VIRTUAL

Clinical Practice
Compliance Conference

October 11–12, 2022

Unite with your colleagues to discuss strategies for managing compliance issues in clinical settings and learn about the latest government initiatives and physician integrity trends.

Don't miss this learning opportunity!

Physician Integrity

Government Initiatives

Billing & Coding Practices

Documentation Practices

Learn more
hcca-info.org/2022clinicalpractice

HCCA
Health Care Compliance Association

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. Attendees will have the opportunity to ask questions of speakers in real time and earn live Compliance Certification Board (CCB)® continuing education units (CEUs).

New lower pricing is now available! Additional registration discounts apply for SCCE & HCCA members. Group discounts are also available.

Why attend?

Sessions cover a wide range of compliance clinic-specific compliance information. This year, the agenda includes these trending topics:

- Patient portals

- Coding and billing

- Duty of confidentiality in investigations

- Stark Law

- Strategies for communicating compliance risk

- Cybersecurity Act Section 405(d)

- Conflict of interest (COI)

- CMS Emergency Preparedness Rule

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 11

Time	Sessions
8:55–9:00 AM (CT)	**Opening Remarks**
9:00–10:00 AM (CT)	**GENERAL SESSION GS1** News from the OIG Desk
10:00–10:15 AM (CT)	**Break**
10:15–11:15 AM (CT)	**101** Performance Management: How Compliance Can Impact Operational Effectiveness / **102** Patient Portals and More: Addressing Information Blocking and Other Recent Developments Impacting Patient Communications
11:15–11:30 AM (CT)	**Break**
11:30 AM–12:30 PM (CT)	**201** The Bull in the China Shop: Creating the Ultimate Internal Coding & Billing Compliance Program / **202** Balancing the Duty of Confidentiality and the Investigative Demands of Law Enforcement: An Ethical Analysis in Two Case Studies
12:30–1:15 PM (CT)	**Mid-Conference Break**
1:15–2:15 PM (CT)	**GENERAL SESSION GS2** Unprofessional Behavior: Key Challenges in Organizational Compliance
2:15–2:30 PM (CT)	**Break**
2:30–3:30 PM (CT)	**301** Stark Law Group Practice Definition and In-Office Ancillary Services Exception: Do We Comply? / **302** Using High Reliability Tools in Your Compliance Program
3:30–3:45 PM (CT)	**Break**
3:45–4:45 PM (CT)	**401** Preparing for and Responding to Audits & Investigations / **402** Let's Talk About Compliance: Strategies for Communicating Compliance Risk
4:45–5:00 PM (CT)	**Break**
5:00–6:00 PM (CT)	**501** A New Look at Core Billing Issues (e.g., Incident-To, Split/Shared Services, Critical Care) / **502** Advancing Your Cybersecurity Practices Through 405(d)

WEDNESDAY, OCTOBER 12

Time	Sessions
9:00–10:00 AM (CT)	**601** You Acquired a New Practice: Now What? / **602** Real World of Conflict of Interest (COI)
10:00–10:15 AM (CT)	**Break**
10:15–11:15 AM (CT)	**701** Coding Compliance Auditing and Monitoring for Physician Practices / **702** Building a Strong Compliance Infrastructure: Lessons Learned from Physician Practice Diligence
11:15–11:30 AM (CT)	**Break**
11:30 AM–12:30 PM (CT)	**801** Complying With the CMS Emergency Preparedness Rule: Infection Control and Cybersecurity FY2023 Priorities / **802** What's Love Got To Do With This... Privacy Matters!
12:30–1:15 PM (CT)	**Mid-Conference Break**
1:15–2:15 PM (CT)	**901** If You Build It, They Will Comply: One Health System's Physician Compliance Program Implementation Journey / **902** Physician Related Fraud Risk-Navigating Recent Enforcement Developments
2:15–2:30 PM (CT)	**Break**
2:30–3:30 PM (CT)	**1001** Clarifying EMTALA Confusion: Clinically Stable vs. Stable for Transfer vs. Stabilized / **1002** Identifying Key Compliance Risks and Developing Effective Training and Auditing Strategies
3:30–3:45 PM (CT)	**Break**
3:45–4:45 PM (CT)	**GENERAL SESSION GS3** CMS Updates

(agenda subject to change)

Agenda ALL TIMES LISTED ARE IN CENTRAL TIME (CT)

TUESDAY, OCTOBER 11

8:55–9:00 AM (CT)
Opening Remarks

9:00–10:00 AM (CT)

GENERAL SESSION

GS1 News from the OIG Desk

Katie Fink
Senior Counsel, Office of Counsel to the Inspector General

Kari Lowery
Assistant Regional Inspector General, Office of Audit Services

- Trends in telehealth oversight and enforcement
- Compliance and enforcement matters related to physicians
- Update on the OIG Work Plan

10:00–10:15 AM (CT)
Break

10:15–11:15 AM (CT)

**101 Performance Management:
How Compliance Can Impact Operational Effectiveness**

LEVEL: INTERMEDIATE

Kim Pardini-Kiely
Clinical and Operational Excellence Lead, Protiviti

Radgia Cook
Associate Director, Global Healthcare Quality and Safety Leader, Protiviti

- Understanding the importance of establishing a comprehensive governance structure from board to department
- Identify the critical functions for setting goals, monitoring performance, and ensuring comprehensive action plans
- Utilizing an effective methodology to achieve your organizational goals

**102 Patient Portals and More:
Addressing Information Blocking and Other Recent
Developments Impacting Patient Communications**

LEVEL: INTERMEDIATE

Andrea Ansorge
VP, Corporate Compliance & Internal Audit, Hospital for Special Surgery

Alex Dworkowitz
Partner, Manatt, Phelps & Phillips LLP

- Develop approaches to patient portals that are reasonable and meet compliance obligations
- Respond to patient requests outside portals in a compliant yet practical manner
- Understand the key ways in which information blocking impacts patient communication practices

11:15–11:30 AM (CT)
Break

11:30 AM–12:30 PM (CT)

**201 The Bull in the China Shop:
Creating the Ultimate Internal Coding & Billing
Compliance Program**

LEVEL: BASIC

Leslie Boles
Co-Owner and President, Revu Healthcare

- Explain the importance of an effective coding/billing compliance program
- Demonstrate the impact an effective coding/billing compliance program has on the bottom line
- Discuss how to create tools and resources for an effective coding/ billing compliance program

**202 Balancing the Duty of Confidentiality and
the Investigative Demands of Law Enforcement:
An Ethical Analysis in Two Case Studies**

LEVEL: ADVANCED

David N. Hoffman
Chief Compliance Officer, Carthage Area Hospital

- Identify when the police and the courts make reasonable vs. unreasonable demands of providers
- Learn to frame the need to protect patient confidentiality as a standard of care compliance duty
- Develop skills for communicating refusal to disclose patient information without being adversarial

12:30–1:15 PM (CT)
Mid-Conference Break

1:15–2:15 PM (CT)

GENERAL SESSION

**GS2 Unprofessional Behavior:
Key Challenges in Organizational Compliance**

Lynn Myers
Chief Medical Officer, TX Health Organization for Physicians

William Cooper
*Cornelius Vanderbilt Professor of Pediatrics and Health Policy,
Vanderbilt University Medical Center*

- Describe unprofessional behavior that undermine a culture of compliance
- Identify connections between unprofessional behaviors and clinical outcomes
- Demonstrate the importance of interdepartmental collaboration to identify and address unprofessional behavior

2:15–2:30 PM (CT)
Break

Agenda ALL TIMES LISTED ARE IN CENTRAL TIME (CT)

2:30–3:30 PM (CT)

301 Stark Law Group Practice Definition and In-Office Ancillary Services Exception: Do We Comply?

LEVEL: ADVANCED

Robert A. Wade
Partner, Nelson Mullins Riley & Scarborough LLP

- Understand the Stark Law basics as they apply to Physician Group Practices
- Comply with Group Practice Definition/In-Office Ancillary Services Exception
- Comply with Stark Law in Physician Organization/Group Practice

302 Using High Reliability Tools in Your Compliance Program

LEVEL: INTERMEDIATE

Dolores C. Baughman
Director, Inspira Health

Joseph A. Piccolo
VP, Corporate Compliance, Inspira Health

- Learn how to use High Reliability tools to improve the effectiveness of your compliance program
- How to take a STAR moment, use SBARs, and when to ARCC potential compliance issues
- How to use High Reliability tools to improve your compliance and HIPAA policies

3:30–3:45 PM (CT)
Break

3:45–4:45 PM (CT)

401 Preparing for and Responding to Audits & Investigations

LEVEL: ADVANCED

David M. Glaser
Shareholder, Fredrikson & Byron PA

- Identify concrete actions that will improve your response to medical record requests
- Understand why myths like "Do Not Send Any Outside Records" are both wrong and harmful
- Obtain tips for writing appeal letters

402 Let's Talk About Compliance: Strategies for Communicating Compliance Risk

LEVEL: INTERMEDIATE

Kate Conklin
Chief Compliance Officer, GI Alliance

Trissi S. Gray
Senior Director, Compliance Healthcare Operations, GI Alliance

- Be Brief: What information should you be sharing with the C-Suite, and why?
- Be Relevant: What to share with Physicians, APPs, and staff about Compliance and Risks?
- Be Gone: What information is for your Compliance department only?

4:45–5:00 PM (CT)
Break

5:00–6:00 PM (CT)

501 A New Look at Core Billing Issues (e.g., Incident-To, Split/Shared Services, Critical Care)

LEVEL: INTERMEDIATE

Jay McVean
Director, UT Health

C.J. Wolf
Faculty, BYUI

- We'll review enforcement cases that are still occurring in these areas
- What rules have changed or been updated regarding these topics
- Practical tips for success in the real world as it relates to these risk areas

502 Advancing Your Cybersecurity Practices Through 405(d)

LEVEL: INTERMEDIATE

Will Clark
Managing Principal Consultant, Clearwater

- Provides additional context, guidance, and more concrete targets
- Identifies controls specific to the size of the organization
- Ensures alignment of threats and controls

Agenda ALL TIMES LISTED ARE IN CENTRAL TIME (CT)

WEDNESDAY, OCTOBER 12

9:00–10:00 AM (CT)

601 You Acquired a New Practice: Now What?

LEVEL: INTERMEDIATE

Talisha D. Williams
Manager, Compliance Program Integration, GI Alliance

Kate Conklin
Chief Compliance Officer, GI Alliance

Trissi S. Gray
Senior Director, Compliance Healthcare Operations, GI Alliance

- Integrating Compliance Program Essentials within 90 days of closing a new deal
- Using due diligence reports to evaluate and establish a baseline for newly acquired practices
- Developing program effectiveness assessment tools when resources are limited

602 Real World of Conflict of Interest (COI)

LEVEL: INTERMEDIATE

Tanya M. White
Director, System Compliance Operations Officer, Yale New Haven Health System

Elizabeth Valentino
Compliance Coordinator, Yale New Haven Health System

- Provide an overview of conflicts of interest: What is a conflict of interest? What types of conflicts are you (or should you be) managing?
- Discuss the importance of CMS Open Payments and the OIG Special Fraud Alert of November 2020
- Review Hypothetical "Real World" COI scenarios: what questions to ask; whom else to involve; next steps/managing a conflict

10:00–10:15 AM (CT)
Break

10:15–11:15 AM (CT)

701 Coding Compliance Auditing and Monitoring for Physician Practices

LEVEL: INTERMEDIATE

Angela Deneweth
Advisor, Hall Render Advisory Services

Delena S. Howard
Advisor, Hall Render Advisory Services

Kenneth Zeko
Principal Advisor, Hall Render Advisory Services

- The "what" and "why" behind compliance programs and differentiating between auditing & monitoring
- Coding compliance monitoring activities
- How to conduct coding compliance monitoring and auditing

702 Building a Strong Compliance Infrastructure: Lessons Learned from Physician Practice Diligence

LEVEL: INTERMEDIATE

Valerie G. Rock
Principal, PYA

Kristen M. Lilly Davidson
Senior Manager, PYA

- The key components of a strong foundation that are often missing
- Common cracks in the wall of the compliance infrastructure
- How to self-assess to identify areas of focus for reinforcement

11:15–11:30 AM (CT)
Break

11:30 AM–12:30 PM (CT)

801 Complying With the CMS Emergency Preparedness Rule: Infection Control and Cybersecurity FY2023 Priorities

LEVEL: ADVANCED

Omprakash Gnawali
Associate Professor, Department of Computer Science, University of Houston

Edward D. Jones III
CEO, CAIPHI, Inc.

- Learn attributes of CMS Emergency Preparedness Rule, focusing on new infection and cyber controls
- Learn seven critical digital techniques to ensure annual compliance and effective emergency response
- Review a digital schematic of compliance for one provider of five emergency response requirements

802 What's Love Got To Do With This... Privacy Matters!

LEVEL: INTERMEDIATE

Valerie T. Cloud
Chief Compliance Officer, Summa Health

Cathy Jefferson
Senior Compliance Officer, University Hospitals

- Why privacy and security is a family matter
- PHI in my family, Oh My!
- Discussion and scenarios when "love" went wrong

12:30–1:15 PM (CT)
Mid-Conference Break

Agenda

1:15–2:15 PM (CT)

901 If You Build It, They Will Comply: One Health System's Physician Compliance Program Implementation Journey

LEVEL: BASIC

Alexis Grzymkowski
Senior Director, Physician Compliance, Orlando Health

- Learn how to build a multi-faceted physician compliance program from the ground up
- Learn how to engage stakeholders in program development, implementation, and optimization
- Learn how to identify key audit risk areas in a physician compliance program

902 Physician Related Fraud Risk-Navigating Recent Enforcement Developments

LEVEL: INTERMEDIATE

William Dillon
Shareholder, The Gunster Firm

Jerry Williamson
Adjunct Professor of Law, Loyola University Chicago School of Law

- Discuss the healthcare enforcement trends in the U.S.
- Describe fraud & abuse by physicians in the ambulatory setting using case law to illustrate fraud
- Provide guidance & recommendations to ensure compliance with federal and state laws to avoid fines

2:15–2:30 PM (CT)
Break

2:30–3:30 PM (CT)

1001 Clarifying EMTALA Confusion: Clinically Stable vs. Stable for Transfer vs. Stabilized

LEVEL: INTERMEDIATE

Mary Ellen Palowitch
Senior Managing Director, DENTONS

- Differentiate the use of the term "stable" in emergency department settings and with EMTALA
- Describe the impact of "stabilized" versus "unstabilized" on transfers and discharges
- List expectations for stabilizing treatment to stay in compliance with EMTALA

1002 Identifying Key Compliance Risks and Developing Effective Training and Auditing Strategies

LEVEL: BASIC

Kelly J. Sauders
Partner, Deloitte Risk & Financial Advisory

Leslie Boles
Co-Owner and President, Revu Healthcare

- Gain an understanding of key risk areas facing clinical practices
- Learn how to approach risks using different assessment techniques: training, analytics, auditing
- Demonstrate a continuous improvement process within your compliance program

3:30–3:45 PM (CT)
Break

3:45–4:45 PM (CT)

GENERAL SESSION
GS3 CMS Updates

Dr. Mary Greene
Director, Office of Burden Reduction & Health Informatics, CMS

- Learn about newest initiatives and announcements from the CMS Office of Burden Reduction & Health Informatics
- Understand CMS' Strategic Pillars, Framework for Health Equity, and recent actions to drive improvements
- Gain insight on CMS' compliance-related priorities and rulemaking updates

Clinical Practice Compliance Conference

October 11–12, 2022 • Virtual • Central Time (CT)

◯◎HCCA

SECTION 1 Attendee Information

◯ Mr ◯ Mrs ◯ Ms ◯ Dr ◯ Other _____   Member/Account ID (if known/applicable) _____

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

☐	Member	$595
☐	Non-Member	$745
☐	Registration + First-Time Membership Offer*	$815

*Save by joining today (first-time members only). Dues renew at $325. See "Acknowledgements" below for details.

Group Discount

☐	Group Discount for 3 or More**	($50)
☐	Group Discount for 10 or More**	($100)

**See "Group Discount Policy" under "Acknowledgments" below for details.

TOTAL $ _____

HCCA Membership: By selecting the Registration + First-Time Membership Offer, you agree to the full membership Terms and Conditions, including the use of your information, viewable at hcca-info.org/membership/tandc. To see the full use of your information or if you wish to opt-out, visit hcca-info.org/privacy.

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.

SECTION 3 Payment

Online registration at hcca-info.org/2022clinicalpractice

Mail to HCCA, 6462 City West Parkway, Eden Prairie, MN 55344 USA   **Fax** to 952.988.0146

Email to helpteam@hcca-info.org — Due to PCI compliance, do not provide credit card information via email. Email this form without credit card information, then call HCCA at 952.988.0141 or 888.580.8373 with your payment.

☐ Invoice me (your registration is not complete until you confirm your payment)   Purchase Order Number _____

☐ Check enclosed (payable to HCCA)

☐ Wire transfer requested

☐ I authorize HCCA to charge my credit card: ◯ Visa ◯ MasterCard ◯ Discover ◯ American Express

Credit Card Account Number _____   Expiration Date _____

Cardholder Name _____   Cardholder Signature _____

Billing Address _____   Billing Zip/Postal Code _____

SECTION 4 Acknowledgements

By registering for this event, you agree to the full event Terms and Conditions, viewable at hcca-info.org/conference/tandc, including the use of your information that may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for promotional and/ or networking purposes. To see the full use of your information or if you wish to opt-out, visit hcca-info.org/privacy.

This virtual event registration form allows only the registered attendee to stream, participate, and earn CEUs for the event. If a second person would like to join, they must register themselves and have their own unique login to participate. No audio or video recording by attendees is allowed.

Registration Payment Terms: Your registration is not complete until the full registration payment is received. 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.

Group Discount Policy: Registration forms must be sent together to ensure that the discount is applied. 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.

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

New Members: By selecting the Registration + First-Time Membership Offer, you agree to the full membership Terms and Conditions, including the use of your information, viewable at hcca-info.org/membership/tandc.

Frequently Asked Questions

How will I access this event the day it begins?
Before the event starts, you will receive an access email with links to the virtual platform and additional conference information like the presentations. The email goes out 1–3 days prior to the event and is sent to the primary email address on your account. Please be sure to check your spam folder.

What is included in the cost of my attendance?
Virtual access to the sessions, access to any supplemental conference materials, and networking opportunities.

What software is required to attend this event?
We use a variety of platforms based on the needs of each conference, but they are all web-based platforms and require a strong and stable internet connection. We highly recommend testing the platform once the access email is received to confirm you can access the platform, view the video player, and utilize the chat feature. Occasionally, those who access these digital platforms over a VPN can experience technical difficulties. Zoom will be utilized for small group discussions at applicable events, but downloading Zoom is not necessary, as they have a web-based version as well.

Can my co-workers listen in with me using screensharing or sitting together in the same room?
No, each individual who would like to participate in the conference needs to complete and submit an individual registration form. We do offer group discounts; please see our group discount options below.

Will I receive a recording of this conference?
Yes, registered paid attendees will receive 60 days access to session recordings approximately two weeks after the conference. Beyond 60 days, session recordings will be available for purchase. No audio or video recording by attendees is allowed.

Is there a group discount, and if so, what is it?
Yes, we offer discounts for groups of three or more from the same organization for all our live in-person and virtual events (excluding webinars). Please send all group registration forms together to helpteam@hcca-info.org for processing. 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. For groups of 20 or more, please call +1 952.988.0141 or 888.580.8373 or email helpteam@hcca-info.org

What do I get with "Registration + First Time Membership?"
If you've never been an HCCA member, you can register as a First-Time Member. This gives you HCCA membership at a discounted rate for your first year. You also receive the member rate for the conference. As a member you receive all HCCA member benefits (discounts, *Compliance Today*® magazine, *Ethikos*® digital quarterly newsletter, member-exclusive webinars, and more). A full list of benefits can be viewed at hcca-info.org/membership. Your membership will begin once payment is received.

Can I get the member rate if I am an SCCE member instead of HCCA or vice versa?
Yes. As a member of SCCE or HCCA, you can receive the membership discount for both organizations' conferences; however, this cannot be done online. Please send your registration form via email to helpteam@hcca-info.org to complete your registration.

How can I cancel my registration?
If you need to cancel your participation (or send a substitute), your request must be submitted by email to helpteam@hcca-info.org. Cancellations received less than 14 calendar days prior to an event start date are subject to a $75 cancellation fee. No refunds will be given for cancellations received on or after the start date of the event.

Alternatively, you may choose to send a substitute attendee in your place up to two business days prior to the event date. An additional fee may apply depending upon the membership status of the substitute.

Who can I notify of special needs or concerns prior to the conference?
Please call HCCA at +1 952.988.0141 or 888.580.8373 or email helpteam@hcca-info.org if you have a special need and/or require an accommodation to participate.

Continuing Education

Can I earn continuing education units (CEUs) for attending this conference?
Yes. This conference offers live Compliance Certification Board (CCB)® continuing education units (CEUs) for participation as well as other external credit types. For those attendees seeking these external credit types, you must participate in the conference using the online virtual conference format (not just using the dial-in) for attendance monitoring purposes.

To see the most up-to-date CEU approval information go to HCCA's website, hcca-info.org/all-conferences, choose this conference, and then select the Continuing Education option on the left-hand menu.

How many CEUs will I earn from attending?
CEUs are assessed based on actual attendance and credit type requested. Should the overall number of education hours you attend or that the conference offers decrease or increase, the maximum number of CEUs available will be changed accordingly.

How do I request CEUs following this conference?
Following this conference, you will be provided the Application for Continuing Education Units (CEUs). To receive CEUs, you must submit this completed application following the conference to ccb@compliancecertification.org. Only registered attendees are eligible to request CEUs for participation.

When will I receive my CEU certificate for participation?
Once your completed Application for Continuing Education Units (CEUs) has been received by our staff, your CEU account will be updated within 2–4 weeks. To view your CCB CEUs and access your certificate, you can login to your online hcca-info.org account, go to your Account Dashboard, and scroll down to View My CEUs.

I would like to sit for one of the Compliance Certification Board (CCB)® exams following this conference; will I qualify?
In order to qualify for a CCB certification exam, you must review the applicable Candidate Handbook found at hcca-info.org/candidate-handbooks to ensure you meet the CEU requirement as well as the work experience requirement.

I have reviewed the Candidate Handbook and want to apply for the exam as soon as the conference concludes; what's next?
Immediately following the conclusion of the conference, if you have reviewed your Candidate Handbook, submitted your Application for Continuing Education Units (CEUs), and confirmed you will meet the CEU requirements, you can go ahead and apply online for your exam at hcca-info.org/apply-exam.

Can I take my exam remotely?
Yes, CCB offers the flexibility for candidates to take their exam remotely, at a local testing site, or following certain HCCA conferences. To learn more about our various testing options, visit HCCA's website, hcca-info.org/exam-information.

I have more questions about exams and seeking certification; who can help me?
For more questions about CCB certifications, call to speak to a Certification Specialist at +1 952.988.0141 or 888.580.8373 or email ccb@compliancecertification.org.