

## Technological Spring Conference

March 10, 2010

### AGENDA

8 a.m. – 9 a.m.	Registration & Continental Breakfast
9 a.m. – 10:30 a.m.	Stake Your Claim on LTC Success by Discovering a Wealth of Opportunities through Data Mining
10:45 a.m. – 12:15 p.m.	HITECH Act Updates to HIPAA Privacy and Security Rules
12:15 p.m. – 1:30 p.m.	Lunch/Trade Show
1:30 p.m. – 3 p.m.	What Do You Really Know About Your Network and Business Communications?

### OVERVIEW

#### **Stake Your Claim on LTC Success by Discovering a Wealth of Opportunities through Data Mining**

*Rand Johnson, Prime Care Technologies, Inc.  
J. Andrew Porch, Team TSI*

As far as LTC decision makers are concerned, information technology is only as good as the "information" the technology generates - actionable information that is accurate, relevant, immediate, and ideally in real time. In the past, most information was in the form of hard copy the data from which someone had to extract manually and recompile into something useful - a laborious and tedious process. Fortunately, today's IT can converge divergent data sources into a dynamic data library, which properly mined and combined, can yield a wealth of actionable information. Executive Information Systems (EIS) can automatically gather the data and create at-a-glance snapshots of what is happening now or could happen at any moment - from a corporate level down to the employee or resident. This session will help executives and IT managers discover the opportunities that are available to them.

At the end of this session, the participant should be able to:

- Discover through discussion and case studies which Key Performance Indicators (KPIs) are important to today's LTC executives and why are they important to their operations
- Uncover what data mining is and the data resources required to generate KPIs
- Review the opportunities an EIS can generate to help facilities to stay in compliance, increase operational efficiencies, compete aggressively, beat the Five Star Rating System, ensure a healthy cash flow, manage risk, and be profitable.

#### **HITECH Act Updates to HIPAA Privacy and Security Rules: Understanding Regulatory Requirements in the Age of Electronic Health Records**

*Neville Bilimoria, Duane Morris LLP*

Many providers are familiar with the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") Privacy Rule and the HIPAA Security Rule governing all types of health information. In February 2009, a major tightening of the Privacy and Security Rules is now upon us with the HITECH Act which provides sweeping new mandates as part of the final version of President Obama's economic stimulus legislation, with rolling compliance dates that begin as early as February 17, 2010. In the age of increased movement towards electronic health records ("EHR"), HIPAA Privacy and Security compliance has become more difficult and important than ever. Providers continually face problems with implementing their HIPAA compliance program given new EHR technologies. Furthermore, new "meaningful use" regulations were promulgated on December 30, 2009 setting forth ways for providers to receive increased government reimbursement/grant money for the implementation of EHRs. Find out what you can do to protect your facility and learn about the evolution of the HITECH Act in the face of increasing EHR technology.

At the end of this session, the participant should be able to:

- Discuss the evolution of HIPAA Privacy and Security Rules and the brand new HITECH Act's 2010 legislative and regulatory mandates to help you avoid liability and maintain HIPAA compliance.
- Discuss important compliance updates and recent real-life enforcement actions against health care providers for violations of HIPAA Privacy and Security Rules.
- Explain the new "meaningful use" regulations for certain providers to qualify for government grant money for the use of EHRs.
- Implement steps needed to take to bolster HIPAA Privacy and Security compliance in light of the HITECH Act.

#### **What Do You Really Know About Your Network and Business Communications?**

*Phil Wilken, CallOne*

This session will provide an overview of how to select the right telephone and data services for your facility. This session will provide an overview of the different types of phone service, traditional, cellular, Voice over IP and how to determine what system is right for you. Selection of data services will also be discussed. With T1, T3, PRI,

Microwave, Wireless, DSL, Cable, Satellite and other options for internet connectivity out there, how do you know how much and which type of service you need, let alone what does each one mean? Finally, learn how to determine the right provider of these services.

At the end of this session, the participant should be able to:

- Explain the differences among different telecommunications options and how to select the right one for their facility
- Discuss different types of internet services and how to select what is right for their facility
- Determine which provider of these services is best for their facility.

## SPEAKERS

### Rand Johnson

For over 30 years, Rand Johnson has served in a variety of management, marketing, training, and consulting positions in long term care. Throughout his career, he has demonstrated determined leadership, professional consulting, effective marketing, and sales success. Effectively combining his experience with a passion for presentations, Mr. Johnson has extensive classroom, seminar, and one-on-one consultation experience, speaking to many national and state LTC association audiences on a variety of topics including reimbursement, information technology in long term care, creating a culture of change, and facility management. His memorable presentations have helped to improve participants' productivity at all levels from senior executives to facility staff.

### J. Andrew Porch

Andrew Porch is the Chairman and CEO of Team TSI Corporation. He has over 20 years of long-term care expertise as well as over 15 years of risk management and analysis experience. Andrew is recognized as the industry's foremost expert on survey data, risk analysis, the Five Star Rating System, and risk exposure analysis as well as every aspect of the CMS data process. He is a frequent national speaker on many topics ranging from MDS Data Analysis to Risk Management Using Survey and MDS Data.

### Neville Bilimoria, JD

Neville M. Bilimoria is a partner in the Chicago office of the law firm of Duane Morris LLP. He is a member of the Health Law Practice Group, and Chair of the Physician Services subgroup nationally. Neville was named one of the Top 40 Attorneys In Illinois Under 40 for 2005 and also named an Illinois SuperLawyer for 2008 in health care law. He was recently selected as an Illinois Leading Lawyer by the Illinois Leading Lawyers Network in Health Care Law. He advises health care clients on corporate and litigation matters. He counsels hospitals, health systems, nursing homes, ICF/DD facilities, assisted living facilities, physicians, pharmacies and pharmaceutical companies on a variety of issues, including health care corporate transactions, health care fraud and abuse compliance issues, telemedicine, HIPAA and state health privacy and security law issues, regulatory compliance, and resulting litigation.

### Phil Wilken

Phil Wilken is a local resident of the Chicago land area. He has a Bachelors degree from Elmhurst College. His working career started as an apprentice machinist before concentrating his talents in the communications arena. He has worked for large enterprise companies including, Illinois Bell Telephone, Motorola, CNA Insurance, The Chicago Board of Trade and NorthShore University HealthSystem where he was Sr. Director of Telecommunications. Responsibilities there included voice operations; wireless systems including cellular, radio, WiFi, and paging; emergency communications; and disaster recovery. He served on various hospital committees, focused on technological support for Emergency Preparedness, Patient Safety, and the Environment of Patient Care. Most recently he has joined Call One to focus his energies on delivering advanced communications systems to clients desiring to migrate to a converged network of VoIP, unified communications, and video.

## LOCATION

**March 10, 2010**

**Northfield Inns, Suites & Conference Center**  
3280 Northfield Dr.  
Springfield, IL 62702  
217.523.7900

## CONTINUING EDUCATION

Illinois nursing home administrators and social workers will earn 4.5 clock hours of continuing education for attending.

The Illinois Health Care Association is approved as a sponsor of continuing education for nursing home administrators and social works by the Illinois Department of Financial and Professional Regulation.

## TRADE SHOW

During lunch a trade show will be held for the following companies to display their products or services. Please plan to stop by their booth for the latest and greatest innovations in the profession.

- Accurate Biometrics
- AdvaCare Systems
- Call One
- Frost, Ruttenberg & Rothblatt P.C.
- Gamma Healthcare
- Genesis Rehab Services
- Gordon Food Service
- Hawkeye Foodservice Distribution
- Hill Rom
- M.E.S./HPSI
- Performance Food Groups-TPC
- Prime Care Technologies
- Senior TV
- Simply Thick
- Southern Bus & Mobility
- TMCS
- U.S. Foodservice™- Streator Division
- United Scripts
- Williams Bros. Long Term Care Pharmacy