



# WEDI Fall Conference

## WEDI-CON 2014 THE NEXT LEVEL OF HEALTH IT EFFICIENCY

### MONDAY OCTOBER 20

#### PRIVACY AND SECURITY SUMMIT REGENCY BALLROOM B

|                    |  |
|--------------------|--|
| 12:30 PM - 1:30 PM | Incorporating Threat Intelligence into your HIPAA Security Risk Assessments- Ted LeSueur (McKesson)  |
| 1:35 PM - 2:35 PM  | Cyber Risk Management; What You Don't Know CAN Hurt You- Apolonio Garcia (Healthguard)   |
| 2:35 PM - 2:45 PM  | Break  |
| 2:45 PM - 3:45 PM  | MU Audits Are Here, Are You Ready? Are You Sure? Reasons Why Others Are Failing- Steven Marco (Modern Compliance Solutions and HI-PAOne.com) |
| 3:50 PM - 4:50 PM  | Privacy and Security Tools of the Trade- Mark Cone (N-tegrity)   |
| 4:55PM - 5:25PM    | Privacy and Security Session TBA   |

### TUESDAY OCTOBER 21

#### MAIN CONFERENCE SESSIONS Grand Ballroom ABCD

|                     |  |
|---------------------|--|
| 8:00 AM - 5:00 PM   | Registration   |
| 9:00 AM - 9:15 AM   | Opening Remarks - WEDI President and CEO, Devin Jopp, Ed.D. and WEDI Chairman Jim Daley  |
| 9:15 AM - 10:05 AM  | <b>OPENING KEYNOTE ADDRESS:</b> Health Industry Transformation: Care, Convergence, Payment and Consumerism– Harry Reynolds (IBM Global Healthcare and Life Science Industry) CONFIRMED |
| 10:05 AM - 10:55 AM | <b>GENERAL SESSION 1:</b> Mary Grealy (Healthcare Leadership Council) CONFIRMED  |
| 10:55 AM - 11:25 AM | Refreshment Break, Exhibit Viewing and Networking in Grand Ballroom EFG  |
| 11:25 AM - 12:15 PM | <b>GENERAL SESSION 2:</b> Patient Engagement from the Government Perspective– Karen DeSalvo, MD, MPH, MSc (US Department of Health and Human Services) CONFIRMED                       |
| 12:15 PM - 1:30 PM  | Luncheon   |

#### CONCURRENT BREAKOUT SESSIONS

|                   | TRACK 1 - HPID and ICD-10<br><i>Regency Ballroom A</i>   | TRACK 2 - Transactions and Operating Rules<br><i>Regency Ballroom B</i>   | TRACK 3 - Patient Experience/<br>Telemedicine<br><i>Lake Fairfax</i>  | TRACK 4 - New Payment Model Implementation/<br>Emerging Healthcare IT<br><i>Lake Anne</i>                                   |
|-------------------|--|---|---|---|
| 1:30 PM - 2:15 PM | Collaborative Testing Program; A Case Study - Denny Brennan (Massachusetts Health Data Consortium) | HL7 ADT FHIR and C-CDA; Prescriptions for Improving Patient Care and Decreasing Costs - Charles Jaffe (HL7), Calvin Beebe (Mayo Clinic) and Durwin Day (HCSC) | Core Principles of a Patient Centered Healthcare System- Gail Embt and Kym Martin (WEDI Patient Experience Council) | Lead the Way to a REVOLUTION Not Just an Evolution of Your EHR Implementation - Jim Akimchuk (Culbert Healthcare Solutions) |



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|--------------------------------------|--|--|---|---|
| 2:15 PM - 3:00 PM                    | Tackling ICD-10 Together: How Providers and Payers Can Cooperate to Overcome Obstacles - Laura Pazera (TriZetto Provider Solutions)            | HIMSS Interoperability & Standards Task Force: An Approach to Evaluate and Transform HIT Standards - Hans Buitendijk (Siemens Healthcare), Sriram Bharadwaj (Deloitte) and Melissa Moorehead, (MI Public Health Institute) | How Interoperable Systems Support Patient-Centric Care: Experiences in a New Care Delivery Model- Peggy Lynahan and Janet Jonah (Christiana Care) | Real-World Experience With Secure Messaging - Tammy Feenstra Banks (Optum), Cindy Throop (Center for the Advancement of Health IT), Doreen Espinoza (Utah Health Information Network), Minakshi Tikoo (Department of Social Services), Rob Tennant (MGMA), and Ryan Bramble (Dynamed Solutions) |
| 3:00 PM - 3:30 PM                    | Refreshment Break, Exhibit Viewing and Networking in Grand Ballroom EFG  |  |   |   |
| 3:30 PM - 4:15 PM                    | HPID Enumeration Schema – Health Plans Perspectives and Enumeration Strategies- - Laurie Darst and Gail Kocher (WEDI HPID Workgroup Co-Chairs) | Healthcare Transformation: Aligning People, Processes and Technology to Improve Care Delivery- Presented by                               | Behavior Change/ Designing for Motivation- Dr. Dustin DiTomasso (MadPow)  | Why DIRECT- I have secure encrypted messaging? Dr. David Kibbe (Direct Trust) and Dan Kazzaz (Secure Exchange Solutions)  |
| 4:15 PM - 5:00 PM<br>EMERGING TRENDS |  | An Open Discussion on Operating Rules for Claims and Prior Authorizations- Robert Bowman (CAQH CORE), Debbi Meisner, (Emdeon), Pamela Grosze, (PNC Bank), Ed Hafner (McKesson) and Laurie Burckhardt (WPS Insurance)       | Getting to Personal Health Records; Industry Status on Blue Button Implementation- Devin Jopp, Ed.D., WEDI President and CEO                      | ONC Listening Session: Current and Upcoming Patient Matching Activities- Debbie Bucci (ONC)   |
| 6:00 PM - 8:00 PM                    | WELCOME RECEPTION: WEDI Tailgate Grand Ballroom EFG  |  |   |   |

## WEDNESDAY OCTOBER 22

### MAIN CONFERENCE SESSIONS Grand Ballroom ABCD

|                     |   |
|---------------------|---|
| 8:00 AM - 9:00 AM   | Information Desk  |
| 8:00 AM - 9:00 AM   | WEDI "First Timers" Breakfast & New Member Orientation in Reston Suites A   |
| 9:00 AM - 9:10 AM   | Morning Remarks - WEDI Chair-Elect, Jean Narcisi  |
| 9:10 AM - 10:00 AM  | <b>GENERAL SESSION 3:</b> Health IT, Health Reform, and the Path Forward- Steven Stack, MD (American Medical Association) CONFIRMED |
| 10:00 AM - 10:30 AM | Refreshment Break, Exhibit Viewing and Networking in Grand Ballroom EFG   |
| 10:30 AM - 11:20 AM | <b>GENERAL SESSION 4:</b> Patient Engagement and Digital Health in the Era of Reform- Harry Greenspun, MD (Deloitte) CONFIRMED      |
| 11:20 AM - 12:55 PM | Luncheon Hosted by                               |



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|-------------------|---|--|--|---|
| 1:00 PM - 1:45 PM | An Engagement Model for Small Provider Groups - Steven Benjamin and Aaron Sapp (UnitedHealthcare)   | Mitigating Risks of HIPAA Transactions, Code Sets and Identifiers - Erik Pupo (Deloitte)   | PXC Principles of Patient Experience Centered Care, Day 2- Gail Embt and Kym Martin (WEDI Patient Experience Council)  | Effective IT Governance in the Dynamic Healthcare Industry - Bradley Boyd and Jaffer Traish (Culbert Healthcare Solutions)  |
| 1:45 PM - 2:30 PM | Collaborative Testing: Preparing Massachusetts for 2015- Presented by <b>edifecs</b>  | 835 Jeopardy; Issues with the 835 That Can Impact a Health Plan's Ability to Certify - Pamela Grosze (PNC Bank) and Patricia Wijtyk (WPC)                                      | Recognizing and Empowering Patients and Caregivers to be Valued Partners with their Care Teams- Kristina Sheridan (MITRE)  | Practice Management System Accreditation; Ensuring A Common Level of System Functionality - Lee Barrett (EHNAC)   |
| 2:30 PM - 3:00 PM | Refreshment Break, Exhibit Viewing and Networking in Grand Ballroom EFG   |  |  |   |
| 3:00 PM - 3:45 PM | After the Delay: A Roadmap Forward - Peggy Honts (AXIOM Systems) Kathryn Kuesters (PWC), Erik Newlin (Xerox), Rhonda Taller, Steven Benjamin (Unitedhealthcare) and Susan Ackley (Cognosante) | What HIPAA Covered Entities Can Learn From P&C eBilling's End to End Revenue Cycle Workflow! - Tammy Feenstra Banks (Optum), Sherry Wilson (Jopari) and Tina Greene (Mitchell) | Patient-Centered Design; Customer and Patient Outcomes- Jonathan Shankman (AMC Health), Mary Jo Vetter (Visiting Nurse Service of New York), and Alison Thebado (AMC Health) | How to Leverage Revenue Cycle Analytics to Enable Data-Driven Population Health Decisions- Chris Schremser (Zirmed)   |
| 3:45 PM - 4:30 PM | HPID Implementation -What are HPID Implementation Considerations for the Industry?- Laurie Darst and Gail Kocher (WEDI HPID Workgroup Co-Chairs)  | Small Provider Outreach- Centers for Medicare and Medicaid Services (CMS)  | Reimaging Digital Health: Because Experience Matters- Michael Jackson (Adobe)<br><br>Presented by <b>Adobe</b>   | Updated Forms and Proposed Requirements: ACA-mandated Health Plan Certification, the HIPAA Credential, and CORE Certification- Matthew Albright (CAQH CORE) and Laurie Burckhardt (WPS Insurance) |

## THURSDAY OCTOBER 23

### MAIN CONFERENCE SESSIONS *Grand Ballroom ABCD*

|                     |   |
|---------------------|---|
| 9:00 AM - 10:00 AM  | <b>WEDI AWARDS CEREMONY</b>   |
| 10:00 AM - 10:50 AM | <b>GENERAL SESSION 5:</b> WEDI Report Review  |
| 10:50 AM - 11:20AM  | Refreshment Break, Exhibit Viewing and Networking in Grand Ballroom EFG   |
| 11:20 AM - 12:05 PM | <b>GENERAL SESSION 6:</b> Leveraging CMS Data to Accelerate Health Systems Transformation - Niall Brennan (CMS) CONFIRMED |
| 12:05 PM - 12:15 PM | Closing Remarks - WEDI President and CEO, Devin Jopp, Ed.D.   |



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