

**VIRTUAL  
CONFERENCE**

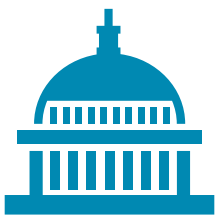
# Clinical Practice Compliance Conference

October 26–27, 2020

Attendees will enjoy compliance sessions and industry updates in an interactive, online experience, plus have the opportunity to earn live Compliance Certification Board (CCB)<sup>®</sup> continuing education units (CEUs).

Gain insights to address risk and improve compliance integrity at your organization.

**Government  
Initiatives**



**Physician  
Integrity**



**Billing & Coding  
Practices**



**Documentation  
Practices**



**Register today**  
[hcca-info.org/2020clinical](https://hcca-info.org/2020clinical)



# About

HCCA's annual Clinical Practice Compliance Conference provides information about the latest government initiatives related to physicians and clinics, and physician integrity trends. Gain insight and strategies to address risk and improve compliance integrity at your organization. New lower pricing is now available! Additional registration discounts apply for SCCE & HCCA members. Group discounts are also available.

Attendees can purchase the conference session recording package for only \$100. Take advantage of this affordable opportunity to hear the sessions you may have missed and earn non-live CCB CEUs.

## Why attend?

Sessions cover a wide range of compliance topics related to clinics. This year, the agenda includes these trending topics:

- Clinic & physician best practices
- Stark Law compliance
- Billing standards & incident-to billing
- Mitigating risk
- Risk-based audit methods
- Prescribing opioids: legal and medical risk perspective
- HIPAA security
- Medical director contracts

## Who attends?

This conference is ideal for members of legal, compliance, and physician teams.

Past attendees have included:

- Compliance officers
- Coders
- Managers
- Physicians
- General counsel
- Compliance attorneys

# Schedule at a Glance

ALL TIMES LISTED ARE IN CENTRAL DAYLIGHT TIME (CDT)

## MONDAY, OCTOBER 26

8:50–9:00 AM CDT	Opening Remarks	
9:00–10:00 AM CDT	GENERAL COMPLIANCE SESSION <b>GS1</b> <a href="#">OIG Update</a>	
10:00–10:15 AM CDT	Break	
10:15–11:15 AM CDT	<a href="#">101 Compliance and the Board: Challenges and Best Practices</a>	<a href="#">102 E&amp;M Documentation Changes for 2021</a>
11:15–11:30 AM CDT	Break	
11:30 AM–12:30 PM CDT	<a href="#">201 Building a Risk-Based Audit Plan</a>	<a href="#">202 Uncovering Hidden Pitfalls in Medical Director Contracts</a>
12:30–1:15 PM CDT	Mid-Conference Break	
1:15–2:15 PM CDT	GENERAL SESSION <b>GS2</b> <a href="#">The Seasoned Professional's Guide to Managing Stress and Preventing Burnout</a>	
2:15–2:30 PM CDT	Break	
2:30–3:30 PM CDT	<a href="#">301 From Provider to Researcher and Patient to Subject: Responsibility and Role Changes in the Conduct of Practice-Based Human Subjects Research</a>	<a href="#">302 Risk Matters That Merit Attention Amid a Crisis</a>
3:30–3:45 PM CDT	Break	
3:45–4:45 PM CDT	<a href="#">401 Mitigating the Risks from Opioid Prescribing: A Legal and Medical Perspective</a>	<a href="#">402 HIPAA Security: Common Mistakes Made by Physician Practices</a>
4:45–5:00 PM CDT	Break	
5:00–6:00 PM CDT	Conference Social Event: Live Piano Show	

## TUESDAY, OCTOBER 27

9:00–10:00 AM CDT	<a href="#">501 The Physicians in My Practice Want to Get Involved in Clinical Research: What Do I Need to Know and Do?</a>	<a href="#">502 HIPAA and Social Media</a>
10:00–10:15 AM CDT	Break	
10:15–11:15 AM CDT	<a href="#">601 Providers Coding and Documentation Audits. Data Mining and Collaborative Approach: The Key to Success</a>	<a href="#">602 Do the Right Thing: A Federally Qualified Health Center's Response to a Randomized Audit by the Office of Inspector General</a>
11:15–11:30 AM CDT	Break	
11:30 AM–12:30 PM CDT	<a href="#">701 Reviewing Recent Activities Within the Opioid Crisis: Providers, Healthcare Entities, and Pharmaceutical Companies</a>	<a href="#">702 Why Clinicians Should Be Concerned About the Stark Law and What to Do About It Now</a>
12:30–1:15 PM CDT	Mid-Conference Break	
1:15–2:15 PM CDT	GENERAL SESSION <b>GS3</b> <a href="#">Short of Ventilators: How We Wound Up Here Again, and Probably Will in the Future</a>	
2:15–2:30 PM CDT	Break	
2:30–3:30 PM CDT	<a href="#">801 Integration of Safety Culture Training to Increase Compliance Awareness</a>	<a href="#">802 Incident To and Shared Visit Policy in Plain English</a>
3:30–3:45 PM CDT	Break	
3:45–4:45 PM CDT	<a href="#">901 Building a Physician Practice Audit Program (That Your Physicians Will Appreciate!)</a>	<a href="#">902 Best Practices in Managing Third-Party Valuations</a>
4:45–5:00 PM CDT	Break	
5:00–6:00 PM CDT	<a href="#">1001 Billing and Coding Cases Gone Wrong</a>	<a href="#">1002 The New Normal: Benefits of Successfully Navigating Change in a Fast-Paced Healthcare Workplace</a>

(agenda subject to change)

## MONDAY, OCTOBER 26

8:50–9:00 AM

### Opening Remarks

9:00–10:00 AM CDT

### GENERAL COMPLIANCE SESSION

#### GS1 OIG Update

**Renata Maziarz Miskell**

Senior Advisor to the Chief Data Officer, HHS OIG

10:00–10:15 AM

### Break

10:15–11:15 AM CDT

#### 101 Compliance and the Board: Challenges and Best Practices

LEVEL: INTERMEDIATE

**Brian D. Annulis**

Senior Managing Director, Ankura Consulting Group

- Understanding challenges to effective board engagement
- Using best practice communication with the board
- Further enhancing the compliance/board connection

#### 102 E&M Documentation Changes for 2021

LEVEL: INTERMEDIATE

**Lynn Myers**

Chief Medical Officer, TX Health Organization for Physicians

- Understand what's changing and what's not in 2021 for ambulatory office encounters
- Learn to navigate the new MDM table
- Update your knowledge of using time to select level of service

11:15–11:30 AM

### Break

11:30 AM–12:30 PM CDT

#### 201 Building a Risk-Based Audit Plan

LEVEL: BASIC

**Frank D. Cohen**

Director of Analytics, Doctors Management LLC

- CMS has made it quite clear that healthcare providers need to step up their game with respect to risk-based audit methods. The day of the random probe audit is over
- Both CMS and private payers have implemented advanced statistical systems that rely upon predictive analytics to identify high-value targets, meaning providers that are most likely to be tagged for an audit
- In this session, attendees will learn about the Fraud Prevention System that is used by CMS to intercept payments for suspicious claims and how they can use more advanced analytics to improve their risk assessments and lower their audit risk

#### 202 Uncovering Hidden Pitfalls in Medical Director Contracts

LEVEL: INTERMEDIATE

**Allison Pullins**

Chief Strategy Officer, MD Ranger Inc

**Joseph A. Piccolo**

VP Corporate Compliance, Inspira Health

**Brian S. Colonna**

HIPAA Manager of Privacy, Renown Health

- Every hospital, no matter the size, has medical directorship agreements that contain numerous compliance risks, which may not be obvious to even rigorous compliance teams
- Learn best practices to mitigate risks lurking in directorships, such as commercially unreasonable agreements, stacking, "shopping" for rates, and more
- Don't reinvent the wheel. Understand how to integrate best practice approaches to medical director contract compliance with your existing compliance and contracting program. No policy for medical directorships? Create one using simple guidelines

12:30–1:15 PM

### Mid-Conference Break

1:15–2:15 PM CDT

### GENERAL SESSION

#### GS2 The Seasoned Professional's Guide to Managing Stress and Preventing Burnout

**Sharon Grossman**

Psychologist, Coach, Consultant, Author, Speaker, Coaching by Sharon

- Identify burnout's symptoms for early intervention
- Develop self-awareness to increase stress management and prevent burnout
- Build up mental discipline to make you resilient to stress and burnout bulletproof

2:15–2:30 PM

### Break

2:30–3:30 PM CDT

## 301 From Provider to Researcher and Patient to Subject: Responsibility and Role Changes in the Conduct of Practice-Based Human Subjects Research

LEVEL: BASIC

**John Baumann**

Associate Vice President for Research Compliance, Indiana University

- Explore the responsibility and role transformations that occur when healthcare providers conduct research with their patients
- Identify best practices for when healthcare providers conduct research with their patients
- Avoid common mistakes when the provider/researcher and patient/subject roles are blended

## 302 Risk Matters That Merit Attention Amid a Crisis

LEVEL: INTERMEDIATE

**Valerie T. Cloud**

Assistant Vice President Corporate Compliance, Atrium Health

- Learn how to swiftly identify, track, and mitigate emerging risk
- Learn how monitoring questionnaires and self-reporting tools can drive better internal controls and risk management
- Learn how to manage and monitor your risk responses

3:30–3:45 PM

Break

3:45–4:45 PM CDT

## 401 Mitigating the Risks from Opioid Prescribing: A Legal and Medical Perspective

LEVEL: INTERMEDIATE

**Amy G. Fogelman, MD**

MED LAW Consulting

**Jesse Caplan**

Managing Director, Corporate Oversight, Affiliated Monitors, Inc.

- Healthcare providers who engage in inappropriate opioid prescribing are increasingly subject to discipline by professional medical and nursing boards, civil medical malpractice liability, and, in the most egregious cases, criminal prosecution
- Healthcare organizations should be proactive in ensuring they have effective opioid prescribing compliance programs that incorporate all relevant laws, regulations, CDC guidelines, and applicable standards of practice
- This program provides detailed information on the risks of opioid prescribing and the associated elements of an effective compliance program from a former healthcare regulator and a physician with expertise in opioid prescribing practices

## 402 HIPAA Security: Common Mistakes Made by Physician Practices

LEVEL: ADVANCED

**Marti Arvin**

Executive Advisor, CynergisTek, Inc.

- Failure to conduct adequate user access monitoring
- Lack of an adequate disaster recovery process, including a strong incident response plan
- Deficient basic security measures on devices and networks

4:45–5:00 PM

Break

5:00–6:00 PM

## Conference Social Event: Live Piano Show

- Interact and engage with your fellow attendees at this request-driven piano show
- Bring your song requests and a favorite beverage for this musical variety show with thousands of songs spanning many decades and genres

## TUESDAY, OCTOBER 27

9:00–10:00 AM CDT

## 501 The Physicians in My Practice Want to Get Involved in Clinical Research: What Do I Need to Know and Do?

LEVEL: BASIC

**Jennifer J. Sartor**

Vice President, Compliance, National Spine and Pain Centers

**Sarah M. Couture**

Managing Director, Ankura Consulting Group

- Research compliance basics for physician practice compliance officers
- How to develop a simple research compliance plan
- Best practices in implementing the research compliance plan while engaging physicians and practice administration

## 502 HIPAA and Social Media

LEVEL: INTERMEDIATE

**Cathy Jefferson**

Compliance Officer, University Hospitals

- HIPAA and social media are very challenging for our physician offices; this presentation will define this new era of communication
- This presentation will help physician offices to make sure they are not violating HIPAA regulations as they relate to social media and what to do if you find yourself sitting in front of OCR
- This presentation will provide tips and tricks to help educate your providers on how to participate in social media without violating HIPAA regulations

10:00–10:15 AM

Break

# Agenda

ALL TIMES LISTED ARE IN CENTRAL DAYLIGHT TIME (CDT)

10:15–11:15 AM CDT

## 601 Providers Coding and Documentation Audits: Data Mining and Collaborative Approach – The Key to Success

LEVEL: INTERMEDIATE

**Peiman Saadat**

Vice President, Corporate Compliance Officer, AdvantageCare Physicians

- Create a constantly evolving program
- Use ongoing data mining, benchmarking, and trending alongside sampling reviews
- Offer postaudit education and follow-ups

## 602 Do the Right Thing: A Federally Qualified Health Center's Response to a Randomized Audit by the Office of Inspector General

LEVEL: INTERMEDIATE

**Robyn M. Hoffmann**

Corp. Compliance Officer and QI Liaison, Fair Haven Community Health Clinic, Inc.

- Provide an overview of the goals of the Health Resources and Services Administration's Access Increases in Mental Health and Substance Abuse Services (AIMS) award of \$200 million in supplemental funding to Federally Qualified Health Centers (FQHCs) in 09/17
- Describe one FQHC's approach in coordinating its response to the Office of Inspector General (OIG) randomized audit of AIMS grantees in May 2019
- Outline the lessons learned by the FQHC at the close of the OIG's on-site audit and the anticipated timeline for the OIG's release of its final report

11:15–11:30 AM  
Break

11:30 AM–12:30 PM CDT

## 701 Reviewing Recent Activities Within the Opioid Crisis: Providers, Healthcare Entities, and Pharmaceutical Companies

LEVEL: BASIC

**Karyn B. Holley**

Dir. Corporate Compliance, Inspira Health Network

- Review government agencies' involvement, national statistics, scheduled substances, and indications for use of opioids
- Examine recent events involving pharmaceutical companies, providers, and healthcare entities within the opioid crisis
- Anti-Kickback Statute compliance tips for your program

## 702 Why Clinicians Should Be Concerned About the Stark Law and What to Do About It Now

LEVEL: INTERMEDIATE

**Steven W. Ortquist**

Founder & Principal, Arete Compliance Solutions, LLC

- Review the Stark Law, Anti-Kickback Statute, exceptions, and safe harbors
- Discuss recent enforcement actions against physicians and physician practices
- Examine critical compliance processes you can implement to mitigate Stark Law & Anti-Kickback Statute risk

12:30–1:15 PM

Mid-Conference Break

1:15–2:15 PM CDT

GENERAL SESSION

## GS3 Short of Ventilators: How We Wound Up Here Again, and Probably Will in the Future

**David N. Hoffman**

Chief Compliance Officer, Carthage Area Hospital

- When the COVID-19 pandemic passes, numerous task forces, workgroups, and blue-ribbon panels will be formed to draw lessons from the successes and failures of our current response efforts. But why were we so unprepared this time?
- We know how we will respond after the pandemic passes because in each earlier public health emergency, we fell into the same scripted response
- In this session, the presenter will describe his involvement in hospital planning in response to the SARS, MERS, H1N1, and Ebola events, and how compliance officers must make sure that lessons learned are implemented and not forgotten

2:15–2:30 PM  
Break

2:30–3:30 PM CDT

## 801 Integration of Safety Culture Training to Increase Compliance Awareness

LEVEL: INTERMEDIATE

**Pat Zawko**

Director of Quality Resources and Risk Management, Little Falls Hospital

- Add compliance training to safety culture training to increase compliance awareness
- Imbed compliance training in safety culture training to increase reporting
- Integrate compliance training in safety culture training to make safer organizations and decrease patient harm

## 802 Incident To and Shared Visit Policy in Plain English

LEVEL: INTERMEDIATE

**David M. Glaser**

Shareholder, Fredrikson & Byron PA

- Recognize why the statement “new problems cannot be billed incident to” is incorrect; in fact, the test is whether care is in the course of treatment
- Recognize how private payers may apply different rules regarding shared visits and incident to
- Learn to distinguish between “best practices” and “regulatory requirements”

3:30–3:45 PM  
Break

3:45–4:45 PM CDT

## 901 Building a Physician Practice Audit Program (That Your Physicians Will Appreciate!)

LEVEL: **BASIC**

**Mary A. Curry**

Healthcare Compliance Officer, SIU School of Medicine

**Sarah M. Couture**

Managing Director, Ankura Consulting Group

- Risk assessment: The foundation of your audit plan
- Best practices for a physician practice audit plan
- Essentials for physician and leadership engagement

## 902 Best Practices in Managing Third-Party Valuations

LEVEL: **INTERMEDIATE**

**Christopher Carnahan**

President, Carnahan Group Inc

**Daniel P. Stech**

Senior Director, Carnahan Group Inc

**Gary W. Herschman**

Chair, Health and Hospital Law Practice Group,  
Epstein Becker & Green PC

- Define, categorize, and scope types of valuations
- Create internal standards, benchmarks, and valuation thresholds
- Establish internal process flow, project management, and approval systems

4:45–5:00 PM

**Break**

5:00–6:00 PM CDT

## 1001 Billing and Coding Cases Gone Wrong

LEVEL: **INTERMEDIATE**

**Jay McVean**

Director, UT Health

**C.J. Wolf**

Director, Conflict of Interest, Intermountain Healthcare

- Modifier -25 woes: Examine cases of government settlements with providers who had problems with modifier -25 usage
- Incident-to billing: Discuss the details of enforcement examples when incident-to rules are not followed
- Coding the highest levels of codes: Investigators who mine data often hone in on aberrant patterns and outliers who report the highest level of E/M and other codes; we will examine examples and scenarios of where this can go wrong

## 1002 The New Normal: Benefits of Successfully Navigating Change in a Fast-Paced Healthcare Workplace

LEVEL: **INTERMEDIATE**

**Scott Lesnick**

President, Successful Business Solutions LLC

- Demonstrate a greater ability to successfully lead through and navigate a culture of change
- Prepare a stronger vision to stay productive, engage as a leader, and develop stronger relationships at all levels, and three key factors that allow individuals to stress less, grow engagement, and produce even during challenging times
- Improve your change management and communication skills to build a stronger, more agile staff/team, and learn to grow, mentor, and lead even during times of significant change



# Details

## Event Terms and Conditions

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**Virtual Conference Platform “Customized”:** HCCA has partnered with DAHLIA+Agency/Soliman Productions to deliver its platform for facilitating the virtual conference. First name, last name, and email address will be provided to the platform partner for login access. Your information will not be shared or sold by DAHLIA+Agency/Soliman Productions to any other third party and will be removed from their system 30 days post-conference.

**Registration:** This virtual conference registration form allows only the registered attendee to stream, participate, and earn CEUs for the conference. If a second person would like to join, they must register themselves and have their own unique login to participate.

**Payment:** If your total is miscalculated, HCCA will charge your card the correct amount.

### Group Discounts

**3 or More:** \$100 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. The group discount is NOT available through online registration. 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:** Refunds will not be issued. You may send a substitute in your place or request a conference credit. 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 toward any HCCA service or product. If a credit is applied toward 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, sent to [helpteam@hcca-info.org](mailto:helpteam@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.

**Tax Deductibility:** All expenses incurred to maintain or improve skills in your profession may be tax deductible, including tuition, travel, lodging, and meals. Please consult your tax advisor.

**Session Recordings:** Registered attendees have the option to purchase all session recordings for an additional fee. Purchased recordings are for individual use only and may not be rebroadcast, shared, or disseminated. Only the registered (and paid) attendee will have access to listen and earn CCB CEUs for session recordings.

Session availability is subject to change. Not all sessions are being recorded. If a session does not appear on the session recording form, a recording of it may not be available. Please call 888.580.8373 with any questions.

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**Photo/Video Release:** By registering for this event, I grant HCCA, or anyone authorized by HCCA, the right to use or publish in print or electronic format, any photographs or video containing my image or likeness for educational, news, or promotional purposes, without compensation.

**Sessions and Speakers:** HCCA reserves the right to make changes to the program at any time as circumstances dictate. Every effort will be made to ensure a program of equivalent standard and value should unavoidable changes occur. HCCA does not accept liability for advice given, or views expressed, by any speaker at the conference or in any material provided to attendees.

**Special Needs/Concerns:** Prior to the conference, please call HCCA at 888.580.8373 or 952.988.0141 if you have a special need and require accommodation to participate in the Clinical Practice Compliance Conference.

## Continuing Education Units

Credits are assessed based on actual attendance and credit type requested. Should the overall number of education hours decrease or increase, the maximum number of continuing education units (CEUs) available will be changed accordingly. Only registered attendees are eligible to request CEUs for participation. Attendees must participate in the virtual conference using the online virtual conference format (not just using the dial-in) for attendance monitoring purposes.

**CCB:** The Compliance Certification Board (CCB)<sup>®</sup> has awarded a maximum of 15.6 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).

**AAPC:** This program has the prior approval of the AAPC for 13.0 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

**ACHE:** The Health Care Compliance Association is authorized to award 13.0 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.

**NASBA/CPE:** The Health Care Compliance Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Sponsor Identification No: 105638. The education level for this activity is considered basic. No prerequisites are required for this education. Delivery Method: Group Live. Advanced Preparation: None. A recommended maximum of 15.6 credits based on a 50-minute hour will be granted for this activity. This program addresses topics that are of a current concern in the compliance environment and is a group-live activity in the recommended field of study of Specialized Knowledge. For more information regarding administrative policies such as complaints or refunds, call 888.580.8373 or +1 952.988.0141.

HCCA is in the process of applying for additional external CEUs. Approval quantities and types vary by state or certifying body. For entities that have granted prior approval for this event, credits will be awarded in accordance with their requirements. CEU totals are subject to change.

Upon request, if there is sufficient time and we are able to meet their requirements, HCCA may submit this course to additional states or entities for consideration. Only requests from registered attendees will be considered. If you would like to make a request, please contact us at +1 952.988.0141 or 888.580.8373 or email [ccb@compliancecertification.org](mailto:ccb@compliancecertification.org). To see the most up-to-date CEU information, go to HCCA's website, [hcca-info.org/all-conferences](http://hcca-info.org/all-conferences). Select your conference, and then select the “Continuing Education” option on the left-hand menu.

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# Clinical Practice Compliance Conference

October 26–27, 2020 • VIRTUAL CONFERENCE

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## Registration Fees

	on/before 9/30/20	after 9/30/20
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\*Save by joining today (first-time members only). Dues renew at \$325.

TOTAL \$ \_\_\_\_\_

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Mail this form to HCCA, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435-2358

Fax this form to 952.988.0146

Email this form to [helpteam@hcca-info.org](mailto:helpteam@hcca-info.org) — Due to PCI compliance, do not provide credit card information via email. You may email this form (without credit card information), then call HCCA at 888.580.8373 with payment information.

- Invoice me
- Check enclosed (payable to HCCA)
- Wire transfer requested
- Credit card: I authorize HCCA to charge my:
- Visa  MasterCard  Discover  American Express

Credit Card Account Number

Credit Card Expiration Date

Cardholder Name

Cardholder Signature