



Partnering for Electronic Delivery
of Information in Healthcare

19TH ANNUAL WEDI NATIONAL CONFERENCE
MAY 18-20, 2010
HYATT REGENCY LA JOLLA
LA JOLLA, CALIFORNIA

FINAL AGENDA

TUESDAY, MAY 18

Aventine Ballroom Foyer

7:00 AM – 5:00 PM

Registration Open

Aventine Ballroom BC

7:00 AM - 8:30 AM

Networking Continental Breakfast and Exhibit Viewing

Aventine Ballroom DEFG

8:30 AM – 8:35 AM

Welcome

Speaker:

Donald Bechtel, HS Patient Privacy Officer, Siemens Medical Solutions, USA, Chair-elect of WEDI

Aventine Ballroom DEFG

8:35 AM – 9:30 AM

Providing a Context for CMS' E-Health Initiatives

Dr. Thompson will provide a perspective on the evolution of CMS demonstrations and initiatives and how they have led to current efforts such as the EHR incentives and value-driven purchasing.

Speaker:

Betsy L. Thompson, MD, DrPH, Chief Medical Officer, CMS, Region IX

Aventine Ballroom DEFG

9:30 AM – 10:45 AM

Update from Early Implementers on the 5010 Implementation

In the 5010 final rule, HHS recommended that the industry by January 2011 begin Level 2 testing

period activities that would include external testing with trading partners and move them into production which would mean a dual processing mode through December 31, 2011. In this session, you will hear from several organizations that plan on meeting this recommendation. Panelists will share their issues and lessons learned to date as well as reason for their early implementation.

Speakers:

Mary Rita Hyland, Assistant Vice President, Regulatory Affairs, The SSI Group, Moderator

Christine Stahlecker, Director, DMBP, CMS

Jim Whicker, Director of EDI, Intermountain Healthcare

Gloria Davis, Senior EDI Analyst Team Lead, NextGen Healthcare

Aventine Ballroom BC

10:45AM – 11:00 AM

Refreshment Break and Exhibit Viewing

Aventine Ballroom DEFG

11:00 AM – 12:00 PM

HITECH Changes to Privacy

The American Recovery and Reinvestment Act (ARRA) greatly expanded the privacy and security requirements for covered entities and business associates under HIPAA. New mandates will force adoption of policies and procedures in order to avoid new enforcement provisions and significantly increased penalties. Critical changes include: onerous new provisions for accounting of disclosures; new patient rights that you will need to incorporate into your policies and staff training; new requirements should your patient data be breached; modifications that will need to be made to your business associate relationships; and increased penalties up to \$50,000 per violation to a maximum of \$1.5 million a year in the most egregious cases of data breaches. One of the nation's leading privacy experts will lead you through these changes and how they will impact the healthcare industry.

Speaker:

Gerry Hinkley, Co-Chair, Health Care Industry Team, Pillsbury Winthrop Shaw Pittman LLP

Pavilion

12:00 PM - 1:30 PM

Networking Plated Luncheon

1:30 PM – 3:00 PM

CONCURRENT SESSIONS AND WORKSHOPS

Aventine Ballroom EF

I. 5010 Testing

Updated: Now a highly interactive session! Come to this open forum and be prepared to share your testing issues and questions. The WEDI SNIP Testing SWG will provide a short presentation on the partner Level 2 form, key testing challenges, and concerns moving forward. They will then open up the session to an interactive discussion with the audience.

Speakers:

*Ed Hafner, CTO, TIBCO Software Inc. – Foresight Group, WEDI SNIP Transactions
Workgroup Co-chair, Moderator
Additional speakers to be announced*

Aventine Ballroom D

II. Everything You Ever Wanted to Know or Ask about 835 Transaction

This session will provide you the opportunity to ask any question you wanted to know about the 835. The session will cover how to best utilize the 835 transaction as well as changes in the CLP02, denial codes, PLB segment.

Speakers:

*Debra Strickland, Senior Solutions Architect, TIBCO Software Inc. – Foresight Group, WEDI SNIP 835 Subworkgroup Co-chair
Mary Lynam, Business Relationship Manager, Argus Health Systems, Inc.*

Aventine Ballroom A

III. Help Shape the WEDI Response for the ONC HITECH Communication Campaign

ONC is proposing a nationwide communication campaign to educate the public about privacy and security of electronic personal health information. They have asked for public comments to shape an appropriate campaign that will:

- 1) Build approval for HIT adoption and meaningful use;
- 2) Increase patient and provider participation in electronic health information exchange;
- 3) Educate the public about the uses of PHI and the privacy and security protections available to them; and
- 4) Generate participation in HITECH programs. Be a part of an open session that will shape a response from WEDI to this important initiative.

Join us for this Town Hall Type of meeting and participate in constructing WEDI's meaningful response.

Speakers:

*Jim Sheldon-Dean, Lewis Creek Systems, LLC, WEDI SNIP HIPAA Updates Subworkgroup Co-chair
Mark Cone, Principal, N-Tegrity Solutions; WEDI SNIP Security & Privacy Workgroup Co-chair
Ann Marie Railing, Vice President, Regional and Special Programs, WEDI*

Aventine Ballroom BC

3:00 PM – 3:25 PM

Snack Break and Exhibit Viewing

3:25 PM – 4:55 PM

CONCURRENT SESSIONS AND WORKSHOPS

Aventine Ballroom EF

IV. Balancing and Amount Calculations in the 5010 837

This session will address multiple issues related to the submission and processing of Coordination of Benefits claims. Many amount segments have been deleted from the 5010 837. Join us and you will learn not only which ones are deleted, but how those amounts may be derived. There are some for which there is no mitigation. This is by design as there is no

identified need for them. You will also be walked through the new balancing requirements. These can be rather complicated to follow, so don't take it for granted that your interpretations are correct!

Speakers:

John Bock, President, eEmergence, Inc., Moderator

Kelly Butler, Manager, Emdeon Corporation

Mary Kay McDaniel, Markam, Inc.

Aventine Ballroom D

V. The Case for the WEDI Standard Health Card

The Medical Group Management Association, representing providers, estimates potential savings from industry adoption of the WEDI card to be \$2.2 Billion per year. The WEDI card also offers great benefits for Consumers, Health Plans, Employers, Pharmacies, and to the health industry as a whole. This session will describe early adopter experiences; Federal and certain State legislation; relationship to 5010; alternative strategies for implementation; one-time costs; on-going costs; and the large benefits attainable from implementing the WEDI card. It will describe WEDI's implementation initiative and how you can be part of it. Bring your questions and ideas to this panel session.

Speakers:

Peter Barry, The Peter T. Barry Company, WEDI SNIP Transactions and Code Sets Workgroup Co-chair, Moderator

Ken Masslon, Director Card Development, OptumHealth Financial Services

Angelique Goodwin, Manager, Product Solutions Group, Availity, LLC

Stanley Nachimson, Principal, Nachimson Advisors, LLC

Aventine Ballroom A

VI. Enhanced Enforcement and HITECH

Come and learn from a panel of nationally known attorneys their reactions to the many components of HITECH Enforcement including auditing and monitoring.

Speakers:

Susan A. Miller, JD

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

Steve Taylor, Valley Mental Health

4:55 PM – 5:05 PM

Break

5:05 PM – 6:00 PM

VENDOR INFORMATIONAL SESSIONS

Aventine Ballroom EF

TIBCO Software Inc. – Foresight Group

The NEW TIBCO-Foresight: Unique Strategies for HIPAA 5010 Testing & Migration

Foresight is leading the way with testing and migration solutions that will position you for success in the 5010 transition and beyond.

Learn how Foresight can help you:

- **Ensure 5010 readiness** with the most advanced tools for internal and partner testing
- **Automatically generate 5010 test data** tied to specific changes from 4010
- **Automatically generate 5010 test data** from desired scenarios within your 4010 production data or your existing 4010 test beds
- **Step-Up / Step-Down** versions to continue working with systems and partners during 5010 transition period.
- **Modernize transaction management** by using the 5010 Migration as the basis for maximizing automation, validation, and visibility of transactional data.

Also learn about Foresight’s recent acquisition by TIBCO Software, which provides the strength and backing of a global leader in infrastructure software – and an expanded portfolio of technologies that creates new possibilities in Healthcare IT.

Speakers:

Doug Spence, Executive Vice President, TIBCO / Foresight Product Group

Ed Hafner, Chief Technology Officer, TIBCO / Foresight Product Group

Debra Strickland, Senior Solutions Architect, TIBCO / Foresight Product Group

Aventine Ballroom D

Trizetto/3M

ICD-10 Migrations Options: Simplify to Accelerate Your Path

Many health plans are recognizing the strategic catalyst ICD-10 provides in refining care management programs, feeding value-based incentive and reimbursement programs, and re-aligning provider contracts and relations. Find out how you too can leverage ICD-10 to drive care and provider management initiatives in “ICD-10 Migrations Options: Simplify to Accelerate Your Path.” The TriZetto Group’s Dr. David MacLeod, partners with 3M’s Caroline Piselli and Anne M. Boucher to help you think about how you can drive the ICD-10 migration into all parts of your organization. In this session, you’ll gain additional insights about how to evaluate and rate your overall 5010 and ICD-10 readiness, see how other payers are planning to map and leverage ICD-10 data, and understand how some of your peers are using ICD-10 to justify replacing their core administration and care management systems.

Speakers:

David MacLeod, Ph.D., FHIMSS, CISSP, VP, Research & Development, The TriZetto Group, Inc.

Caroline Piselli, RN, MBA, FACHE, Program Manager, ICD-10 and Pay for Performance, 3M Health Information Systems

Anne M. Boucher, MBA, Clinical Research Implementation Manager, 3M Health Information Systems

Aventine Ballroom A

RelayHealth

Are You Ready for 5010 in 2010? We have the roadmap to get you up to speed.

Are you as close to your providers as you want to be? Are you ready to be 5010 compliant? Industry speaker, Fred Richards, provides an inside perspective on the benefits of improved direct data exchange with providers and the lowdown on how to meet your 5010 goals. RelayHealth provides direct connectivity with your most important providers. It provides a simple solution for direct connectivity and value-added services for both payors and providers. RelayHealth will be ready to receive 5010 test transactions seven months ahead of the HHS Level 1 compliance deadline, and end-to-end testing with trading partners begins January 31, 2011 to meet Level 2

compliance deadline. A dedicated website simplifies the changes required of payors for 5010, as well as facilitates testing. You can be immediately compliant with RelayHealth's PCS HIPAA gateway.

Pavilion

6:00 PM – 7:30 PM

WEDI Networking Reception

WEDNESDAY, MAY 19

Palatine AB

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.

Aventine Ballroom Foyer

8:00 AM – 5:00 PM

Registration Open

Aventine Ballroom BC

8:00 AM - 8:30 AM

Continental Breakfast and Exhibit Viewing

Aventine Ballroom DEFG

8:30AM – 10:00 AM

Implications of "Section 1104/ Administrative Simplification" of the Healthcare Reform Legislation

A panel of industry executives will share their perspectives on the impact of this important legislation and seek input from attendees as to what steps need to be taken to address the issues raised.

Speakers:

Michael Ubl, Executive Director, Minnesota Health Information Exchange, Chairman of WEDI, Moderator

Donald Bechtel, HS Patient Privacy Officer, Siemens Medical Solutions, USA

Jim Whicker, Director of EDI, Intermountain Healthcare

Marian Reed, Corporate Director, Product Security, McKesson

Greg Fisher, United Health Group

Aventine Ballroom DEFG

10:00 AM – 11:00 AM

A CMO's Perspective on ICD-10

Learn the perspective of a healthcare CMO on ICD-10 and how to find the right balance between the project's scope, timeline and budget.

Speaker:

Peter Hollmann, MD, CMO, BC BS RI

Aventine Ballroom BC

11:00 AM – 11:15 AM

Refreshment Break and Exhibit Viewing

Aventine Ballroom DEFG

11:15 AM – 12:15 PM

Real World Experiences and Benefits of EHR Implementation

In the modern era of health information technology, advancements in care delivery and clinical-business integration rely on a robust implementation of EHR technology as a foundation. This session will provide insights and key success factors from the multiyear implementation of the world's largest private EHR system, and will highlight notable benefits that have been achieved. The discussion also will review the current environment and focus on strategies to achieve new benefits and manage new challenges today and tomorrow to maintain successful implementations of EHR technology in this time of innovation and change in both health technology and health IT policy.

Speaker:

Jamie Ferguson, Vice President, Health Information Technology Strategy and Policy, Kaiser Permanente

Pavilion

12:15 PM - 1:30 PM

Networking Plated Luncheon

1:30 PM – 3:00 PM

CONCURRENT SESSIONS AND WORKSHOPS

Aventine Ballroom EF

VII. ICD-10: The Lifecycle of a Code

This session will walk through the lifecycle of a code from the point of patient interaction through coding, processing on the payer side, and finally through analysis of the results of data containing these ICD codes. Each presenter will illustrate challenges and opportunities related to ICD10 as code definition and use moves through various parts of the system.

Speakers:

Joe Nichols, MD, Principal, Health Data Consulting, WEDI SNIP ICD-10 Virtual Implementation Subworkgroup Co-chair

Anne M. Hoffmann, RN, BA, CCS, CMAS, CPC, CHC-H, Director, National Revenue Cycle, Kaiser Permanente

Loretta Shaver, Senior Internal Consultant, Premera Blue Cross
Lisa Brooks, Resolution Health

Aventine Ballroom D

VIII. HL7 & X12 Data Determination Coordination Project (DDCP)

In 2006, HL7 and X12 entered into a joint project effort Data Determination Coordination Project (DDCP). In today's transactions there is an overlap of data which has caused issues on where the necessary data needs to be reported whether on a claim, or on an attachment. The primary goal of this project is to assist the industry in implementing “electronic capable” claims/service review authorizations and attachments with clearly defined parameters around what data goes where. This session will cover the work that has been completed thus far with the group and what the future holds.

Speakers:

Laurie Burckhardt, EDI Manager, WPS Insurance, WEDI SNIP Transactions and Code Sets Workgroup Co-chair

Mary Lynn Bushman, Project Coordinator, National Government Services, WEDI SNIP Claims Attachments Subworkgroup Co-chair

Durwin Day, Systems Supervisor, Health Care Service Corporation

Aventine Ballroom A

IX. The Latest on Meaningful Use and EHR Certification

The Centers for Medicare & Medicaid Services and the Office of the National Coordinator released proposed regulations outlining the specifics of the federal electronic health record (EHR) incentive program. This session, featuring a multi-stakeholder panel of industry experts, will focus on the challenges facing the industry as:

- Vendors seek to develop the appropriate products,
- Certifiers prepare to certify
- Business associates and providers attempt to meet the myriad of program requirements.

Included in this session will be a high level review of the government’s definition of “meaningful use,” program logistics, and how the industry is reacting to the new “temporary” and “permanent” vendor certification processes. After this session, you will better understand how the EHR incentive program will impact your organization and what to look for in the coming months as implementation of the program continues.

Speakers:

Lesley Berkeyheiser, Principal, The Clayton Group, Moderator

Alisa Ray, Executive Director, CCHIT

Chris Apgar, Chair, OR & SW WA Healthcare Security & Privacy Forum

Donald Bechtel, HS Patient Privacy Officer, Siemens Medical Solutions, USA

Patrick Lukacs, HBMA Education Committee

Aventine Ballroom BC

3:00 PM – 3:25 PM

Snack Break and Exhibit viewing

3:25 PM – 4:55 PM

CONCURRENT BREAKOUT SESSIONS

Aventine Ballroom EF

X. Don't Crosswalk Yourself into a Corner, Map in the Right Direction

Understand why crosswalks are not THE solution to the new and different ICD-10 code set and advantages of “going native”.

Speakers:

Andrea Danes, Senior Principal, CSG Government Solutions, Inc., Moderator

Max Templeton, Enterprise Architect, The Regence Group

Mandy Willis, Certified Coding Specialist, Hubbert Systems Consulting

Aventine Ballroom D

XI. Update on Property Casualty including Workers' Compensation from CA, MN, & TX

Each panelist will provide an update on their Workers' Compensation implementation including how 5010 and ICD-10 are impacting their state laws.

Speakers:

Debbi Meisner, VP Regulatory Compliance Strategy, WEDI SNIP Workers Compensation Subworkgroup Co-chair, Moderator

Tina Greene, Senior Business Analyst, Ingenix, Inc.

Lisa Wichterman, Medical Policy Specialist, MN Department Labor & Industry

Suzanne Honor-Vangerov, J.D., Workers' Compensation Manager, DWC Medical Unit, California Department of Industrial Relations

Allen McDonald, Director Information Management Services, Texas Department of Insurance

Aventine Ballroom A

XII. Business Associates: Who They Are Under HITECH and What Is Changing

This session will include a review of Business Associate changes. This will include a panel of various business associate organizations sharing their views and expectations.

Speakers:

Joe McClure, Manager, HDX Operations, Seimens/HDX, WEDI SNIP Business Associates Subworkgroup Co-chair

Lesley Berkeyheiser, Principal, The Clayton Group, WEDI SNIP Security & Privacy Workgroup Co-chair

David Ginsberg, President, PrivaPlan Associates Inc.

4:55 PM – 5:05 PM

Break

5:05 PM – 6:00 PM

VENDOR INFORMATIONAL SESSIONS

Aventine Ballroom EF

Edifecs

Achieve HIPAA 5010 and ICD-10 Compliance with Edifecs Healthcare Channel Modernization Solutions

Is your HIPAA 5010 migration on target? Have you started planning your ICD-10 strategy yet? Are you considering a Step-Up / Step-Down strategy to meet your HIPAA 5010 migration

deadline? Are you concerned about the volume of testing required for your 5010 and ICD-10 projects? Join us on Tuesday, May 19, 2010 at 5:05 PM to find out how Edifecs can reduce the risk with your HIPAA 5010 migration and help with your ICD-10 implementation. We will discuss how Edifecs provides a comprehensive solution to implement a Step-Up / Step-Down strategy, as well as testing tools to take the headache out of your 5010 migration process. We will also share why it's imperative to start your ICD-10 planning now and why impacts of ICD-10 projects are much more far-reaching than widely anticipated.

Aventine Ballroom D

Ingenix

ICD-10: More than Mapping

Innovative Strategies, Services and Tools for Efficient Transition

Join us for a compelling, interactive presentation and discover how to strategically leverage the ICD-10 transition. You will have an opportunity to participate in an exciting demo of the new Ingenix Global Code Manager translation engine and see how it helps health care organizations move beyond GEMS to automated, real-time or batch, production-grade translation. And learn how Global Code Manager streamlines the adoption of SNOMED CT[®] for electronic exchange of clinical health information.

Speakers:

Dr. Tom Darr, Chief Medical Officer, Ingenix

Mike Sauls, Vice President, Ingenix Consulting

Aventine Ballroom A

HCL Technologies

HCL Technologies is a leading global IT services company. Our Healthcare vertical domain assists clients to make quality healthcare affordable and accessible. The current economic and regulatory climate presents numerous challenges for healthcare payers and providers. Come hear what HCL is doing to address these new challenges with innovative solutions for HIPAA 5010, ICD-10 and Meaningful Use. HCL has a complete service offering in HIPAA 5010 providing HIPAA Landscape Assessments, system impact and remediation. HCL believes that the key to a successful HIPAA conversion is adequate testing and has programs tailored to unit, functional, integration and external partner testing. Transition to ICD-10 will provide even more challenges. HCL is developing solutions to normalize and standardize code sets across clinical, decision support and data warehouse applications to insure the transition to ICD-10 will provide quality results. For more information come to the HCL Vendor Informational session and visit us at www.hcltech.com/healthcare.

THURSDAY, MAY 20

Aventine Ballroom Foyer

8:00 AM – 12:00 PM

Registration Open

Aventine Ballroom BC

8:00 AM – 8:30 AM

Networking Continental Breakfast and Exhibit Viewing

Pavilion

8:30 AM – 9:45 AM

Health Information Exchange: California's New Initiative under ARRA

On March 8, 2010, Gov. Schwarzenegger and California Health and Human (CHHS) services announced the state's intent to name Cal eConnect as the entity that will provide leadership and oversee the collaborative process to develop and support HIE in California. Cal eConnect was formed when leaders from the states two leading health information organizations, California eHealth Collaborative (CAeHC) and CalRHIO combined efforts. Hear from veterans of California's previous and current HIE efforts and learn their perspectives on starting an HIO, sustainability, governance, technical architecture challenges, and the importance of grass roots provider involvement. Learn how statewide HIEs will link into the NHIN.

Speakers:

Catherine Graeff, Consulting Principal, Sonora Advisory Group, LLC

Laura Landry, Executive Director, Western Health Information Network (formerly Long Beach Network for Health)

Robert Cothren, PhD., Executive Vice President, Technology Solutions, Cognosante, LLC

Pavilion

9:45 AM – 11:00 AM

Demystifying Acknowledgements: Real World Business Cases

As the acknowledgements travel down the path towards becoming HIPAA mandated transactions, it is imperative for your organization to understand what the acknowledgements are, how they fit into your 5010 implementation and how they benefit your organization's business needs. This session explains the what, why and how with concrete examples and illustrations of real world business cases. Whether you are just exploring acknowledgments or already an expert - this session takes the participants from the executive view to the "down in the weeds" examples - demystifying acknowledgments.

Speaker:

Lisa Miller, XeoHealth, and WEDI SNIP Acknowledgements Subworkgroup Co-chair

Nancy D. Reed, Senior Product Manager, Availity, LLC

11:00 AM

Adjourn