

one powerful connection



HIPAA Summit West

The Business of HIPAA
April 26, 2002

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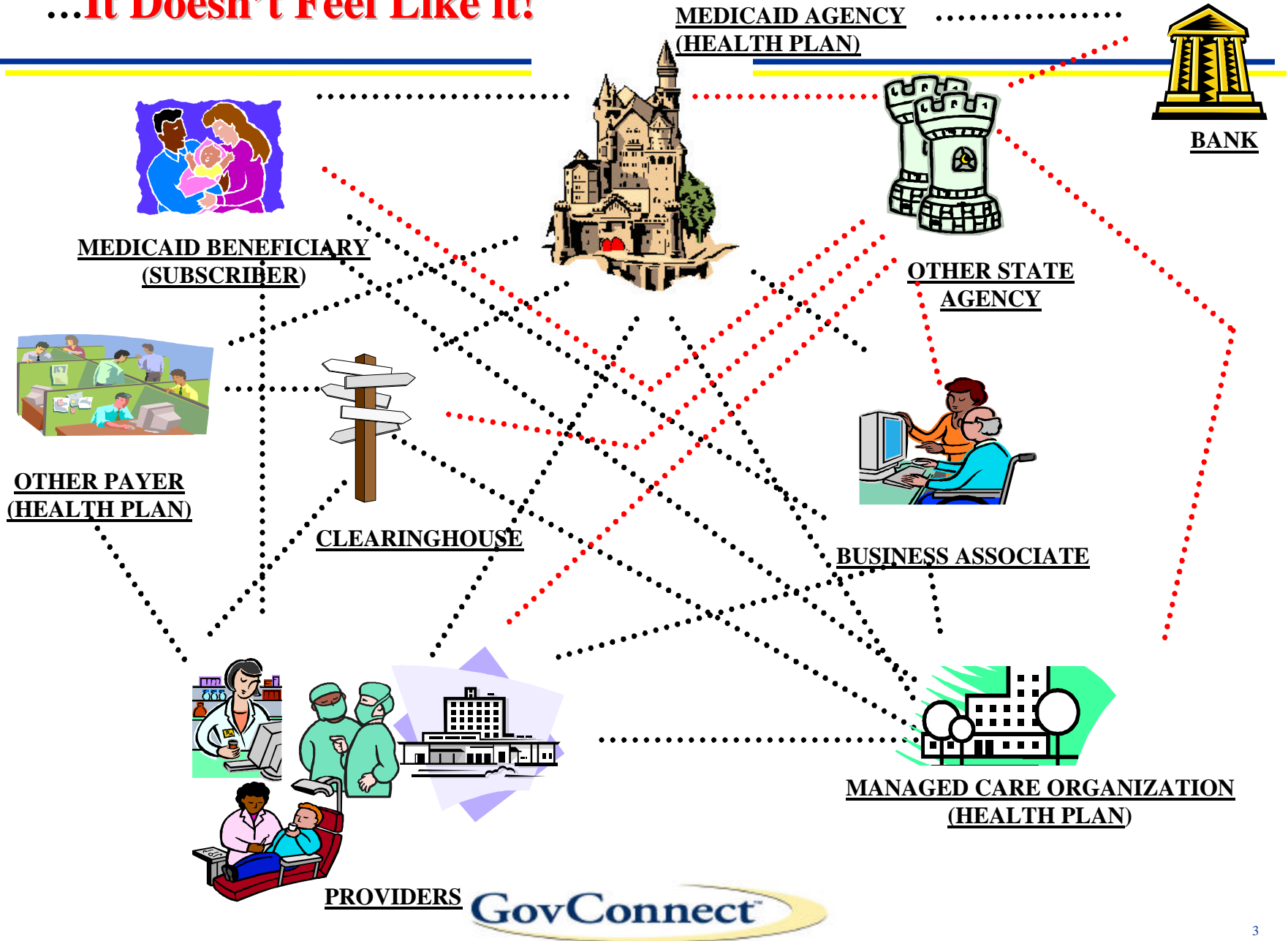
HIPAA

In Chinese, the ideogram for “crisis” is a combination of the symbols for “danger” and “opportunity”

. . . so it is with HIPAA

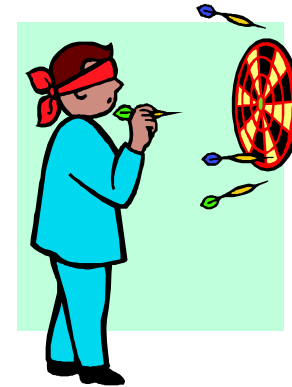
ADMINISTRATION SIMPLIFICATION

...It Doesn't Feel Like it!



Doing it Better

“HIPAA is not about changing our system and operations just to become compliant and avoid federal penalties....



...It is about a BETTER way to do business!”

Paradigm Shifts vs. Change!

- Can we do business as usual?
- Must our philosophy change?
- Will our customers understand?



THINK OUTSIDE OF THE BOX!

Practicality of Administrative Simplification

- Reduction of Health Care Administrative Costs Nationally
- Reduction and/or Elimination of Duplicative Testing
- Greater Access to Health Care
- Laborious Manual Processes Automated for Health Care Delivery Staff
- Allows Health Care Delivery Staff to Take Care of Patients
- No More Drowning in Paperwork



True Meaning of Administrative Simplification

Health Care Organizations Can Now Migrate Toward Efficient Technologies

- Configuration of business functions and information flows i.e. inputs and outputs
- Analysis of manual procedures
- Analysis of automated procedures
- Analysis to enhance Operational Efficiencies
- Automate manual processes, where applicable

Tactical Benefits of EDI

Reduced Direct and Overhead Costs

- Reduce the Accounts Receivable Cycle
- Improve Accuracy (5% data entry errors)
- Reduced Data Entry Time
- Smaller/Faster Transmissions at Lower Cost
- Reduce/Eliminate Rework
- Avoid/Reduced Data Entry FTE
- Reduce Operational Costs (office supplies, postal costs, and telephone charges)



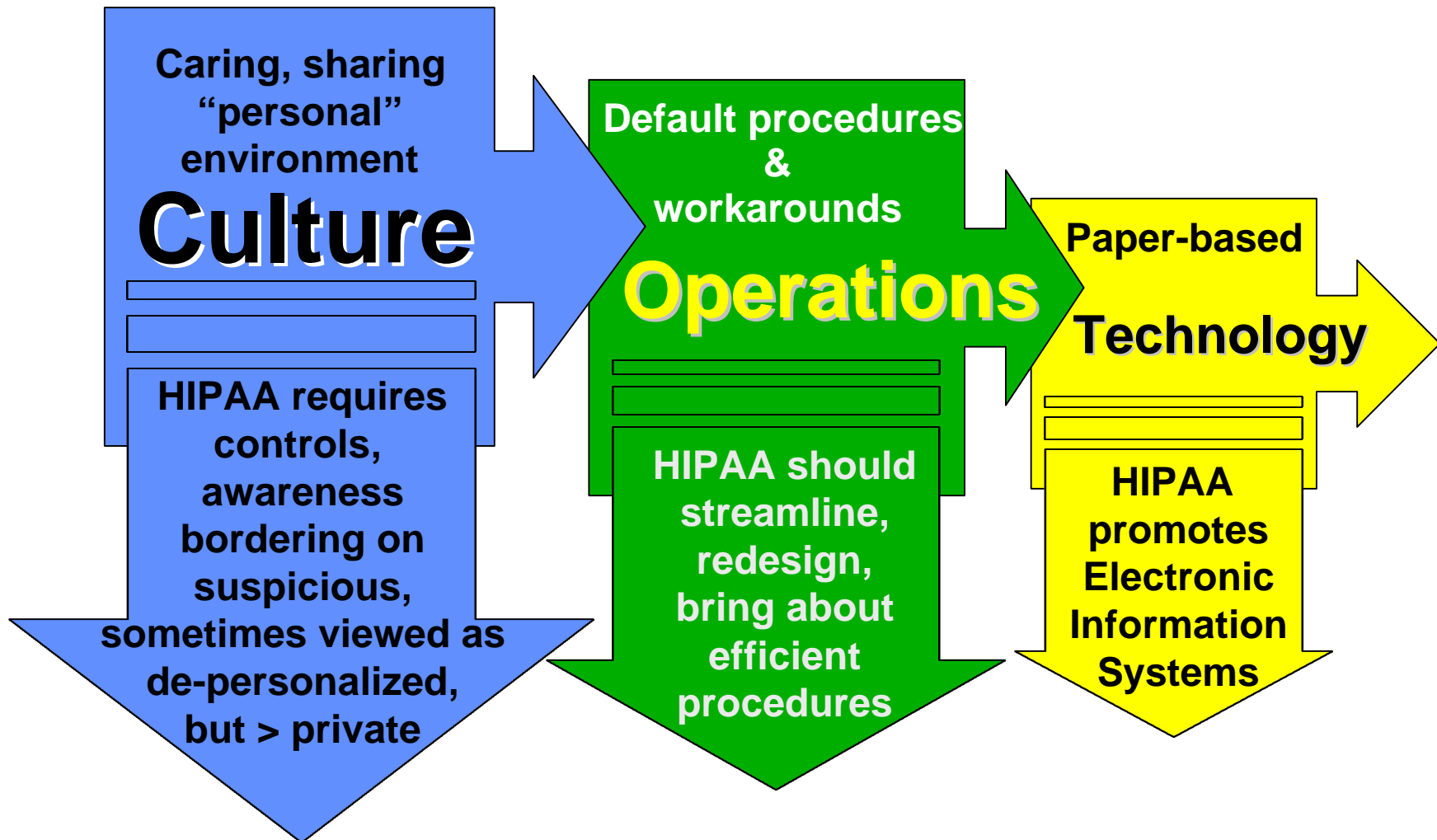
Cultural Benefits of EDI

Creating a Competitive Advantage

- Increase responsiveness between healthcare stakeholders
- Penetration of new markets
- Greater access to health care delivery services
- Ease of communication for treatment and provider consultation
- Improved consumer satisfaction



Changing Our Culture



Positioning

Partnership

- National network integration
- Strengths of information-based business

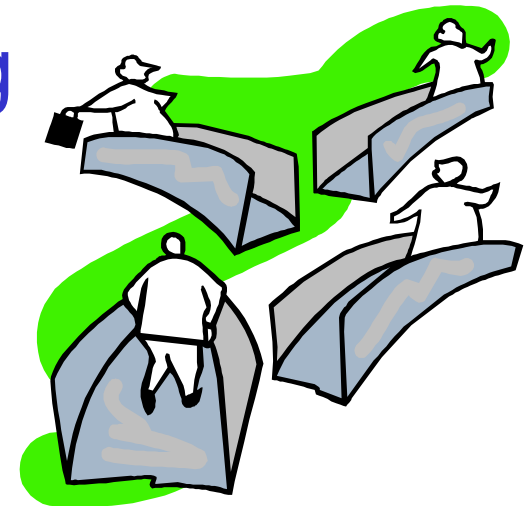
Business opportunities

- Revenue strength
- Competitive advantage



Integrated Business Relationship

- National integrated network
- HIPAA compliant transaction formats
- Integration of regional networks
- Payor business processing
- Services Relationship



HIPAA Compliance Isn't Easy or Simple

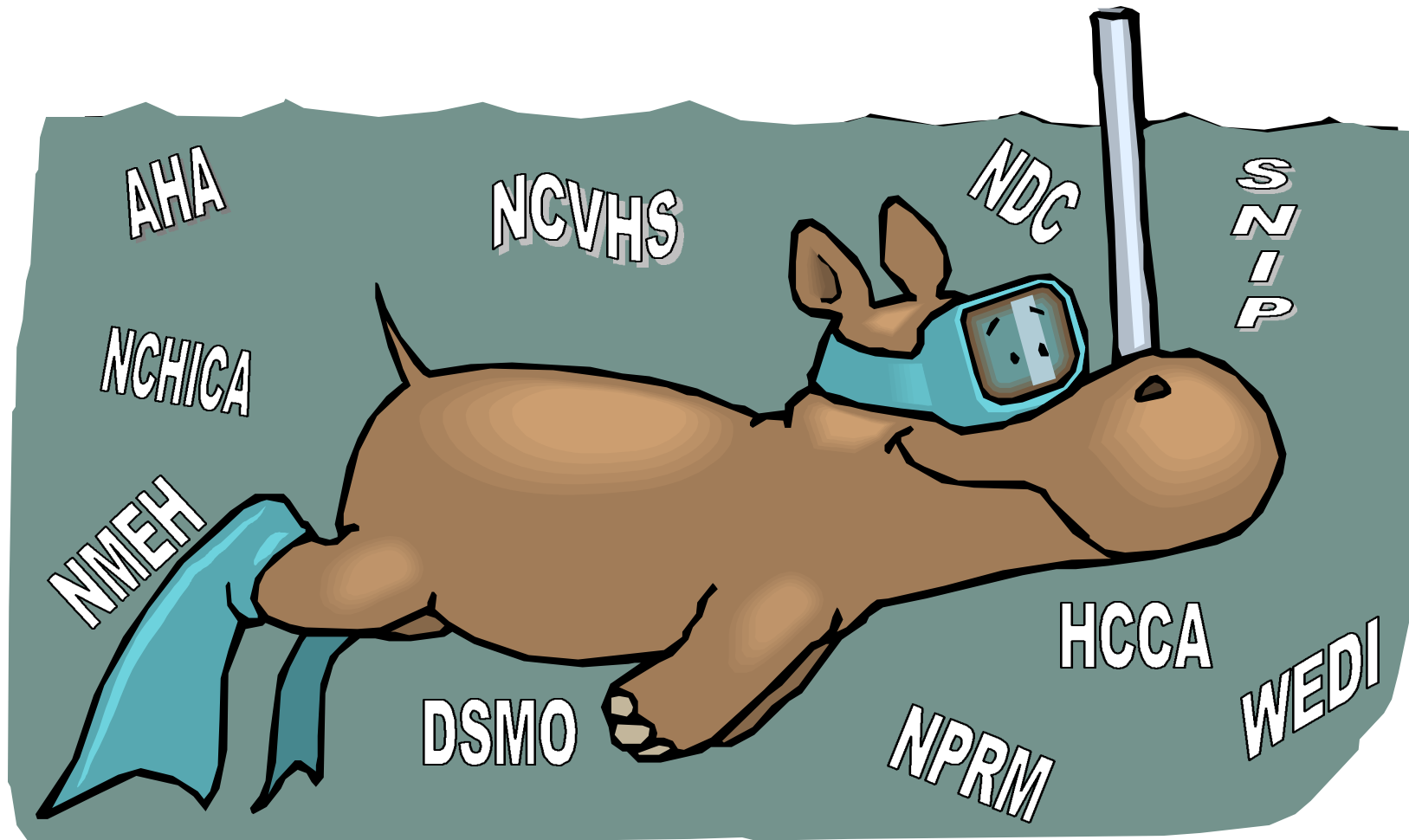
No one organization can do it alone

- Look for and research 'common practices'
- Join organizations and associations
- Gain efficiencies from workgroups
- Coordinate implementation with your business partners

WE MUST ALL WORK TOGETHER!



A World of Acronyms ... You are not Sinking



Where do you go for help?

Industry Organizations

- AHA
- AHIMA
- HCCA
- HFMA
- NCHICA



HIPAA Specific Organizations and Listservs

- HIPAA ALIVE
- HIPAAGIVES
- NMEH
- WEDi SNIP

AHA

The American Hospital Association (AHA) is the national organization that represents and serves all types of hospitals, health care networks, and their patients and communities

Close to 5,000 hospitals, health care systems, networks, other providers of care and 37,000 individual members come together to form the AHA

www.aha.org



AHIMA

The American Health Information Management Association is the dynamic professional association that represents more than 40,000 specially educated health information management professionals who work throughout the healthcare industry

www.ahima.org



HCCA



Health Care Compliance Association

Health Care Compliance Association is a new forum for healthcare professionals involved in compliance serving all segments of the health care industry

Major Functions

1. To promote quality compliance programs in health care their introduction, development, and maintenance
2. To provide a forum for interaction and information exchange to enable our members to provide high quality compliance programs
3. To create high quality educational opportunities for those involved with compliance in the health care industry

www.hcca-info.org



HFMA



“HFMA is the nation’s leading personal membership organization for healthcare financial management professionals

HFMA brings perspective and clarity to the industry’s complex issues for the purpose of preparing our members to succeed and, more importantly, to be successful”



NCHICA

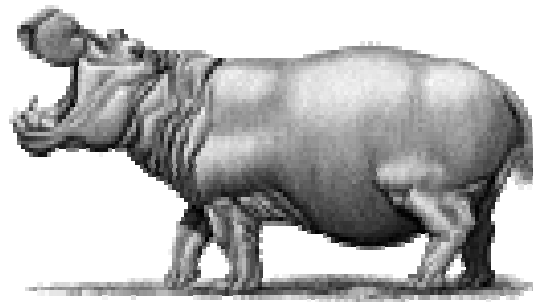
The North Carolina Healthcare Information and Communications Alliance, Inc. (NCHICA) is a privately funded, nonprofit organization that actively promotes the advancement and integration of information technology into the healthcare industry

Members collaborate to adopt and implement standards for securely and efficiently collecting, maintaining, locating and appropriately sharing healthcare information

www.NCHICA.org



HIPAAALIVE



HIPAAlive is a free, very active email discussion list of nearly 5000, sponsored by HIPAA Advisory and **Phoenix Health Systems** as a service to the healthcare industry

HIPAA GIVES

“Government Information Value Exchange States (GIVES) is a collaborative state government health care focus group resulting in the sharing of information through a clearinghouse highway and providing a forum for discussing and resolving issues in meeting the **Health Insurance Portability and Accountability Act (HIPAA)** legislation



GIVES has been established to meet the immediate need to exchange information, identify common government challenges and share solutions in order to attain HIPAA compliance in the timeframe required. By providing a government-focused network, our goal is to minimize duplicate effort “



NMEH

National Medicaid Electronic Data Interchange HIPAA Workgroup (NMEH)

NMEH members collaborate to share solutions to HIPAA challenges and provide a united Medicaid voice when working with the health insurance industry

Consolidating and standardizing local codes

<http://www.hcfa.gov/medicaid/hipaa/adminsim/default.htm>



WEDi SNIP



Workgroup for Electronic Data Interchange (WEDi)
Strategic National Implementation Process (SNIP)

3 Major Workgroups

- 1) Transactions
- 2) Security and Privacy
- 3) Education

<http://snip.wedi.org>



Admin Simp Website



Official Health and Human Services HIPAA website

- Regulation text
- Fact sheets
- Questions and Answers

<http://aspe.os.dhhs.gov/admnsimp/>

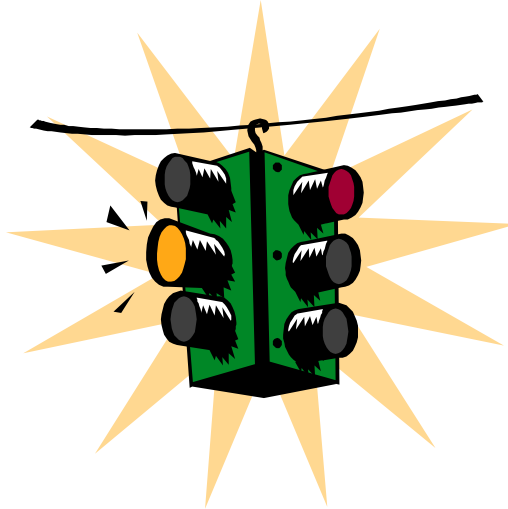


Other Websites

- <http://pweb.netcom.com/~ottx4/HIPAA.htm>
- www.healthprivacy.org
- www.ncvhs.org
- www.afehct.org
- <http://www.hhs.gov/ocr/hipaa/>
- <http://www.hipaa-dsmo.org>

Caution!

“If you buy our software you’ll be HIPAA compliant”



“Our product is certified HIPAA compliant”

DON'T BELIEVE EVERYTHING YOU HEAR!



Be realistic in your efforts

“You have to be careful about confidence;
you’re going to make mistakes...

You have to be open to changing your course”

Bill Gates

March 10, 2002



It's Time for Leadership!

Leaders with

- Stamina
- Fortitude
- Absurd Level of Optimism



Nonzero-sum

Interdependence

- For me to win, you have to lose - NOT
- For me to win, you *HAVE* to win too
- Look for nonzero-sum solution

Industry Survival



Compromise

NOT

Capitulation

...to survive



Just Do It!

- **HIPAA Has Happened!**
 - **HIPAA is here to stay**
 - **There will be changes!**



Let's make this happen together

Don't let
our history
hinder
our destiny!

