



NEW YORK

Regional Compliance Conference

HCCA™ Friday, May 11, 2018

TOPICS: Social Media in Medicine | Ethical Leadership
Security and Privacy | Value-Based Payments | Controlled Substances

Questions? Contact Beckie Smith, CMP, beckie.smith@corporatecompliance.org

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Register online at hcca-info.org/regionals

8:25 – 8:30 AM

Welcome and Announcements

8:30 – 9:15 AM

Hot Topics in Compliance



Kelly Sauders

Partner - Life Sciences & Health Care
Deloitte



Terrie Estes, CHC, CHPC

Vice President, Corporate Compliance
and Chief Compliance Officer
Office of Privacy and Corporate
Compliance, Yale New Haven Health

- Highlights of OIG and OMIG Work Plans and ongoing audit activity
- Pharmacy compliance risks
 - Charge capture/billing
 - 340b programs
 - Opioid abuse / OIG and other efforts
- Recovery Audit Contractors (RAC) focus areas/activity
- Coding and billing risk areas

9:15 – 10:00 AM

Social Media in Medicine



Lynn A. Stansel

Vice President & Counsel
Compliance Montefiore Medicine
Academic Health System

- Considerations in utilizing social media in the health care environment, for both clinical and nonclinical purposes
- Navigating privacy and security concerns, including challenges of “de-identifying” patient information online
- Understanding legal and employment issues related to social media usage, including discussion of scope and method of investigations
- Compliance tips in using social media to advance medicine and appropriately market and advertise

10:00 – 10:15 AM

Break

10:15 – 11:15 AM

The Compliance Officer’s Role in Ethical Leadership



Robert Hussar (Moderator)

Partner
Barclay Damon



Debra M. Lightner

Senior Vice President and
Chief Compliance Officer
EmblemHealth



Wayne McNulty

Senior Vice President and Chief
Compliance, Audit, and Privacy Officer
Western Connecticut Health Network



Lesmore Willis Jr.

Division Director of QA, Training
Director, and Compliance Officer
Cerebral Palsy of Westchester

- Setting and living a higher standard
- Keying in on communication
- Leveraging presence
- Maintaining a compliance mindset

11:15 AM – 12:15 PM

Providing FDR Oversight – What you can do to make sure your FDR is doing what they are supposed to do.



Nataliya Averyanova CHC

Compliance Professional



Caron Cullen, CHC

Health Care Consultant
Compliance Strategies

- Review important contract provisions regarding FDR Oversight to set expectations before you sign the deal.
- Share FDR compliance evaluation strategies and tools that you may use in the FDR oversight process.
- Discuss best practices and a real case study that teaches us to “Trust but Verify” because FDRs don’t always do what they say they do.

12:15 – 1:15 PM

Lunch (provided)

1:15 – 2:00 PM

Healthcare Security and Privacy: Risks and Best Practices



Melissa Zambri, Esq.

Partner
Barclay Damon, LLP

Jeffrey Pereira, CISM

Principal Consultant
NYSTEC

- Healthcare risk landscape overview
- HIPAA compliance update
- Security best practices
- Privacy best practices

2:00 – 2:15 PM **Break**

2:15 – 3:00 PM

Compliance Issues Associated with Value Based Payments



Robert Belfort

Partner
Manatt, Phelps and Phillips

- Structuring compliance responsibilities for VBP networks
- Expanding the compliance work plan to address VBP risk areas
- Evaluating VBP referral relationships under Stark and the Anti-Kickback Statute
- Developing strategies for self-disclosure of non-compliance

3:00 – 4:00 PM

Compliance Issues Related to Prescription of Controlled Substances (Opioids, Drug Diversion)



Kimberly New, JD, BSN, RN

Partner
Diversion Specialists, LLC

Stephen Kay

Special Agent
DHHS OIG

Brendan Vallely

Investigator, NYS Health Bureau of
Narcotic Enforcement

- Best practices for building an institutional drug diversion prevention, detection, and response program
- Methods for detecting diversion by healthcare personnel
- Responding to drug diversion incidents

4:00 PM

Brief Closing Remarks / Conference Adjourns

REGISTRATION FEE

Registration fees are as listed and considered net of any local withholding taxes applicable in your country of residence.

- HCCA Member**.....\$199
 - Non-Member**.....\$245
 - Registration & HCCA membership**.....\$399
- Save by joining HCCA today (first time members only). Annual dues regularly \$295.

TOTAL \$ _____

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If your total is miscalculated, HCCA will charge your card the correct amount. Hotel accommodations are not included in the registration fee, but continental breakfast and lunch are provided. (AREA0318)

Due to PCI compliance, please do not provide any credit card information via email. You may email this form (without credit card information) and call HCCA at (888)580-8373 or (952)988-0141 with your credit card information, fax your registration to 952.988.0146, or visit www.hcca-info.org/regionals and register online

HOTEL/CONFERENCE LOCATION:

New York Hilton Midtown

1335 Avenue of the Americas, New York, NY 10019
<https://aws.passkey.com/go/d6048ba4>

A special rate of \$299 (plus tax) per night has been arranged for the conference. Make your reservations directly with the hotel by Thursday, April 10, 2018. You may call to make reservations at 1-800-HILTONS - reference group code "HCCA18" for the special rate. Please note that the room block may sell out prior to the hotel cut-off date.

NOTICE: Neither HCCA nor any hotel it is affiliated with will ever contact you to make a hotel reservation. If you receive a call soliciting reservations on behalf of HCCA or the event, it is likely from a room poacher and may be fraudulent. We recommend you make reservations directly with the hotel using the phone number or web link in this brochure. If you have concerns or questions, please contact 888-580-8373.

CONTINUING EDUCATION: HCCA is in the process of applying for additional external continuing education units (CEUs). Should overall number of education hours decrease or increase, the maximum number of CEUs available will be changed accordingly. Credits are assessed based on actual attendance and credit type requested.

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ACHE: The Health Care Compliance Association is authorized to award 6.0 clock hours of pre-approved ACHE Qualified Education credit for this program toward advancement, or recertification, in the American College of Healthcare Executives. Participants in this program who wish to have the continuing education hours applied toward ACHE Qualified Education credit must self-report their participation. To self-report, participants must log into their MyACHE account and select ACHE Qualified Education Credit.

COMPLIANCE CERTIFICATION BOARD (CCB): CCB has awarded a maximum of 7.2 CEUs for these certifications: Certified in Healthcare Compliance (CHC), Certified in Healthcare Compliance - Fellow (CHC-F), Certified in Healthcare Privacy Compliance (CHPC), Certified in Healthcare Research Compliance (CHRC), Certified Compliance & Ethics Professional (CCEP), Certified Compliance & Ethics Professional - Fellow (CCEP-F), Certified Compliance & Ethics Professional - International (CCEP-I).

CONTINUING LEGAL EDUCATION (CLE): The Health Care Compliance Association is a provider/sponsor, approved/accredited by the State Bar of California, the Pennsylvania Bar Association, and the State Bar of Texas. An approximate maximum of 6.0 clock hours of CLE credit will be available to attendees of this conference from these states. Upon request HCCA may submit this course to additional states for consideration. All CLE credits will be assessed based on actual attendance and in accordance with each state's requirements.

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GROUP DISCOUNT: 5 or more: \$25 discount for each registrant. 10 or more: \$40 discount for each registrant. Discounts take effect the day a group reaches the discount number of registrants. Please send registration forms together to ensure that the discount is applied. A separate registration form is required for each registrant. Note that discounts will NOT be applied retroactively if more registrants are added at a later date, but new registrants will receive the group discount.

CANCELLATIONS/SUBSTITUTIONS: You may send a substitute in your place or request a conference credit. Refunds will not be issued. Conference credits are issued in the full amount of the registration fees paid, and will expire 12 months from the date of the original cancelled event. Conference credits may be used towards any HCCA service or product, except The Healthcare Compliance Professionals Manual. If a credit is applied towards an event, the event must take place prior to the credit's expiration date. If you need to cancel your participation, notification is required by email at help@hcca-info.org, prior to the start date of the event. Please note that if you are sending a substitute, an additional fee may apply.

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