

# Clinical Practice Compliance Conference

October 15–16, 2024

**VIRTUAL**

**DON'T MISS**  
this learning  
opportunity



**Is your  
clinical compliance  
program up to date?**

Join us in October to learn the latest best practices for compliance management in a clinical setting. Hear from experienced professionals about the latest government initiatives related to physicians & clinics, documentation, billing & coding, and physician integrity.

**Learn more**  
[hcca-info.org/2024clinicalpractice](https://hcca-info.org/2024clinicalpractice)



# About

HCCA's annual Clinical Practice Compliance Conference provides information about the latest developments in healthcare compliance that specifically impact the clinical setting. Experienced industry leaders will provide insight and strategies for addressing risk and compliance adherence to help you manage your clinic-based compliance program effectively.

Attendees will have the opportunity to ask questions of speakers in real time and earn live continuing education units (CEUs). Our robust virtual conference platform creates an engaging virtual experience.

Registration discounts apply for SCCE & HCCA members. Group discounts are also available.

## Why attend?

Sessions cover a wide range of clinic-specific compliance information.

This year, the agenda includes these trending topics:

- Auditing & monitoring
- Information governance
- Physician coding & billing
- Artificial intelligence
- Research & lab services compliance
- CMS evaluation & management

## 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 TIME (CT)

## TUESDAY, OCTOBER 15

8:55–9:00 AM	Opening Remarks	
9:00–10:00 AM	GENERAL SESSION <b>GS1</b> <b>OIG's General Compliance Program Guidance</b>	
10:00–10:15 AM	Break	
10:15–11:15 AM	<b>101 Auditing &amp; Monitoring: It's Not Just for Privacy</b>	<b>102 Mitigating Compliance Risks through Information Governance Practices</b>
11:15–11:30 AM	Break	
11:30 AM–12:30 PM	<b>201 Current Compliance Issues in Physician Coding and Billing</b>	<b>202 A Recipe to Invigorate Your Organization's Corporate Compliance &amp; Ethics Week Celebration: A Dash of Fun, a Dollop of Facts, &amp; Measure of Feedback</b>
12:30–1:15 PM	Mid-Conference Break	
1:15–2:15 PM	<b>301 The Other Side of AI and the Places We Don't Talk About</b>	<b>302 Does Revised 42 C.F.R. Part 2 Really Align with HIPAA?</b>
2:15–2:30 PM	Break	
2:30–3:30 PM	<b>401 Three's Company: Compliance, Quality and Safety</b>	<b>402 Healthcare Enterprise Risk Management: Developing a Holistic Organizational Infrastructure to Manage Enterprise Risks — or Prepare to Accept Them</b>
3:30–3:45 PM	Break	
3:45–4:45 PM	<b>501 The Weakest Link: How to Identify Unaddressed Compliance Risks and Vanquish Their Threats to Your Practice</b>	<b>502 Using LEAN to Streamline Your Compliance Program</b>

## WEDNESDAY, OCTOBER 16

9:00–10:00 AM	<b>601 How to Set Up an Annual Provider Coding Compliance Auditing Program</b>	<b>602 Research Compliance 101</b>
10:00–10:15 AM	Break	
10:15–11:15 AM	<b>701 How to Measure Clinical Documentation Improvement Effectiveness &amp; Maintain Provider's Engagement</b>	<b>702 Cracking the Codes: Staying Ahead of Critical Changes in CMS Evaluation and Management Services and Coding</b>
11:15–11:30 AM	Break	
11:30 AM–12:30 PM	<b>801 Navigating the Compliance and Privacy Landscape in Clinical Practices</b>	<b>802 Hot Topics in Laboratory Compliance</b>
12:30–1:15 PM	Mid-Conference Break	
1:15–2:15 PM	<b>901 Congratulations! You're a Compliance Officer! Things I Wish I Knew 10 Years Ago, 2 Years Ago, and Yesterday</b>	<b>902 Care Outside of the Clinic: Cultural Competence</b>
2:15–2:30 PM	Break	
2:30–3:30 PM	<b>1001 Care Outside of the Clinic: Cultural Competence</b>	<b>1002 ICD-10-CM &amp; PCS Updates: Breaking Down the Changes for 2025</b>
3:30–3:45 PM	Break	
3:45–4:45 PM	GENERAL SESSION <b>GS2</b> <b>Mentoring: An Effective Strategy to Enhancing Your Own Compliance Career and Investing in Others</b>	

(agenda subject to change)

## TUESDAY, OCTOBER 15

8:55–9:00 AM

### Welcome and Introduction

9:00–10:00 AM

#### GENERAL SESSION

##### GS1 OIG's General Compliance Program Guidance

LEVEL: BASIC

**Adam Ribner**

Senior Counsel, OIG/HHS

**Benjamin Wallfisch**

Senior Counsel, OIG/HHS

- Understand the OIG's Modernization Initiative and its plan for providing new and updated Compliance Guidance
- Learn about new recommendations from OIG about implementing the seven elements of a Compliance Program
- Learn about other topics OIG considers important for compliance, including quality and patient safety and financial arrangements tracking

10:00–10:15 AM

### Break

10:15–11:15 AM

##### 101 Auditing & Monitoring: It's Not Just for Privacy

LEVEL: INTERMEDIATE

**Nicole Brown**

Director of Privacy, Lurie Children's Hospital

**Melissa Andrews**

Compliance & Privacy Principal Consultant, Clearwater Security

- Understanding the role of auditing and monitoring in ensuring data integrity
- Exploring clinical and operational benefits of EHR access monitoring
- Leveraging auditing data for performance improvement and compliance

##### 102 Mitigating Compliance Risks Through Information Governance Practices

LEVEL: INTERMEDIATE

**Erin Head**

Senior Healthcare Consultant, Iron Mountain

- Define types of compliance risks and provide real-world examples
- Define and discuss the importance of Information Governance (IG)
- Link IG practices to prevention and mitigation of risks

11:15–11:30 AM

### Break

11:30 AM–12:30 PM

##### 201 Current Compliance Issues in Physician Coding and Billing

LEVEL: INTERMEDIATE

**C.J. Wolf**

Faculty, BYU

- Examine current compliance issues associated with evaluation and management coding for physicians and other professional billing providers
- Discuss recent physician enforcement actions related to medical necessity
- Explore compliance strategies for detecting high risk physician coding and billing issues in your organization

##### 202 A Recipe to Invigorate Your Organization's Corporate Compliance & Ethics Week Celebration: A Dash of Fun, a Dollop of Facts, and Measure of Feedback

LEVEL: INTERMEDIATE

**Robyn Hoffmann**

Senior Manager, Compliance & Credentialing Consulting, BerryDunn

- Establish metrics to trend participation statistics and measure the impact of your organization's celebration of Corporate Compliance & Ethics Week
- Describe how the use of gaming can enhance the engagement of reluctant staff members and when to consider tweaking the prize methodology
- Analyze results from the observance of CCEW and build participants' feedback into Element 4 of your entity's compliance plan for the coming year

12:30–1:15 PM

### Mid-Conference Break

# Agenda

ALL TIMES LISTED ARE IN CENTRAL TIME (CT)

1:15–2:15 PM

## 301 The Other Side of AI and the Places We Don't Talk About

LEVEL: BASIC

**Barry Mathis**

*Principal, PYA, P.C.*

- Educate attendees on how AI may be used to influence, trick, or outright steal data
- Attendees will learn practices to help manage the risks that come with AI
- Inform attendees of best practices to protect individuals as well as businesses

## 302 Does Revised 42 C.F.R. Part 2 Really Align with HIPAA?

LEVEL: INTERMEDIATE

**Lisa Venn**

*Privacy Officer, Summa Health*

- Understand when Part 2 requirements apply
- Identify the extent to which Part 2 aligns with HIPAA
- Analyze steps required to comply with Part 2 use and disclosure, consent, and patients' rights requirements

2:15–2:30 PM

**Break**

2:30–3:30 PM

## 401 Three's Company: Compliance, Quality and Safety

LEVEL: BASIC

**Valerie Cloud**

*Chief Compliance Officer, Summa Health*

**Cathy Jefferson**

*Senior Compliance Officer, University Hospitals*

- After participating in this session, attendees should be able to summarize the new OIG General Compliance Guidance updates
- After participating in this session, attendees should be able to recommend collaborating with your quality and safety teams
- After participating in this session, attendees should be able to recreate this model in your organization

## 402 Healthcare Enterprise Risk Management: Developing a Holistic Organizational Infrastructure to Manage Enterprise Risks—or Prepare to Accept Them

LEVEL: INTERMEDIATE

**Alphons Iacobelli**

*Senior Compliance Associate, Center for Employment Opportunities*

**Jim Passy**

*VP, Chief Compliance & Privacy Officer, Universal Health Services, Inc.*

- What is Enterprise Risk Management (ERM), and how does it differ from traditional risk management? Can an ERM model be effective in healthcare?
- What does prevailing research suggest as a preferred ERM model for healthcare organizations? Can ERM be democratized in an organization successfully?
- What are the essential building blocks of a successful ERM process for healthcare? How does ERM become a valued strategic tool for an organization?

3:30–3:45 PM

**Break**

3:45–4:45 PM

## 501 The Weakest Link: How to Identify Unaddressed Compliance Risks and Vanquish Their Threats to Your Practice

LEVEL: INTERMEDIATE

**Robyn Johns**

*Compliance Officer, Med USA, Inc.*

- Identify and analyze commonly overlooked compliance risks in the clinical practice setting, from the front desk to the back office
- Identify simple, cost-effective practices to improve compliance and security and visibly demonstrate commitment to honest, ethical medical practice
- Discuss how to engage the entire staff in compliance and facilitate buy-in to each person's part in the overall compliance and success of the practice

## 502 Using LEAN to Streamline Your Compliance Program

LEVEL: INTERMEDIATE

**Lisa Taylor**

*Managing Director, Ankura Consulting Group, LLC*

- Understand Lean Principles that can be applied to compliance programs
- Applying Lean techniques to your compliance program to demonstrate efficiency and effectiveness
- Implementing and operationalizing your compliance program for optimal results

## WEDNESDAY, OCTOBER 16

9:00–10:00 AM

### 601 How to Set Up an Annual Provider Coding Compliance Auditing Program

LEVEL: BASIC

**Kenneth Zeko**

Former Principal Advisor, Hall Render Advisory Services

**Delena Howard**

Advisor, Hall Render Advisory Services

**Angela Deneweth**

Advisor, Hall Render Advisory Services

- Conducting data analytics: Using claims data to identify high risk areas
- Analyzing the various types of provider audits: Prospective, retrospective, statistically valid, random, and others
- Reporting audit finding to leadership and training providers

### 602 Research Compliance 101

LEVEL: BASIC

**Sarah Duffy-Clinton**

Executive Director Research and Physician Compliance, Providence Shared Services

- Identify why all compliance professionals should know research basics
- Demonstrate knowledge of “research lingo”
- Learn what are 2024’s “hot topics” in research

10:00–10:15 AM

**Break**

10:15–11:15 AM

### 701 How to Measure Clinical Documentation Improvement Effectiveness & Maintain Provider’s Engagement

LEVEL: INTERMEDIATE

**Jean Delva**

Senior Consultant, Symbion Coding Inc.

**Jose Guethon**

Physician Advisor, Covenant Consulting Services

- Share metrics that healthcare organizations of all sizes can use to measure the effectiveness of clinical documentation improvement programs
- Show steps to gain a medical provider’s buy-in in a clinical documentation improvement program (CDI)
- Share a few measures the organization can take to ensure queries in the CDI program are well-written and, most importantly, compliant

### 702 Cracking the Codes: Staying Ahead of Critical Changes in CMS Evaluation and Management Services and Coding

LEVEL: INTERMEDIATE

**Knicole Emanuel**

Partner, Nelson Mullins Riley & Scarborough LLP

- Clarify some of the significant changes in the CMS E/M billed services, including initial inpatient and observation services, critical care services, and split/shared services
- Provide guidance to better understand the E/M changes and implement practices to ensure compliance and optimize reimbursement strategies
- Present the legal arguments available to defend against alleged overpayments

11:15–11:30 AM

**Break**

11:30 AM–12:30 PM

### 801 Navigating the Compliance and Privacy Landscape in Clinical Practices

LEVEL: BASIC

**Erin Walker**

Consulting Manager, PYA

**Kristen Davidson**

Principal, PYA

- Privacy Rule requirements and right to access
- Top privacy complaints/investigations: Focus areas for clinical practices
- Looking towards the future: What’s on the horizon? How does this affect your practice?

### 802 Hot Topics in Laboratory Compliance

LEVEL: INTERMEDIATE

**Heather Cote**

AVP Corporate Compliance, Advocate Health

- Explore how risk related to clinical lab services is impacted by type of entity and services provided
- Discuss how to design and implement a lab compliance program to meet the needs of your organization
- Recent and emerging risks in the clinical lab space and mitigation strategies

12:30–1:15 PM

**Mid-Conference Break**

# Agenda

ALL TIMES LISTED ARE IN CENTRAL TIME (CT)

1:15–2:15 PM

## 901 Congratulations! You're a Compliance Officer! Things I Wish I Knew 10 Years Ago, 2 Years Ago, and Yesterday

LEVEL: BASIC

**Melissa Andrews**

*Compliance & Privacy Principal Consultant, Clearwater Security*

- Stop trying to do everything yourself: If you know where to look, there are tons of resources on most every topic
- Best practices do not mean legally required: Learn which regulations apply to your organization and my top 10 tricks for meeting them
- Your compliance program does not have to be like everyone else's; learn how to tailor it to your organization

## 902 The Price is Right? Updates on the No Surprises Act, Price Transparency, and Other Pricing Issues

LEVEL: INTERMEDIATE

**David Glaser**

*Shareholder, Fredrikson & Byron PA*

- A brief overview of the No Surprises Act, with more attention on lessons learned since its implementation
- A very brief discussion about common misunderstandings about the price transparency rules for hospitals
- Discussion about common pricing conundrums including the risks and benefits of discounts, accepting "insurance only," offering "cash only services" and more

2:15–2:30 PM

**Break**

2:30–3:30 PM

## 1001 Care Outside of the Clinic: Cultural Competence

LEVEL: BASIC

**Erica Harris**

*Independent Consultant, Prototypic313*

- Understanding and respecting patients' SDOH and cultural beliefs, practices and preferences related to health and health care
- Understanding how cultural factors influence patients' health behaviors, daily habits, and perception of illness
- Understanding barriers and cultural mistrust that limit certain groups from seeking or accessing health care

## 1002 ICD-10-CM & PCS Updates: Breaking Down the Changes for 2025

LEVEL: INTERMEDIATE

**Arlene Baril**

*Director, Pinnacle Enterprise Risk Consulting Services*

- The new, revised, and deleted ICD-10-CM codes for 2025 affecting both inpatient and outpatient encounters; a review of comprehensive updates by Chapter
- The new, revised, and deleted ICD-10-PCS codes for 2025 affecting ONLY inpatient encounters; a review of the 371 new codes and 61 deleted codes by PCS sections
- The MS-DRG changes that will affect the shift from Non-OR to OR procedures, changes to surgical hierarchies, New Technology Add-on Payments (NTAP) and the implications on hospital reimbursements

3:30–3:45 PM

**Break**

3:45–4:45 PM

**GENERAL SESSION**

## GS2 Mentoring: An Effective Strategy to Enhancing Your Own Compliance Career and Investing in Others

LEVEL: INTERMEDIATE

**Sarah Couture**

*Principal, Couture Compliance*

**R. Brett Short**

*Chief Compliance Officer / Chief Privacy Officer,  
UK HealthCare / University of KY*

- Make the case for mentoring: Why compliance professionals should pursue mentoring relationships
- Explore the who, when, and how: Strategies and tactics for successful mentoring
- Understand moving on: Seasons of mentoring across the lifespan of a career

4:45 PM

**Conference Adjourns**

# Clinical Practice Compliance Conference



October 15–16, 2024 • Virtual • Central Time

## SECTION 1 Attendee Information • [or click here to register and pay online](#)

Mr  Mrs  Ms  Dr  Other \_\_\_\_\_

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Credentials (CHC, CCEP, etc.) \_\_\_\_\_ Job Title \_\_\_\_\_

Organization (name of employer) \_\_\_\_\_

Street Address \_\_\_\_\_ City/Town \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Work Phone \_\_\_\_\_ Email (required) \_\_\_\_\_

## SECTION 2 Registration

### Options

<input type="checkbox"/> Member	\$595
<input type="checkbox"/> Non-Member	\$745
<input type="checkbox"/> Registration + First-Time Membership*	\$820

\*Save by joining today (first-time members only). Dues renew at \$325.

### Group Discount

<input type="checkbox"/> Group Discount for 3–9**	(\$50)
<input type="checkbox"/> Group Discount for 10 or More**	(\$100)

\*\*Subtract the discount amount from your registration price.

**TOTAL (BEFORE ANY APPLICABLE TAXES) \$ \_\_\_\_\_**

**Group Discount:** Registration for group discounts should be submitted online in one transaction. If your registrations include a Registration + First-Time Membership, please contact Member Services for assistance. 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. If submitting via email or mail, registration forms (one for each participant) must be sent together to ensure the discount is applied.

**HCCA Membership:** By selecting Registration + First-Time Membership, you agree to the full membership terms and conditions, including the use of your information, viewable at [hcca-info.org/membership-terms-and-conditions](http://hcca-info.org/membership-terms-and-conditions). Visit [hcca-info.org/privacy](http://hcca-info.org/privacy) to see the full use of your information or to opt out.

**Opt Out:** Select if you would like to opt out of the following:

Online Member Directory: HCCA's member directory lists first and last name, organization, title, address, and phone number.

**Registration FAQs:** Visit [hcca-info.org/faqs-national-virtual](http://hcca-info.org/faqs-national-virtual) for answers to frequently asked questions (FAQs) about your registration.

## SECTION 3 Payment

Register online with credit card payment at [hcca-info.org/2024clinicalpractice](http://hcca-info.org/2024clinicalpractice)

Mail a check to HCCA, 6462 City West Parkway, Eden Prairie, MN 55344 USA (contact HCCA for applicable tax and total)

Invoice me Purchase Order Number (attach PO) \_\_\_\_\_

Wire transfer requested

To register with a check, wire transfer, or purchase order, or to pay with a credit card over the phone, please contact HCCA for an invoice with applicable taxes. Due to PCI compliance, do not provide credit card information via email.

**Registration is not complete until full payment is received. Tax may apply. Access to the event will not be allowed until all fees have been paid. HCCA reserves the right to cancel your registration if we do not receive payment by the start date of the event. Payments received with incorrect amounts will be returned.**

Email [helpteam@hcca-info.org](mailto:helpteam@hcca-info.org) or call HCCA at 952.988.0141 or 888.580.8373.

## SECTION 4 Acknowledgements

By submitting this registration, you agree to the full event Terms and Conditions, viewable at [hcca-info.org/event-terms-and-conditions](http://hcca-info.org/event-terms-and-conditions), including the use of your information that may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for promotional and/or networking purposes. Visit [hcca-info.org/privacy](http://hcca-info.org/privacy) to see the full use of your information or to opt out.

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