

# AGENDA

**8:30 AM:** Introduction

**8:45–9:30 AM:**

Recent Enforcement Trends in Health Care

**9:30–10:00 AM:**

HIPAA Compliance

**10:00–10:15 AM:** Break

**10:15–10:45 AM:**

Recent Changes in Fraud and Abuse  
Enforcement Legislation

**10:45–11:15 AM:**

False Claims Act and Internal Investigations

**11:15–11:45 AM:**

Real Life Example

**11:45–1:00 PM:** Lunch

**1:10 PM–1:35 PM:**

Health Care Reform Legislation: Quality Initiatives,  
Program Integrity, and Payment Provisions

**1:35–2:15 PM:**

Billing Compliance

**2:15–2:30 PM:** Break

**2:30–3:00 PM:**

Human Resource Compliance

**3:00–3:30 PM:**

RAC/CERT/Government Data Mining

*Agenda subject to change*

Space is limited.

Register for this seminar today  
to make sure you don't miss this program.

**To Register:** Nicole Csintyan, Jones Walker  
ncsintyan@joneswalker.com | 504.582.8456

## SEMINAR AT A GLANCE

**What:** Health Care Seminar **When:** Sep. 14 & Nov. 10, 2010 | 8:30 AM–3:30 PM **Where:** Baton Rouge, LA | Fort Lauderdale, FL

**JONES  
WALKER**  
201 St. Charles Avenue  
New Orleans, LA 70170-5100

## HEALTH CARE SEMINAR

Health Care Fraud & Compliance:  
Updates, Trends, and  
Where To Go From Here

September 14, 2010 | Baton Rouge, LA  
November 10, 2010 | Fort Lauderdale, FL



# PROGRAM OVERVIEW

Join us in Baton Rouge on September 14 or in Fort Lauderdale on November 10 as we present a Health Care Seminar targeted to health care organizations and their key personnel, such as executives, counsel, compliance officers, and auditors. This seminar will comprise nine sessions of topics, ranging from recent enforcement trends to the False Claims Act discussions.

*Please see right side for registration information.*

# ATTORNEY ADVERTISEMENT



## SESSION DESCRIPTIONS

### 8:45–9:30 AM:

#### **Recent Enforcement Trends in Health Care**

Government authorities are sharply increasing civil and criminal enforcement in the health care arena. Government agents, prosecutors, provider association executives, and defense attorneys will discuss priorities for federal and state investigations.

### 9:30–10:00 AM:

#### **HIPAA Compliance**

The Health Information Technology for Economic and Clinical Health Act contained sweeping changes. These changes directly impact both health care providers and their business associates. This panel will include a Chief Compliance Officer of a large health system, as well as a lawyer with experience in this area who will provide an overview of the changes to HIPAA and will offer practical guidance for complying with these new requirements.

### 10:15–10:45 AM:

#### **Recent Changes in Fraud and Abuse Enforcement Legislation**

Both the recently enacted health care reform legislation and the Fraud Enforcement and Recovery Act of 2009 contain significant fraud and abuse enforcement provisions. This presentation will discuss some of the key changes, including amendments to the Anti-Kickback Statute, the Stark Law, the False Claims Act and the Civil Monetary Penalties Act.

### 10:45–11:15 AM:

#### **False Claims Act and Internal Investigations**

This session will provide an overview of the elements of liability under the False Claims Act and examine the Act's *qui tam* provisions, under which private citizens may sue defendants on the government's behalf. Presenters will also discuss key considerations for health care providers conducting internal investigations of alleged False Claims Act violations.

### 11:15–11:45 AM:

#### **Real Life Example**

Presenters will discuss the civil and criminal implications for a health care provider if it billed Medicare and Medicaid for services that were not covered by these programs. The panel includes government, defense, and investigating agents' perspectives.

### 1:10 PM–1:35 PM:

#### **Health Care Reform Legislation: Quality Initiatives, Program Integrity, and Payment Provisions**

The health care reform legislation provides changes in, among other areas, quality initiatives, program integrity and payment provisions. This presentation will spend time covering these three areas, including a brief discussion on accountable care organizations and the medical home model.

### 1:35–2:15 PM:

#### **Billing Compliance**

In 2010, there have been a number of government settlements and initiatives concerning billing practices. The panel will include the Chief Compliance Officer from a large health system, as well as a lawyer and consultant who routinely handle evaluation and resolution of significant compliance issues. The panel will discuss how to handle the investigation and resolution of such complex issues both internally and using external resources.

### 2:30–3:00 PM:

#### **Human Resource Compliance**

The presenter will cover compliance with the various state and federal employment laws that affect interviewing, terminating, and resolving disputes with employees and former employees.

### 3:00–3:30 PM:

#### **RAC/CERT/Government Data Mining**

This panel will discuss current issues related to Medicare Recovery Audit Contractors, Comprehensive Error Rate Testing program, and other government audits, as well as the use and effect of government data mining of health care claims. Presenters will share experiences with government and contractor audits, address current and future regional and national approved issues for review, and provide recommendations for the preparation and management of audits.

## PANELISTS

\*BATON ROUGE SESSION ONLY  
\*\*FT. LAUDERDALE SESSION ONLY

JENNIFER L. ANDERSON\*  
PARTNER, JONES WALKER

LYNN M. BARRETT  
SPECIAL COUNSEL, JONES WALKER

LAURIE M. CHESSE\*\*  
PARTNER, JONES WALKER

FREDERICK DUHY\*  
DIRECTOR, MEDICAID FRAUD CONTROL

NEELY S. GRIFFITH  
PARTNER, JONES WALKER

PAULINE F. HARDIN\*  
PARTNER, JONES WALKER

GARY L. KREIGH  
VICE PRESIDENT OF CORPORATE INTEGRITY,  
OCHSNER HEALTH SYSTEM

MARK LAVINE\*\*  
AUSA AND HEALTH CARE FRAUD COORDINATOR

CATHERINE M. MARAIST\*  
AUSA, MIDDLE DISTRICT OF LOUISIANA

KATHY REEP\*\*  
VICE PRESIDENT OF FINANCIAL SERVICES,  
FLORIDA HOSPITAL ASSOCIATION

MYLA R. REIZEN  
PARTNER, JONES WALKER

TIM RENJILIAN  
FTI CONSULTING

JUSTIN SENIOR\*\*  
GENERAL COUNSEL,  
AGENCY FOR HEALTH CARE ADMINISTRATION

DONALD W. WASHINGTON  
PARTNER, JONES WALKER

## LOCATIONS

SEPTEMBER 14, 2010

CROWNE PLAZA BATON ROUGE  
4728 CONSTITUTION AVENUE  
BATON ROUGE, LA 70808

NOVEMBER 10, 2010

THE WESTIN DIPLOMAT  
3555 S. OCEAN DRIVE  
HOLLYWOOD, FL 33019

Certain states may require this be labeled ATTORNEY ADVERTISEMENT

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