



Tomorrow's Doctors, Tomorrow's Cures®

Compliance Officers Forum Professional Development Conference

We acknowledge with thanks, the support for this meeting by:

**Health Care Compliance Strategies, Inc.
and**

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June 18 – June 20, 2008
The Loews Vanderbilt
Nashville, TN

Association of
American Medical Colleges

Agenda

Wednesday, June 18

12:00 – 6:00 pm	Registration/Information	<i>Symphony Ballroom Foyer</i>
1:00 – 1:15 pm	Welcome	<i>Symphony 1</i>
1:15 – 3:15 pm	Opening Session Effective Persuasion in Negotiation	<i>Symphony 1</i>
	Speaker: Catherine Morrison Morrison Associates	
	<p>How often do you find yourself trying to persuade others to address compliance issues? In this session we will explore the elements of persuasion, and then discuss how to use persuasion effectively when you are negotiating. Framing is an important element of persuasion. You will learn how to frame your message to enhance your persuasiveness at the negotiation table. We will review some film clips to see examples of effective framing and persuasion. The session includes some time for individual questions and discussion. You are encouraged to bring examples of professional situations that challenge your persuasion skills.</p>	
3:15 – 3:30 pm	Break	<i>Symphony Ballroom Foyer</i>
3:30 – 4:30 pm	Concurrent Workshops A-B Workshop A: Medicare Recovery Audit Contractors: Beyond the Demonstration	<i>Symphony 1</i>
	Nina Tarnuzzer, M.H.A. Assistant Dean for Physician Billing Compliance College of Medicine, Gainesville Campus	
	Kathy Reep Vice President, Financial Services Florida Hospital Association	
	<ul style="list-style-type: none"> • Overview of the three-state demonstration 	

Wednesday, June 18 (continued)

- Discussion of the changes planned as the program is expanded and becomes permanent
- Discussion of the issues surrounding improper payments identified by the contractors
- Responding to the RAC process from an operational perspective

Workshop B: Conflicts of Interest: The Federal Government, Your State's Government, and Your Institution

Kirkland/Calhoun

Julie Gottlieb

Assistant Dean, Policy Coordination
Johns Hopkins University

- Updates on Congressional, NIH, OIG, and state-based actions relating to COI
- Strategies for positioning your institution effectively to address COI
- Practical tips for everyday compliance

4:30 – 4:45 pm

Break

4:45 – 5:45 pm

General Session The Road to De-Identification: HIPAA and Research

Symphony 1

Speaker:

Daniel R. Masys, M.D.

Professor and Chair, Department of Biomedical Informatics
Vanderbilt University School of Medicine

- The value of confidentiality in healthcare and biomedical research
- Anonymization vs. de-identification
- The convergence of policy and technology
- Re-identification risks: present and future

6:00 – 7:00 pm

Reception

Skylight Foyer

Thursday, June 19

7:30 am – 5:30 pm	Registration/Information	<i>Symphony Ballroom Foyer</i>
7:30 – 8:30 am	Continental Breakfast	<i>Symphony 2</i>
8:30 – 10:00 am	General Session Measuring Compliance Program Effectiveness: Two Views	<i>Symphony 1</i>
	Speakers:	
	Eileen McCarthy Chief Compliance Officer Partners HealthCare	
	Andrea Williams Vice President and Chief Corporate Compliance Officer Caritas Christi Health Care	
	<ul style="list-style-type: none"> • How do you begin to measure effectiveness when your board is asking you to do it and no one can seem to agree on how to go about it? • How the development of metrics helped to build and strengthen compliance program efforts within a large multi hospital system 	
10:00 – 10:15 am	Break	<i>Symphony Ballroom Foyer</i>
10:15 – 11:15 am	Concurrent Workshops A and C	
	Workshop A: Medicare Recovery Audit Contractors: Beyond the Demonstration (repeated from day one)	<i>Symphony 1</i>
	Workshop C: Successfully Managing Change Before, During and After the Implementation of an EMR System	<i>Kirkland/Calhoun</i>
	Speakers:	
	Nancy Lorenzi, Ph.D. Assistant Vice-Chancellor for Health Affairs, Informatics Center Vanderbilt University Medical Center	
	James D. Snell, Jr. M.D. Compliance and Corporate Integrity Officer Vanderbilt University Medical Center	

Thursday, June 19 (continued)

This will be an interactive session to share ideas on how to manage change during design and implementation of an EMR. We will share the good results, the barriers encountered, the unforeseen consequences, and how we plan to achieve a compliant, easily useful EMR. The audience should bring their own experiences to the discussion.

11:15 – 11:30 am Break *Symphony Ballroom and Skylight Foyer*

11:30 am– 12:30 pm **Concurrent Workshops B and D**

Workshop B: Conflicts of Interest
(repeated from day one)

Kirkland/Calhoun

**Workshop D: Data Mining –
What Do Others Know About Your Entity?**

Symphony 1

Speakers:

Robert Bacon, M.H.A.

Director and Billing Compliance Officer
University of Pennsylvania Health System

Sharon McGee, MS, RHIA

Compliance & Privacy Officer
Ochsner Health System
Corporate Integrity

- Learn what information is contained within the PEPPER reports and other external sources
- Discuss areas of high risk to hospitals including the common work file, implementation of MACs and assessment of risk related to the newly implemented MS-DRGs

12:30 – 1:45 pm Lunch *Symphony 2*

1:45 – 2:45 pm **Concurrent Workshops C and E**

**Workshop C: Successfully Managing
Change Before, During and After the
Implementation of an EMR System**
(repeated from 10:15 am)

Kirkland/Calhoun

Thursday, June 19 (continued)

Workshop E: Time and Effort Reporting
Symphony 1

Speakers:

David Blake, Ph.D., J.D.

 Vice President, Corporate Compliance
 Chief Compliance and Privacy Officer
 Cedars-Sinai Health System

Iris Mauriello, RN, CHC

 Corporate Compliance Integrity/Privacy Officer
 University of Connecticut Health Center

Cedars-Sinai Time and Effort Initiative:

- Two-year journey diagnosing the issues: Internal Audit and BearingPoint
- Self-disclosure and the road to recovery: IT applications and visits to NIH
- Sustaining the gains: effective monitoring and faculty training

Overview of University of Connecticut Health Center's Time & Effort logging and tracking system internally created by Information Technology department.

- Time and Effort monitoring system conducted by Research Compliance
- Challenges to the current system of logging and tracking i.e. K awards, cost share, consulting hours conflicts

2:45 – 3:00 pm

Break

Symphony Ballroom and Skylight Foyer

3:00 – 4:00 pm

Concurrent Workshops D and F
**Workshop D: Data Mining –
 What Do Others Know About Your Entity?**
 (repeated from 11:30 am)

Symphony 1
**Workshop F: Including Research in Your
 Compliance Program: Planning for the
 Expected and Unexpected Challenges**
Kirkland/Calhoun

Speakers:

Gretchen Brodnicki, J.D.

 Director of Research Compliance
 Partners HealthCare System

Thursday, June 19 (continued)

Ellen Hyman-Browne, J.D., MPH
Deputy Compliance Officer - Research
The Children's Hospital of Philadelphia

The session will:

- Describe how to identify and assess the risk at an institution in areas of research compliance such as cost policy and financial management, scientific integrity, welfare of subjects and the environment, and social and political requirements.
- Discuss the roles and responsibilities of a compliance officer and the relationships that should be established with key personnel and offices throughout the institution to ensure an effective research compliance program
- Present tools and techniques to proactively monitor identified risk areas to manage the research compliance challenges.

4:00 – 5:00 pm

Table Topics 1
Judy Harris: Research Billing

Sarratt/Kissam

Table Topics 2
Linda Wood: Transmittal 788 and CMS Consultation Requirements

Platinum

Table Topics 3
Bob Rosa: Time and Effort Reporting

Melody

Friday, June 20

7:30 am – 12:45 pm Registration/Information *Symphony Ballroom Foyer*

7:30 – 8:30 am Continental Breakfast *Symphony 2*

8:30 – 10:00 am **General Session** *Symphony 1*
Compliance Officer Roles and Relationships

Moderator:

Jeffrey Kahn, J.D.

Senior Vice President, Audit, Compliance and Privacy
Chief Audit and Compliance Officer
The Children's Hospital of Philadelphia

Speakers:

Jerome Carr, J.D.

Associate Dean for Business Affairs and Senior Advisor
University of Maryland School of Medicine
Chief Compliance and Legal Affairs Officer
University Physicians, Inc.

Leon Goldman, M.D

Chief Compliance and Privacy Officer
Beth Israel Deaconess Medical Center

Maria Pekar, MBA, J.D.

Associate Vice President, Corporate Compliance & Internal Audit & Assistant
General Counsel
Loyola University Health System

The panel will explore:

- The role of compliance in ethics/values, organizational culture and change.
- Defining boundaries between compliance and operations, and development of a health sciences compliance committee (and subcommittees with specific content focus) to address issues beyond typical issues like research and billing.
- Compliance responsibility for regulatory/fraud and abuse issues and the boundaries between legal and compliance

10:00 – 10:15 am Break *Symphony Ballroom Foyer*

