



National Conference on the HIPAA Privacy Rule

Presented by
United States
Department of Health and Human Services

In Co-sponsorship with



SUNY
DOWNSTATE
Medical Center

Saturday, March 1, 2003
SUNY Downstate Medical Center
Brooklyn, New York



SUNY
DOWNSTATE
Medical Center

450 Clarkson Ave., Box 1244
Brooklyn, NY 11203

For more information about this conference, please call: 718 - 270 - 2422
OR visit: www.downstate.edu/HIPAA

United States Department of Health and Human Services

National Conference on the HIPAA Privacy Rule



U.S. Department of Health and Human Services
Office of the Secretary

Message from the Regional Director and the OCR Regional Manager:

On behalf of the U.S. Department of Health and Human Services (HHS), we are pleased to announce the National Conference on the HIPAA Privacy Rule to be held in Brooklyn, New York on March 1, 2003. This unique conference is one in a series of national conferences designed to provide an unprecedented opportunity to hear from, and interact with, government officials from the HHS Office for Civil Rights (OCR) who developed the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule. These same officials will also be responsible for interpreting and enforcing the rule. The expert faculty from OCR will answer questions from attendees during question and answer sessions. Our goal is to provide you with opportunity to work through important issues that will help you to determine how the HIPAA Privacy Rule applies to your organization, and how you can best comply with the Rule's requirements. This conference represents what we hope will be the beginning of our discussions to facilitate your compliance with the rule.

We are extremely pleased to cosponsor this conference with the SUNY Downstate Medical Center. We look forward to meeting you in New York and to your participation in the conference.

Deborah Konopko

Regional Director, Region II
Immediate Office of the Secretary
U.S. Dept. of Health and Human Services

Michael R. Carter

Regional Manager
Office for Civil Rights
U.S. Dept. of Health and Human Services

HIPAA PRIVACY RULE CONFERENCE

Who should attend?

- Billing Agency Professionals
- Chief Compliance Officers
- Chief Executive Officers
- Chief Operating Officers
- Chief Privacy Officers
- Community Health Center Administrators and Staff
- Ethics Officers
- Health Care Consultants
- Health Law Attorneys
- Health Plan Administrators
- Human Resource Directors
- Managed Care Professionals
- Medical Directors
- Medical Groups Managers
- Medical Records Directors/Supervisors
- Nurses/Nurse Practitioners
- Nursing Home Administrators and Staff
- Pharmaceutical/Device Companies
- Pharmacists
- Physicians
- Quality Assurance Professionals
- Risk Managers

WHAT YOU WILL LEARN:

- The principles underlying the Privacy Rule
- How the privacy rule creates a national floor of privacy protections
- Who is a covered health care provider
- The implications of being an affiliated covered entity, a hybrid, or in an organized health care arrangement
- "Business associate" issues
- What type of information is protected under the HIPAA Privacy Rule and what is meant by the terms "use," "disclosure," "minimum necessary" and "incidental disclosure"
- The Notice of Privacy Practices requirement
- When it is necessary to obtain an authorization to use or disclose PHI
- The right of patients to access, amend, and obtain an accounting of disclosures of patient health information
- Appropriate administrative, technical and physical safeguards
- The requirement to train the workforce on covered entity policies and procedures
- The OCR complaint investigation and compliance review process;

THE CONFERENCE FACULTY consists of key senior privacy policy staff from the Washington Office for Civil Rights (OCR) of the U.S. Department of Health and Human Services (HHS). OCR is charged with protecting the rights of individuals with respect to their personal health information as set forth in the Standards for the Privacy of Individually Identified Health Information, (the Privacy Rule) issued pursuant to the Health Insurance Portability and Accountability Act of 1996 (HIPAA), Public Law 104-191. These presenters played key roles in drafting the HIPAA Privacy Rule, its subsequent modifications and associated guidance. Thus, they will be able to provide you with their unique insight into the meaning and the application of the Privacy Rule, as

well as OCR's perspective regarding Privacy Rule enforcement. Presenters may include Richard Campanelli, Director of the Office for Civil Rights; Susan D. McAndrew, Senior Health Information Privacy Policy Specialist; Kathleen Fyffe, Senior Advisor for Health Information Privacy Outreach; Linda Sanches, Senior Advisor for HIPAA Privacy; Christina Heide, Privacy Program and Policy Specialist; Stephanie Kaminsky, Privacy Program and Policy Specialist; Louis Altarescu, Attorney for OGC/CRD; Jodi Goldstein, Attorney for OGC/CRD; Marilou King, Attorney for OGC/CRD; and Nancye Gjerner, Privacy Program and Policy Specialist.

United States Department of Health and Human Services

Conference Agenda

TIME WILL BE ALLOTTED FOR QUESTIONS AND ANSWERS DURING EACH SUBSTANTIVE PRESENTATION.

7:00 – 8:30 Registration and Continental Breakfast

8:30 - 8:45 Welcoming Remarks: Dr. LaRosa, President, SUNY Downstate Medical Center

8:45 – 9:15 Introduction and Overview: The Principles and Policies of the Privacy Rule

This session will discuss how the HIPAA Privacy Rule balances protection of individual privacy rights with preservation of access to quality health care. How the Privacy Rule establishes a federal foundation for protection of personal health information

9:15 – 10:45 Covered Entities: Explanation of the covered entity definitions, organizational options, and business associate relationships

This session will discuss Covered Entity definitions and issues as well as organizational options for covered entities: Why elect “affiliated covered entity” or a “hybrid” status? How to share information in an “organized health care arrangement”?

10:45 – 11:00 BREAK

11:00 – 12:45 Protected Health Information: Discussion of what health information is protected by the Privacy Rule and when and how it may be used and disclosed

This discussion will cover questions such as: What is included and excluded in the definition of “Protected Health Information?” Required and permitted uses and disclosures of PHI. How does the “minimum necessary” standard apply?

12:45 – 1:45 LUNCHEON

1:45 – 2:30 Individual Rights: Understanding the federal rights established by the HIPAA Privacy Rule, and what covered entity responsibilities are with respect to those rights

This panel will discuss the notice of privacy practices requirement and the direct treatment provider obligation to make a “good faith” effort to obtain an “acknowledgment.” The right to access and amend protected health information will also be discussed.

2:30 – 3:15 Administrative Requirements: Understanding safeguards required by the Privacy Rule

Designating a privacy official. What must be included in policies and procedures? What other documentation must be kept? What are appropriate administrative, technical, and physical safeguards? What is the scope of the workforce training requirement? Other administrative requirements will also be discussed.

3:15 – 3:30 BREAK

3:30 – 4:00 Compliance and Enforcement

What is the role and approach of the Office for Civil Rights in HIPAA enforcement? What does HIPAA authorize with respect to the imposition of civil monetary penalties and criminal penalties?

4:00 – 4:15 CLOSING REMARKS

CONTINUING EDUCATION CREDITS

Physicians. Physicians. This activity has been planned and implemented in accordance with the Essentials and Standards of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the SUNY (State University of New York) Downstate Medical Center and the United States Department of Health and Human Services. The SUNY Downstate Medical Center is accredited by the ACCME to provide continuing medical education for physicians.

The SUNY Downstate Medical Center designates this continuing medical education activity for a maximum of 6 hours of Category 1 credit toward the American Medical Association Physician's Recognition Award (AMA/PRA). Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

Nurses. University Hospital of Brooklyn is an approved provider of continuing nursing education by the New York State Nurses Association's Council on Continuing Education, which is accredited as an approver of continuing education in nursing by the American Nurses Credential Center's Commission on Accreditation.

Special Needs: In accordance with the Americans with Disabilities Act, SUNY Downstate Medical Center seeks to make this conference accessible to all. If you have a disability which might require special accommodations, please contact Cassandra Greene at (718) 270- 2422, or send an e-mail to cgreene@downstate.edu.

For more general HIPAA information, please click on the following website link: www.hhs.gov/ocr/hipaa

The HHS Office of Civil Rights invites you to submit questions pertaining to the HIPAA Privacy Rule so that they may be addressed during the conference. Please email these questions by February 20, 2003 to : ocme@downstate.edu

United States Department of Health and Human Services

National Conference on the HIPAA Privacy Rule

Driving / Subway Directions to SUNY Downstate Medical Center

BY AUTOMOBILE

FROM MANHATTAN:

Brooklyn Bridge: stay to the left at the end of the bridge, following the ramp to Boerum Place, which becomes Adams Street. Continue along Adams Street to Atlantic Avenue. Turn left onto Atlantic Avenue and continue to Flatbush Avenue. Turn right onto Flatbush Avenue and continue approximately two and one-half miles to Parkside Avenue. Turn left onto Parkside Avenue and travel four blocks to New York Avenue. Turn right at New York Avenue and continue two blocks to Lenox Road. Turn left at Lenox Road and proceed to first traffic light (E. 34th Street). Turn right on E. 34th Street and enter garage on left hand side of street. When exiting garage, proceed to 395 Lenox Road entrance (near New York Avenue).

FROM STATEN ISLAND AND NEWARK INTERNATIONAL AIRPORT:

Verrazano Narrows Bridge (toll): follow bridge to Route 278, the Gowanus Expressway. Travel approximately five miles to the Prospect Expressway exit. Continue on the Prospect Expressway three exits to the Fort Hamilton Parkway exit. Travel along East 5 Street through two traffic lights to Caton Avenue. Turn left onto Caton Avenue, and continue sixteen blocks to Flatbush Avenue. Turn left onto Flatbush and continue two blocks to Parkside Avenue. Turn right onto Parkside Avenue and travel four blocks to New York Avenue. Turn right at New York Avenue and continue two blocks to Lenox Road. Turn left at Lenox Road and proceed to first traffic light (E. 34th Street). Turn right on E. 34th Street and enter garage on left hand side of street. When exiting garage, proceed to 395 Lenox Road entrance (near New York Avenue).

FROM LONG ISLAND AND AIRPORTS:

Southern Long Island and JFK: West on Belt Parkway to North Conduit Boulevard exit (Exit 17W). Continue on North Conduit Boulevard for about 3/4 mile. Fork left onto Linden Boulevard, and take Linden Boulevard to New York Avenue. Turn right on New York Avenue and proceed one block to Lenox Road. Turn right on Lenox Road and proceed to first traffic light (E. 34th Street). Turn right on E. 34th Street and enter garage on left hand side of street. When exiting garage, proceed to 395 Lenox Road entrance (near New York Avenue).

Northern Long Island and LaGuardia: Take Grand Central Parkway to Jackie Robinson Pkwy (formerly Interboro Pkwy). Continue to Pennsylvania Avenue exit. Follow Pennsylvania to Linden Boulevard, and turn right onto Linden Boulevard. Take Linden Boulevard to New York Avenue. Turn right on New York Avenue and proceed one block to Lenox Road. Turn right on Lenox Road and proceed to first traffic light (E. 34th Street). Turn right on E. 34th Street and enter garage on left hand side of street. When exiting garage, proceed to 395 Lenox Road entrance (near New York Avenue).

(For public transportation and additional travel directions visit our website at www.downstate.edu or call (718) 270-7696.)

Hotel Accommodations

BROOKLYN, N.Y.

Comfort Inn Gregory
8315 Fourth Avenue
1-718-238-3737
www.choicehotels.com

Marriott Brooklyn Hotel
333 Adams Street
1-718-246-7000
www.marriotthotels.com

Bed & Breakfast on the Park
113 Prospect Park West
1-718-499-6116
www.bbnyc.com

QUEENS, N.Y.

Comfort Inn JFK Airport
144-36 153rd Lane
1-718-977-0001
www.choicehotels.com

J. F. Kennedy Inn
154-10 S. Conduit Ave.
1-718-723-5100
www.jfkinn.com

Radisson Hotel JFK
135-30 140th Street
1-718-322-2300
www.radissonjfk.com

Ramada Inn Adria Hotel
220-33 Northern Blvd.
1-718-631-5900
www.adriahotelny.com

Comfort Inn Flushing
133-43 37th Ave.
1-888-563-4464
www.choicehotels.com

Clarion La Guardia Airport

9400 Ditmars Blvd.
1-800-252-7466
www.choicehotels.com

MANHATTAN

The Westin N.Y. at Times Square
270 West 43rd Street at Eighth Ave.
1-212-201-2700
www.westinny.com

Millennium Hotel
145 West 44th Street
1-212-789-7546
www.millennium-hotels.com

Millennium UN Plaza New York

44th Street between First & Second Ave.
1-866-866-8086
1-212-758-1234
unplaza@mhrmail.com

The Roosevelt Hotel
Madison Ave at 45th Street
1-212-661-9600
www.theroosevelthotel.com

Gramercy Park Hotel
21st Street & Lexington Ave.
1-212-475-4320
www.gramercyparkhotel.com

New York Marriott Marquis
1535 Broadway
1-212-398-1900
www.nycmarriott.com

SOHO Grand Hotel
310 W. B'way at Grand Street
1-800-965-3000
www.sohogrand.com

Please Print or Type and fill out a separate form for each participant. You may also register online at www.downstate.edu/HIPAA

Name _____
Name that you would like to appear on your name tag _____
Title/Position _____
Agency _____
Address _____
City _____ State _____ Zip _____
Phone (____) _____ E-mail _____

Registration Fees:

*Registration received by February 17, 2003 ** Price per person when registering at same time.

	Individual	3 or more **
Early*	\$150	\$130
Regular	\$170	\$150

We strongly encourage you to register no later than February 24, 2003, due to limited seating.

For CME Credit add \$30 to fee • For CEU Credit add \$10 to fee

Method of Payment:

☐ Check (Make payable to SUNY Downstate Medical Center) Amount: _____
☐ Visa ☐ MasterCard ☐ Discover
Account Number: _____
Expiration Date: _____ Zip Code: _____
Name on card: _____
Cardholder's Signature _____

BOXED LUNCH WILL BE SERVED.

Please select your preference.

- ☐ regular
☐ kosher
☐ vegetarian

REGISTRATION INFORMATION:

Type of Agency: _____ Hospital-Admin.
☐ Billing Agency _____ Hospital-Clinical
☐ Clinical Laboratory _____ Human Resources
☐ Community Health Center _____ Legal
☐ Consulting _____ Medical Device
☐ Federal Government _____ Nursing Home
☐ Health Clearing House _____ Pharmaceutical
☐ Health Plan _____ Private Practice
☐ Home Health Care Agency _____ State or Local Government Agency
☐ _____ Other

MAIL REGISTRATION FORM WITH PAYMENT TO:

SUNY Downstate Medical Center
Attn: HIPAA Conference
450 Clarkson Avenue, Box 1244
Brooklyn, New York 11203
Or Fax to: 718-270-4563

CANCELLATION POLICY:

No refunds will be given for "no-shows" or for cancellations. You may send a substitute; to do so please call 718-270-2422