIS**, Team Lead, Cyber Security and Risk Management, IT Risk Management Consultant, Meditology Services, LLC, Atlanta, GA (Moderator)

**1:15 pm Transition Break**

## AFTERNOON MINI SUMMITS: MINI-SUMMITS GROUP III

1:30 pm – 2:30 pm

### Mini-Summit IX: Building a Proactive Privacy Program & Data is Worth More than Gold: Finding & Fixing Hidden Cyber Risks

**1:30 pm Building a Proactive Privacy Program: Lessons Learned in Prioritization and Socialization**

**Angela Alton, MPA, CHPC, CHC**, Vice President and Privacy Officer, Ann & Robert H. Lurie Children's Hospital of Chicago; Former Deputy Chief Privacy Officer, Bay Area, Sutter Health, Chicago, IL

**Elizabeth Hernandez, JD**, Senior Privacy Analyst, Ann & Robert H. Lurie Children's Hospital of Chicago, Chicago, IL

**2:00 pm Data is Worth More than Gold: Finding & Fixing Hidden Cyber Risks**

**Mike Semel, CHA, CHP, CHSP, CSCS, CBCP**, President, Semel Consulting LLC; Author, How to Avoid HIPAA Headaches; Former Chief Information Officer, Schuyler Hospital, Las Vegas, NV

### Mini-Summit X: Privacy Enforcement Activity by State Attorneys General & Practical Application of 42 CFR Part 2

**1:30 pm The New Kids on the HIPAA Block: Privacy Enforcement Activity by State Attorneys General**

**Joseph Lurin, MBA, CHC, CIPP**, Vice President, Corporate Compliance and Privacy Officer, EmblemHealth; Former Regulatory Compliance and Privacy Manager, Group Health Inc., New York, NY

**Jaime Pego, JD**, Managing Director, KPMG LLP; Former Compliance Officer, St. Barnabas Healthcare System, Short Hills, NY

**Thora A. Johnson, JD**, Partner and Chair of Healthcare Practice, Venable, LLP, Baltimore, MD

**2:00 pm Practical Application of 42 CFR Part 2: Supporting SUD Providers to do their Job with Confidence**

**Michael Graziano**, Project Director, Center of Excellence for Protected Health Information, New York, NY

**Jennifer Lohse, JD**, Vice President and General Counsel, Hazelden Betty Ford Foundation; Former General Counsel, Chief Compliance Officer, and Corporate Secretary, Center for Diagnostic Imaging, Minneapolis, MN

**Jacqueline Seitz, JD**, Health Privacy Lead, Center of Excellence for Protected Health Information; Staff Attorney, Legal Action Center; Former Excelsior Fellow, Justice Center for the Protection of People with Special Needs, New York, NY

### Mini-Summit XI: Scalable Vendor Due Diligence & Protecting Patient Data in the Medical Imaging Ecosystem

**1:30 pm Scalable Vendor Due Diligence: How to Effectively Evaluate Business Associates**

**Mark Joseph Fox, CHC CHPC CHRC**, Privacy and Research Compliance Officer, American College of Cardiology, Washington, DC

**2:00 pm Protecting Patient Data in the Medical Imaging Ecosystem**

**David Alfonso**, Senior Project Manager, Healthcare Informatics Solution and Services, Philips North America, Pleasanton, CA

**Michael Ekstrom**, Senior Cybersecurity Engineer, MITRE, Rockville, MD

**Jon Moore, MS, JD**, Chief Risk Officer and Senior Vice President of Professional Services, Clearwater Compliance, Nashville, TN

**Mike Nelson**, Vice President, IoT Security, DigiCert; Former Director, National Electronic Health Records Initiative, US Department of Health and Human Service, Lehi, UT

**Sue Wang, MS**, Principal Cybersecurity Engineer, MITRE/National Cybersecurity Center of Excellence, Rockville, MD

**Jennifer Cawthra, PMP**, Senior Cybersecurity Engineer, Project Manager, Healthcare Sector Lead, National Institute of Standards and Technology, Rockville, MD (Moderator)

### Mini-Summit XII: NIST Cybersecurity Framework & LoProCO

**1:30 pm Five Years Later: Is it Time for Healthcare to Look at the NIST Cybersecurity Framework to Support HIPAA Compliance?**

**Jon Moore, MS, JD, HCISPP**, Chief Risk Officer, Clearwater Compliance LLC, Sarasota, FL

**2:00 pm LoProCo: From Impermissible Access, Acquisition, Use, or Disclosure (AAUD) to Breach...Or Not**

**Frank Ruelas, MBA**, Facility Compliance Professional, St. Joseph's Hospital and Medical Center/Dignity Health, Phoenix, AZ

**2:30 pm Transition Break**

## HIPAA SUMMIT DAY II: AFTERNOON PLENARY SESSION – HIPAA, HITECH AND HEALTH REFORM

**3:00 pm Introductions and the Role of Health Care in the National Legislative Debate**

**Kirk J. Nahra, JD**, Partner, Wilmer Hale; Editor, The Privacy Advisor; International Association of Privacy Professionals; Editorial Board, BNA Privacy & Security Law Report, Washington, DC (Co-Chair)

**3:30 pm ONC Privacy and Security Policy Update**

**Donald Rucker, MD**, National Coordinator for Health Information Technology; Former Chief Medical Officer, Siemens Healthcare, Washington, DC

**4:00 pm FTC Privacy Enforcement Update**

**Elisa K. Jillson, JD**, Attorney, Division of Privacy and Identity Protection, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC

**4:30 pm FBI Cyber Security Keynote**

**Ryan J. Leszczynski** (Invited), Supervisory Special Agent, FBI; Cyber Division Liaison, National Cyber Forensics and Training Alliance, Washington, DC

**5:00 pm Information Blocking**

**Mark Knee, JD**, Senior Policy Advisor, Office of Policy, Office of the National Coordinator for Health Information Technology (ONC), Washington, DC

**5:30 pm Application Programming Interface (API)**

**Bettina Experton, MD, MPH**, President and Chief Executive Officer, Humetrix; Adjunct Professor of Medicine, UC San Diego School of Medicine; Chair, Health & Fitness Technology Division HIPAA Work Group, Consumer Technology Association, Del Mar, CA

**Michelle Francis Griener, JD, MPH**, Attorney, Microsoft Artificial Intelligence & Research; Former Senior Regulatory Attorney, Quorum Review IRB; Former Assistant Director, Human Research Protection Program, VA Puget Sound Health Care System, Seattle, WA

**6:15 pm Adjournment**



THURSDAY, MARCH 5, 2020

# HIPAA SUMMIT DAY III: MORNING CLOSING PLENARY SESSION – THE LATEST ON HIPAA ADMINISTRATIVE SIMPLIFICATION INITIATIVES

**7:00 am Registration Open; Networking Breakfast**

**8:00 am Welcome and Introductions**



**Robert M. Tennant, MA**, Director, HIT Policy, Medical Group Management Association, Washington, DC (Co Chair)

**8:15 am HIPAA Transactions: An Update from CMS**



**Madhusudhan Annadata** (Invited), Director, Division of National Standards, Centers for Medicare and Medicaid Services, Baltimore, MD

**9:00 am Improving Prior Authorization: An Update on Operating Rules**



**Erin Weber**, Director, Committee on Operating Rules for Information Exchange (CORE), CAQH – Streamlining the Business of Healthcare, Washington, DC

**9:30 am HIPAA and Automating Prior Authorization: The Health Plan Perspective**



**Gail Kocher, MPA**, Director, National Standards, Blue Cross Blue Shield Association, Chicago, IL

**10:00 am Break**

**10:15 am HIPAA and Automating Prior Authorization: The Hospital Perspective**



**Samantha Burch, MA**, Director, Health Information Technology Policy, American Hospital Association; Former Senior Director, Congressional Affairs, HIMSS; Former Vice President, Legislation & Health IT, Federation of American Hospitals, Washington, DC

**10:45 am HIPAA and Automating Prior Authorization: The Physician Perspective**



**Heather McComas, PharmD**, Director, Administrative Simplification Initiatives, American Medical Association; Former Professional Affairs Manager, National Association of Boards of Pharmacy (NABP), Chicago, IL

**11:15 am The DaVinci Project: A New Approach to Prior Authorization**



**John C. Kelly, MHA**, Principal Business Advisor, Edifecs; Managing Director, HealthIT LLC, Boston, MA

**11:45 am Closing Plenary Session Faculty Q&A**

**12:15 pm SUMMIT ADJOURNMENT**

## THE TWENTY-NINTH HIPAA SUMMIT



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**\$195** Post-conference price  
*Actual Flash Drive may be different than photo shown*

Conference Flash Drive includes video with synchronized slides of general sessions and audio of preconference, mini-summit and concurrent sessions. The drive also includes PDF files of speaker presentations in an easy to use interface.\*  
*\* All presentations which have been authorized by presenters.*

## THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

### REGARDING WEBCAST 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 access from date of issuance of user name and password.
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 access 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 the same capacity cap.
7. For Webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-7417 or 206-452-5624 for further information.

### REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

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.
2. For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute or switch to the Webcast option. Please call the Conference Office at 800-503-7417 or 206-452-5624 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 HealthCare (HC) Conf 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.

### REGISTRATION OPTIONS

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

You may register through either of the following:

- Online at [www.HIPAASummit.com](http://www.HIPAASummit.com).
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 12320 NE 8th Street, Suite 201, Bellevue, WA 98005, or fax the completed form to 206-319-5303, or scan and email the completed form to [registration@hcconferences.com](mailto: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 HealthCare (HC) Conf LLC. 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.

### CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations of either webcast or onsite registrations. You may send a substitute or transfer your onsite registration to a webcast registration. For more information, please call the Conference Office at 800-503-7417 or 206-452-5624.

### 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 indi-

**HOW TO REGISTER:** Fully complete the form on page 9 (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](http://www.HIPAASummit.com).

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

MAIL: Conference Office, 12320 NE 8th Street, Suite 201, Bellevue, WA 98005

FOR REGISTRATION QUESTIONS:

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

206-452-5624, Monday-Friday, 7 AM - 5 PM PST

E-MAIL: [registration@hcconferences.com](mailto:registration@hcconferences.com)

vidual 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.

### TUITION SCHOLARSHIPS

The HIPAA Summit is now offering a limited number of partial and full Tuition Scholarships to qualifying representatives of consumer advocate organizations, safety net providers, academics, students and health services research organizations. The Tuition Scholarship application form can be downloaded from the Summit website.

### REGISTRATION BINDING AGREEMENT

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

### DISCOUNT CODES

The use of a registration discount code cannot be the basis of requesting a partial refund of fees already paid.

### 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 (Continental US, Alaska and Hawaii only) or 206-452-5624, send e-mail to [registration@hcconferences.com](mailto:registration@hcconferences.com), or visit our website at [www.HIPAASummit.com](http://www.HIPAASummit.com).

## HIPAA SUMMIT CONTINUING EDUCATION UNITS (CEUs)

### NASBA CPE CREDIT:

Health Care Conference Administrators, LLC 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. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).

A recommended maximum of 20.00 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of 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 206-757-8053 or [petergrant@dwt.com](mailto:petergrant@dwt.com).

Note that NASBA Credits may not be granted for online participation.

### COMPLIANCE PROFESSIONALS:

The Compliance Certification Board (CCB)<sup>®</sup> has approved this event for up to 29.1 live CCB CEUs. Continuing Education Units are awarded based on individual attendance records. Granting of prior approval in no way constitutes endorsement by



CCB of this event content or of the event sponsor. Approved Formats: Live In-Person; Live Web Conference; Self-Study | Recorded | On-demand | e-Learning

### MCLE

**Attorneys:** The 29th HIPAA Summit has been approved for up to 15.50 Pennsylvania CLE Credits. Note that Pennsylvania CLE Credits may not be granted for online participation.

### CERTIFICATE OF ATTENDANCE:

Onsite attendees can request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast 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.



# HIPAA SUMMIT

## COMPLETE THE FOLLOWING. PLEASE PRINT CLEARLY:

NAME \_\_\_\_\_

SIGNATURE OF REGISTRANT - REQUIRED \_\_\_\_\_

JOB TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

Special Needs (Dietary or Physical)

### ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty.

#### PRECONFERENCES (March 3, 2020):

- I: BASIC TRAINING FOR HEALTH CARE PRIVACY & SECURITY PROFESSIONALS \$ 495
- II: CERTIFIED CYBER SECURITY ARCHITECT<sup>SM</sup> (CCSA<sup>SM</sup>) TRAINING \$ 595

Note that the ecfirst CCSA<sup>SM</sup> professional certification training preconference II provides the content and exam background necessary for the CCSA<sup>SM</sup> program. This program is based on the NIST cybersecurity framework and includes additional topics such as incident response, policies, and encryption. The preconference provides you with access to the online CCSA<sup>SM</sup> certification examination. Upon your successful completion of the exam, you will be awarded the CCSA<sup>SM</sup> certification.

#### CONFERENCE (Does not include Preconference):

- Through Friday, January 10, 2020\* \$1,195
- Through Friday, February 7, 2020\*\* \$1,495
- After Friday, February 7, 2020 \$1,795

#### CONFERENCE – SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE\*\*\*

(Does not include Preconference):

- Through Friday, January 10, 2020\* \$ 995
- Through Friday, February 7, 2020\*\* \$ 795
- After Friday, February 7, 2020 \$ 995

**GROUP REGISTRATION DISCOUNT** (Does not include Preconference; Rates are per person): 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. (Does not include Preconference. Rates are per person.):

- Through Friday, January 10, 2020\* \$ 995
- Through Friday, February 7, 2020\*\* \$1,295
- After Friday, February 7, 2020 \$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:

- Flash Drive (\$129 + \$15 shipping) \$ 144
- 6 months' access on Web \$ 129

Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply.

Preconference II: Professional Certification Preconference is not included in the broadcast or post conference media. Preconference I is included.

#### SELECT YOUR MINI-SUMMITS – (Wednesday March 4; One from each group):

- |   |  |  |
|---|--|--|
| <p><b>GROUP I – 11:00 am</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I: Updates for the 2019 National HIPAA Compliance Benchmark Survey Report</li> <li><input type="checkbox"/> II: All about the California Consumer Privacy Act &amp; Engagement with Executive Management</li> <li><input type="checkbox"/> III: Value-Based Care Initiatives &amp; Quality Improvement and Analytics</li> <li><input type="checkbox"/> IV: Effective HIPAA Risk Assessments &amp; HIPAA Compliance in Public Sector</li> </ul> | <p><b>GROUP II – 12:15 pm</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> V: Transforming Your Privacy Program with Advanced Data Analytics</li> <li><input type="checkbox"/> VI: Patchwork of Federal and State Privacy Rules &amp; HIPAA, CCPA and Other Potential State Laws &amp; New Burdens on Medical Research and De-Identified Data</li> <li><input type="checkbox"/> VII: Data Brokers &amp; HIPAA Safeguards in a Multi-Cloud Environment</li> <li><input type="checkbox"/> VIII: HIPAA and Social Media &amp; Diversity in Security</li> </ul> | <p><b>GROUP III – 1:30 pm</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> IX: Building a Proactive Privacy Program &amp; Data is Worth More Than Gold: Finding &amp; Fixing Hidden Cyber Risks</li> <li><input type="checkbox"/> X: Privacy Enforcement Activity by State Attorneys General &amp; Practical Application of 42 CFR Part 2</li> <li><input type="checkbox"/> XI: Scalable Vendor Due Diligence &amp; Protecting Patient Data in the Medical Imaging Ecosystem</li> <li><input type="checkbox"/> XII: NIST Cybersecurity Framework &amp; LoProCO</li> </ul> |
|---|--|--|

\* This price reflects a discount for registration and payment received through Friday, January 10, 2020.

\*\* This price reflects a discount for registration and payment received through Friday, February 7, 2020.

\*\*\* For the purpose of qualifying for a discounted rate: (1) "academic" shall apply to individuals who teach full time or are full time students at an academic institution (i.e., a faculty member at a medical school or hospital residency program who also sees patients is a provider, not an academic); (2) "government" shall apply to individuals who are full time employees of federal, state or local regulatory agencies (i.e., a State university health system or local public hospital is a provider, not government); and (3) "clinic" shall apply to individuals who are full time employees of a Federally Qualified Health Center or safety net clinic. This rate does not include the Preconference for onsite attendees.

#### SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEES:

You can purchase an annual subscription to *Accountable Care News*, *Medical Home News*, *Population Health News*, *Predictive Modeling News* or *Readmissions News* for only \$295 (regular rate \$468) and an annual subscription to *Value Based Payment News* for only \$195 (regular rate \$295) when ordered with your conference registration.

- |   |        |  |        |
|---|--------|--|--------|
| <input type="checkbox"/> <i>Accountable Care News</i> | \$ 295 | <input type="checkbox"/> <i>Population Health News</i>   | \$ 295 |
| <input type="checkbox"/> <i>Medical Home News</i>     | \$ 295 | <input type="checkbox"/> <i>Predictive Modeling News</i> | \$ 295 |
| <input type="checkbox"/> <i>Readmissions News</i>     | \$ 295 | <input type="checkbox"/> <i>Value Based Payment News</i> | \$ 195 |

### WEBCAST CONFERENCE ATTENDANCE

Webcast conference registration includes the live Internet feed from the Summit, plus six months of continued archived Internet access, available 24/7. Preconference II: Professional Certification Preconference is not included in the broadcast or post conference media. Preconference I is included.

#### CONFERENCE (Includes Preconference I and Conference):

- Through Friday, January 10, 2020\* \$ 795
- Through Friday, February 7, 2020\*\* \$1,095
- After Friday, February 7, 2020 \$1,395

#### CONFERENCE – SPECIAL ACADEMIC/GOVERNMENT/CLINIC RATE\*\*\*

(Includes Preconference I and Conference):

- Through Friday, January 10, 2020\* \$ 595
- Through Friday, February 7, 2020\*\* \$ 695
- After Friday, February 7, 2020 \$ 795

#### GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation.

- Conference Access:
- |  |  |
|--|--|
| <input type="checkbox"/> 5 or more \$595 each  | <input type="checkbox"/> 20 or more \$395 each |
| <input type="checkbox"/> 10 or more \$495 each | <input type="checkbox"/> 40 or more \$295 each |

See INTELLECTUAL PROPERTY POLICY, page 8.

**CONFERENCE ELECTRONIC MEDIA:** Webcast 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:

- Flash Drive (\$129 + \$15 shipping) \$ 144

Preconference II: Professional Certification Preconference is not included in the broadcast or post conference media. Preconference I is included. (All Webcast attendees automatically receive 6 months access on web.) Note that conference electronic media may be used by the individual purchaser only. Terms and Conditions apply.

### PAYMENT

The use of a registration discount code cannot be the basis of requesting a partial refund of fees already paid.

Discount Code:

### TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:

Please enclose payment with your registration and return it to the Registrar at HIPAA Summit, 12320 NE 8th Street, Suite 201, Bellevue, WA 98005, or fax your credit card payment to 206-319-5303. You may also register online at [www.HIPAAsummit.com](http://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 HealthCare (HC) Conf LLC.

#### REGISTRATION BINDING AGREEMENT

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

ACCOUNT # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

NAME OF CARDHOLDER \_\_\_\_\_

SIGNATURE OF CARDHOLDER \_\_\_\_\_



## HIPAA Summit

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