



Partnering for Electronic Delivery
of Information in Healthcare

18TH ANNUAL WEDI NATIONAL CONFERENCE
EVOLVING THE HEALTHCARE BUSINESS MODEL THROUGH INFORMATION TECHNOLOGY:
EMBRACING THE OPPORTUNITY FOR IMPROVEMENT
APRIL 21-23, 2009
RENAISSANCE WAVERLY HOTEL
ATLANTA, GEORGIA

FINAL AGENDA

TUESDAY, APRIL 21

Grand Ballroom Registration Desk

7:00 AM – 5:00 PM

Registration Open

Garden Court

7:00 AM - 8:00 AM

Networking Continental Breakfast and Exhibit Viewing

Grand Ballroom III & IV

8:00 AM – 8:15 AM

Welcome

Speaker:

Michael Ubl, WEDI Board Chair, and Director, IT Strategy & eHealth, BCBS of Minnesota

Grand Ballroom III & IV

8:15 AM – 9:15 AM

Will ARRA Secure Healthcare Reform?

Dr. Braithwaite will present his vision for the role of HIT in healthcare reform and the impact of the American Recovery and Reinvestment Act of 2009 on the healthcare industry as well as existing entities such as HITSP, NeHC, and CCHIT.

Speaker:

Bill Braithwaite, Vice_Chair, HITSP, and Chief Medical Officer, Anakam, Inc.

Grand Ballroom III & IV

9:15 AM – 10:15 AM

A Public Policy Discussion on States and HIE

As strategic planning and implementation around electronic HIE initiatives ramp up nationwide, state governments find themselves assessing their roles in the emerging industry. Currently, a consortium of states is making progress identifying best practices and solutions to programmatic and legal issues related to electronic HIE. The State Alliance for e-Health provides governors and other state officials with guidance on ways in which states can enhance existing efforts and advance the policy agenda towards realizing the full potential of HIT and electronic HIE. This presentation will include what the State Alliance has learned so far and how it is expected that the issues will be addressed.

Speaker:

Cara Campbell, Senior Policy Analyst, Health Division, National Governors Association

Garden Court

10:15 AM – 10:30 AM

Refreshment Break and Exhibit Viewing

Grand Ballroom III & IV

10:30 AM – 11:30 AM

Driving Healthcare Quality through Data Exchange

Current healthcare quality measurement is a labor-intensive process requiring manual chart abstraction. Although continued adoption of healthcare information technology promises quality improvements locally, HIT will enable a new generation of quality measurement. Yet additional efforts are required to implement interoperability and data exchange specifications within and between HIT applications. This presentation will discuss current efforts to automate the quality measurement domain using electronic data sources.

Speaker:

Daniel Rosenthal, Senior Advisor, Health Information Technology, National Quality Forum

Grand Ballroom III & IV

11:30 AM – 12:00 PM

WEDI Awards Ceremony and WEDI's Strategic Objectives and Priorities for 2009

Please join the WEDI EVP and Board Chair as they present the distinguished Louis Sullivan Award. The award recognizes individuals who have distinguished themselves through their leadership, vision, and achievements in advancing the overall quality and efficiency of healthcare. WEDI Chairman Michael Ubl will then provide an overview of WEDI's priorities in response to the changing healthcare environment and proposed ARRA objectives.

Speaker:

Michael Ubl, WEDI Board Chairman

Garden Court

12:00 PM - 1:30 PM

Networking Plated Luncheon

1:30 PM – 3:00 PM

CONCURRENT SESSIONS AND WORKSHOPS

Grand Ballroom I

CLAIMS TRACK, SESSION ONE

Impact of Consumer Directed Healthcare on Providers

Healthcare is changing rapidly with the rise of Consumer Directed Healthcare. With an increasing shift of the financial burden to consumers in the form of higher co-pays and deductibles, the repercussions are affecting all key stakeholders including physicians and patients. Providers are vulnerable to this paradigm shift as the burden for more complicated debt collection processing falls to them. Research interviews with industry leaders identified six key findings and identified solutions that have been effectively introduced by providers to address the potential negative impacts. A checklist of steps to take and tools that are being used successfully are included.

Speaker:

Steven Lazarus, President, Boundary Information Group

John Osberg, Boundary Information Group

Grand Ballroom III

HIPAA TRANSACTIONS TRACK, SESSION ONE

5010 HIPAA Transactions Workshop

Join this highly interactive workshop, lead by a team of industry experts, regarding 5010 implementation. The interactive style of this workshop will allow the audience to provide feedback on the following topics:

- Lessons learned from 4010
- Information discussed at Monday's Pre-Con
- Challenges identified with 5010 - by stakeholder (provider, payer, software vendor and clearinghouse)
- Identify common issues across stakeholders

This session will provide the audience with valuable insight into the cross-stakeholder challenges of implementing the 5010 transactions. The issues identified in this session will set the groundwork for the discussion in session two.

Moderators:

Laurie Darst, Electronic Commerce Unit, Mayo Clinic

Laurie Burckhardt, EDI Manager, WPS Insurance

Grand Ballroom IV

MISC. TRANSACTIONS TRACK, SESSION ONE

Acknowledgement Reference Model

The session will review the X12 Acknowledgement Reference Model (ARM) and the impact to the WEDI Acknowledgment's white paper. This session will introduce the newly approved X12 ARM - which is generic to all X12 industries. The session will overlay the WEDI acknowledgement recommendations finalized at the last WEDI PAG. The session will explore potential cost benefits of acknowledgments specifically from a provider's perspective.

Speakers:

Lisa Miller, Chief Information and Compliance Officer, Medi-K Corporation, and ASC X12

Deborah Brown, Palmetto GBA

Garden Court

3:00 PM – 3:25 PM

Snack Break and Exhibit Viewing

3:25 PM – 4:55 PM

CONCURRENT SESSIONS AND WORKSHOPS

Grand Ballroom I

CLAIMS TRACK, SESSION TWO

Real Time Adjudication

The RTA session will be a panel discussion concerning RTA. The discussion will present a deeper look into the current work of the business process model – highlighting areas such as the provider to clearinghouse sections of the model. The session will continue with the first presentation from the RTA communication workgroup group including topics such as: How the communication model supports the approved business process model, define the communication processes, presentation of use cases of communication exceptions unique to RTA and an open discussion on other standards considerations to meet the needs of RTA within the US marketplace.

Speakers:

Lisa Miller, Chief Information and Compliance Officer, Medi-K Corporation, and ASC X12, Moderator

Fred Richards, Executive Consultant, RelayHealth

Jay Ratcliffe, Emdeon

Karen Shutt, Technical Business Analyst, Highmark

Grand Ballroom III

HIPAA TRANSACTIONS TRACK, SESSION TWO

5010 HIPAA Transactions Workshop

The challenges identified in session one will be further explored in session two. During this session, the discussion will focus on collaboration strategies the industry should consider to facilitate a smooth transition to 5010:

- How can the industry work together on some of the issues identified?
- What types of tools and/or education can WEDI provide to help facilitate a smooth transition?
- Other collaboration next step recommendations?

Moderators:

Laurie Darst, Electronic Commerce Unit, Mayo Clinic

Laurie Burckhardt, EDI Manager, WPS Insurance

Grand Ballroom IV

MISC. TRANSACTIONS TRACK, SESSION TWO

Understanding Payment Decisions: Addressing Issues in the Implementation and Use of the 835 Electronic Remittance Advice

Several groups have been working on addressing issues in the implementation and use of the Electronic Remittance Advice. The AMA's 2008 National Health Insurer Report Card resulted in the identification of significant variations in how payers communicate information in the 835. CMS has been working to have standardized use of remittance codes (Group, Reason and Remark)

in the 835, as well as in the paper remittance advice. The WEDI SNIP 835 Transaction sub-workgroup, following its publication of the Successful Practices for Implementation and Use of the 835 Transaction White Paper, has been reviewing current use and is developing recommendations for improving use of the Claim Adjustment Reason Codes, their relation to commonly used Remittance Advice Remark Codes and suggesting appropriate Group Codes. Presentations about these initiatives will include what payers, providers, and vendors can learn from each other and how it is expected that the issues will be addressed. Participants will also be asked to provide feedback for consideration by the organizations sponsoring these initiatives.

Speakers:

Peter Walker, Manager, Aetna, Moderator

Laci Gatewood, Senior Policy Analyst, American Medical Association

Deb Strickland, Senior Solutions Architect, Foresight Corporation, and WEDI SNIP 835 SWG co-chair

Sumita Sen, Health Insurance Specialist, CMS

4:55 PM – 5:05 PM

Break

5:05 PM – 6:00 PM

VENDOR INFOMERCIAL

Grand Ballroom III

Edifecs5010™ Migration

Monday's HIPAA Transactions and Code Sets pre-conference event and Tuesday's 3 hour collaborative workshop will leave you with a better understanding of the challenges and issues the industry will face during the 5010 implementation. It's time to hear some solutions to meet these challenges! Edifecs, Inc. invites you to join us for an informative overview of Edifecs5010™ Migration ~ a holistic approach building on the Edifecs Healthcare Suite of EDI Transaction Definition, Enablement, Validation, Visibility and Analytics products, online services, client services consulting, and educational resources. In response to lessons learned from HIPAA 4010A1 implementations, in-depth understandings of the challenges, issues and opportunities to be gained by this migration to 5010, Edifecs has designed an 7-Step Migration Implementation Pathway that will lead your organization step-by-step to achieve your goals of timely HIPAA 5010 compliance and completion of ICD-10 initiatives by 10/01/2013.

Speaker:

Ginger Wright, Senior Practice Manager, CHP, CHSS Edifecs, Inc.

Garden Court

6:00 PM – 7:30 PM

Ingenix/WEDI Networking Reception

Ingenix, a leading health information technology company, offers comprehensive service and technology solutions to help your organization leverage the 5010 transition to improve operating effectiveness – as well as support connectivity with HIEs, EHRs and other clinical systems. We invite you to stop by our booth at WEDI to learn more.

WEDNESDAY, APRIL 22

Waverly

7:15 AM – 8:15 AM

Member Orientation and Member Roundtables

All conference attendees are invited to attend this networking session to learn about how they can get involved in WEDI and enhance the benefit and value they receive from WEDI membership. The session will begin with an overview of WEDI benefits and participation opportunities which will then be followed by Roundtable discussions with WEDI Staff and Board members. The Roundtable session will give you an opportunity to provide WEDI with your input and feedback on additional services that WEDI can provide, as well as the opportunity to discuss any key issues that are impacting your business responsibilities and objectives that WEDI may address. This is your opportunity to share your ideas with WEDI's leadership and to enhance the value of your participation in this association. We look forward to seeing you there.

Grand Ballroom Registration Desk

8:00 AM – 5:00 PM

Registration Open

Garden Court

8:00 AM - 8:30 AM

Continental Breakfast and Exhibit Viewing

Grand Ballroom III & IV

8:30AM – 9:30 AM

Keynote Address

Mr. Trenkle will provide an in-depth overview of OESS priorities for 2009, including a discussion on 5010/ICD-10, other HIPAA initiatives, e-prescribing, PHRs, and the ARRA.

Speaker:

Tony Trenkle, Director, Office of E-Health Standards and Services, CMS

Grand Ballroom III & IV

9:30 AM – 10:30 AM

The ARRA – A Healthcare Association Perspective

A panel of leading association executives will discuss their perspectives regarding the newly approved American Recovery & Reinvestment Act (ARRA), with specific focus on the impact of the ARRA on the administrative and business operations of their organizations and the industry as well as the resulting challenges and issues to be addressed.

Speakers:

Robert Tennant, Senior Policy Advisor, Medical Group Management Association (MGMA)

Tom Meyers, Executive Director, Product Policy, American's Health Insurance Plans (AHIP)

Patricia Wise, Vice President, Healthcare Information and Management Systems Society (HIMSS)

Garden Court

10:30 AM – 10:45 AM

Refreshment Break and Exhibit Viewing

Grand Ballroom III & IV

10:45 AM – 12:15 PM

Expansion of Security and Privacy in the ARRA and a Case Study from the Georgia Department of Community Health

The American Recovery and Reinvestment Act of 2009 contains major revisions and additions to the HIPAA Privacy and Security Rules. New definitions, expansion of business associate responsibilities, stronger incident reporting are some of the base changes. This session will educate you on the key areas sure to affect your organization moving forward. The session will conclude with a case study from the Georgia Department of Community Health (DCH). Georgia DCH has experienced privacy and security breaches by business associates that led to news media coverage from CNN to the Wall Street Journal, among others. They have collected what may be a historic sum of money damages for a breach. Notably, they also have provided notifications of breaches to individuals and others since 2007, as now required by the ARRA amendments to HIPAA. Hear their 2007 - 2008 case study and lessons learned from their experiences.

Speakers:

Mark Cone, Principal, N-Tegrity Solutions and WEDI SNIP S&P Workgroup Co-chair, Moderator

Lesley Berkeyheiser, Principal, The Clayton Group, and WEDI SNIP S&P Workgroup Co-chair

Sue Miller, Chief Operations Officer, Chief Privacy Officer, HealthTransactions.com, and WEDI SNIP S&P Workgroup Co-chair

Ruth A. Carr, Deputy General Counsel, Georgia Department of Community Health

Garden Court

12:15 PM - 1:30 PM

Networking Plated Luncheon

1:30 PM – 3:00 PM

CONCURRENT SESSIONS AND WORKSHOPS

Grand Ballroom I

EHR/PHR WORKSHOPS, SESSION ONE

EHRs Incentives, Certification Issues and Privacy/Security Provisions in the Economic Stimulus Legislation

The historic Stimulus Package addresses a wide-ranging set of healthcare issues that will impact every sector of the industry. With over \$19 billion earmarked to assist the industry adopt electronic health records (EHRs) and other technologies, it is essential to identify the key elements and requirements of this landmark bill. This panel session will discuss; 1) the critical provisions included in the Stimulus Package, 2) how healthcare providers can benefit from EHR adoption and 3) how to comply with privacy and security when implementing an EHR. Topics to be discussed by the panel include: financial incentives for adoption of EHRs in ambulatory settings, inpatient facilities and community health centers; modifications to the HIPAA privacy and security regulations; and the renewed and expanded role of certification in the EHR implementation process.

Speakers:

Rob Tennant, Senior Policy Advisor, MGMA

David Ginsberg, PrivaPlan Associates

Alisa Ray, Executive Director, CCHIT

Grand Ballroom III

ICD-10 HIPAA TRACK, SESSION ONE

ICD-10 HIPAA Workshop

Join this highly interactive workshop, led by a team of cross-industry experts to help set the stage for ICD-10 implementation. Following a brief opening statement by each panel member, the panel will lead an audience discussion on the following topics:

- * What are the impacts of ICD-10?
- * What issues is the industry starting to identify?
- * What issues does the industry need to address first?

This session will provide participants with valuable insights into what their organization will need to address and will lay the groundwork for session two.

Speakers:

Jim Daley, HIPAA Program Director, BCBS of South Carolina, and WEDI SNIP ICD-10 SWG Co-chair, Moderator

Lisa Miller, Chief Information and Compliance Officer, Medi-K Corporation, ASC X12, and WEDI SNIP ICD-10 SWG Co-chair Moderator

Marian Reed, Corporate Director, Product Security, McKesson

Tom Meyers, Executive Director, Product Policy, America's Health Insurance Plans

Bob Stallings, Pricewaterhouse Coopers, LLP, and WEDI SNIP ICD-10 SWG Co-chair

Grand Ballroom IV

STANDARDS TRACK, SESSION ONE

MITA: Standardizing Data and Aligning with Healthcare Initiatives

The Medicaid Information Technology Architecture (MITA) initiative identifies existing, and supports the development of new, business, information, and technical standards across Medicaid boundaries. Hear a representative from the Centers for Medicare and Medicaid Services (CMS) discuss the initiative's continuing evolution and provide a snapshot of state alignment.

Additionally, the presentation will provide an update on the anticipated points of intersection between MITA and other healthcare initiatives including AHIC2, HITSP, CCHIT, and NHIN.

Understanding how Medicaid is moving forward and leveraging these opportunities to standardize will assist every healthcare organization in determining how best to interact with its Medicaid trading partners to achieve greater value in health information exchange (HIE) activities.

Speakers:

Susan Fox, President, Fox Systems Inc.

David Hinson, CMS

Garden Court

3:00 PM – 3:25 PM

Snack Break and Exhibit viewing

3:25 PM – 4:55 PM

CONCURRENT BREAKOUT SESSIONS

Grand Ballroom I

EHR/PHR WORKSHOPS, SESSION TWO

PHR Town Hall

Join this panel to find out the latest about the expanded use of PHR, national PHR projects and standards development and the latest privacy and security PHR requirements included in the stimulus package. The panel will include a representative from the Center for Medicare and Medicaid Services (CMS), the Certification Commission for Health Information Technology (CCHIT), and the Blue Cross Blue Shield Association. CMS will discuss their pilot medical records project for Medicare beneficiaries; CCHIT will address their development of certification requirements for PHRs. Blue Cross Blue Shield Association (BCBSA) will moderate the panel and provide an update on their partnership project with AHIP to develop standard PHRs for health plans. The discussion will also include an update on how the new privacy and security requirements included in the stimulus plan affect the expanded use of PHRs. This will be an interactive session with audience engaging in an open discussion with the panelists.

Speakers:

Gail Kocher, Director, Health Information Technology, BlueCross BlueShield Association

Tony Trenkle, CMS

Alisa Ray, Executive Director, CCHIT

Grand Ballroom III

ICD-10 HIPAA TRACK, SESSION TWO

ICD-10 Workshop

The discussion from Session One will be continued. The audience will break out by industry type and participate in interactive discussion with fellow attendees to elaborate on the items identified in Session One. Participants will then reconvene to share results of their group discussions. The results of this session will assist the industry and WEDI in prioritizing work initiatives.

Speakers:

Jim Daley, HIPAA Program Director, BCBS of South Carolina, and WEDI SNIP ICD-10 SWG Co-chair, Moderator

Lisa Miller, Chief Information and Compliance Officer, Medi-K Corporation, ASC X12, and WEDI SNIP ICD-10 SWG Co-chair Moderator

Marian Reed, Corporate Director, Product Security, McKesson

Tom Meyers, Executive Director, Product Policy, America's Health Insurance Plans

Bob Stallings, Pricewaterhouse Coopers, LLP, and WEDI SNIP ICD-10 SWG Co-chair

Grand Ballroom IV

STANDARDS TRACK, SESSION TWO

HIPAA II the Pharmacy Industry Perspective

This session will review the final rule for Transaction Standards and code sets. Listen to what the pharmacy industry consider their challenges from the last round of HIPAA and what lessons could be learned from them. Learn what role NCPDP will play as they implement the Transaction Standards and code sets.

Speaker:

Annette Gabel, Executive Director, Medco Health Solutions

4:55 PM – 5:05 PM

Break

5:05 PM – 6:00 PM

Vendor Infomercials (tentative)

THURSDAY, APRIL 23

Grand Ballroom Registration

8:00 AM – 12:00 PM

Registration Open

Garden Court

8:00 AM – 8:30 AM

Networking Continental Breakfast and Exhibit Viewing

Grand Ballroom III & IV

8:30 AM – 9:30 AM

Transforming Health and Healthcare

Mr. Oliver will be discussing the work of the Center for Health Transformation regarding the creation of a 21st Century Intelligent Health System which saves lives and saves money for all Americans. The Center for Health Transformation is a collaboration of leaders dedicating to changing health and healthcare and was founded by former Speaker of the House Newt Gingrich. The Center unites stakeholders across the spectrum (providers, employers, vendors, trade associations, disease groups, think tanks) and government leaders at both the state and federal level to drive transformation. His presentation will focus on the work of the Center regarding health information technology, state health reform including Medicaid, civil justice reform, health transparency, and advancing best practices for healthcare professionals.

Speaker:

Wayne Oliver, Project Director, Center for Health Transformation

Grand Ballroom III & IV

9:30 AM – 10:30 AM

The American Recovery and Reinvestment Act of 2009 and States' Role and Challenges in HIT Adoption

Beginning in 2004, the State of Florida has planned and implemented various components of a health information exchange (HIE). This session will discuss:

- Lessons learned from these efforts
- The opportunities afforded by the American Reinvestment and Recover Act of 2009 to promote and fully adopt HIE in Florida
- Considerations for planning and implementing HIE
- The state's role in promoting adoption of HIE, including the involvement of stakeholders

Speaker:

Christina Nye, Director, Florida Center for Health Information & Policy Analysis

Garden Court

10:30 AM – 10:45 AM

Refreshment Break

Grand Ballroom III & IV

10:45 AM – 12:00 PM

Town Hall Meeting: Current Industry Events

At the time of this printing, there are a number of questions that haven't yet been answered regarding Health Information Exchange and Health Information Technology. Attend this session for an up to date discussion on current events affecting the healthcare industry. What questions still remain unanswered? How can those organizations that are quick to respond take advantage of these new changes? Join this highly interactive discussion, based on audience questions, that focuses on current industry events.

12:00 PM

Adjourn