The First National HIPAA Summit
The Leading Forum on Healthcare Privacy, Confidentiality, Data Security and HIPAA Compliance

October 15–17, 2000
Grand Hyatt Hotel
Washington, DC

Featured Speakers
Commissioner Sheila F. Anthony, Federal Trade Commission
Donna Z. Eden, Esq., Senior Attorney, Office of General Counsel, Department of Health and Human Services
Barbara Fuller, J D, RHIA, Senior Policy Advisor, National Human Genome Research Institute
Deborah Landis, Esq., Special Counsel for Health Care Fraud, Department of Justice
Toby Milgrom Levin, Esq., Team Leader, Internet Advertising, FTC
Thomas Perez, Esq., Office of Civil Rights, Department of Health and Human Services
Karen Trudel, Advisor on Health Information Policy, Department of Health and Human Services

Summit Sponsored By
American Hospital Association
American Medical Group Association
Association for Electronic Health Care Transactions
Blue Cross and Blue Shield Association
Computer-Based Patient Records Institute-
Healthcare Open Systems and Trials
Federation of American Hospitals
Health Care Compliance Association
Healthcare Financial Management Association
Health Insurance Association of America
Hi-Ethics
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IPA Association of America
Privacy Officers Association
Science and Technology Section, American Bar Association
The eHealthcare Association
(UAAC) American Accreditation HealthCare Commission
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Medical Education Collaborative
A Nonprofit Education Organization
HIPAA

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) imposes extensive requirements on every area within healthcare. Indeed, regulations will govern the transmission, maintenance, security and privacy of electronic health information transmitted by health care providers, payors and others. While HIPAA legislation should ultimately lead to administrative simplification and significant cost savings, the implementation of HIPAA is anything but easy. It will require changes in the health information systems and procedures. To be successful, HIPAA must be integrated into the overall strategic initiatives of your organization. To do so, will require organizational time and commitment.

The Summit

The Sponsoring Organizations of the Summit are leaders in meeting the challenges and opportunities of HIPAA. Together, the Sponsors have developed The First National HIPAA Summit, the most comprehensive educational event on Healthcare Privacy, Confidentiality, Data Security and HIPAA Compliance. Learn from leading policymakers, who will share with you the latest breaking news on HIPAA. Examine winning strategies from leading hospitals, healthcare systems, health plans, and physician organizations. Take advantage of special events to network with your colleagues. The time to prepare for HIPAA is NOW. The place to prepare for HIPAA is the SUMMIT.

HIPAA Summit Course Objectives:

At the end of the Summit, attendees should be able to:
• Describe the basic terminology, provisions, and policies connected with the HIPAA regulation.
• Articulate the current status of the HIPAA regulation.
• Outline the steps needed to determine organizational readiness to incorporate HIPAA into the organization.
• Describe what actions similar organizations are taking to address HIPAA.

Who Should Attend:

The planning and implementation of HIPAA requires a joint effort of healthcare executives throughout your organization. Therefore, team attendance is encouraged. Specifically, the Summit will benefit healthcare leadership teams from hospitals, healthcare systems, health plans, TPAs, insurance companies, physician group, government agencies, consulting firms and others including the following individuals:
- Chief Executive Officers
- Chief Operating Officers
- Chief Technology Officers
- Chief Financial Officers
- Compliance Officers
- Health Law Attorneys
- Medical Directors
- Physicians
- Managed Care Professionals
- Medical Group Managers
- Data Managers
- Ethics Officers
- Health Insurance Executives
- Consultants
- Government Agency Employees
- Health Administration Faculty
- Risk Managers
- Pharmacists
- Quality Assurance Professionals
- Registered Nurses
- Long Term Care Professionals
- Billing and Coding Professionals
- Third Party Billing Professionals

Sponsoring Organizations

American Hospital Association (AHA) - www.aha.org.
American Medical Group Association - (703) 838-0033/www.amga.org
Association for Electronic Health Care Transactions (AFEHCT) - (202) 244-6450/www.afehct.org.
Blue Cross and Blue Shield Association - (312) 297-6000/www.bcbs.com
Computer-based Patient Record Institute and Healthcare Open Systems and Trials (CPRI-HOST) - (706) 650-1482/www.cpri-host.org (http://www.cpri-host.org)
Federation of American Hospitals - (202) 624-1500/www.fahs.com
Health Care Compliance Association (HCCA) - (800) 580-8373/www.hcca-info.org.
Healthcare Financial Management Association - (800) 252-HFMA/www.hfma.org
Health Insurance Association of America - (202) 824-1849/www.hiaa.org
Internet Healthcare Coalition - www.ihealthcoalition.net.
Science and Technology Section, American Bar Association - (312) 988-5522/www.abanet.org
Privacy Officers Association (POA) - (800) 266-6501/www.privacyassociation.org
The eHealthcare Association (TeHA) - (800) 277-0572/www.ehealthcareassociation.com.
The IPA Association of America (TIPAAA) - (510) 569-6561/www.tipaaa.org
URAC (American Accreditation HealthCare Commission) - (202) 216-9010/www.urac.org
Workgroup for Electronic Data Interchange (WEDI) - www.wedi.org
Sunday, October 15, 2000

1:00 p.m.  PRECONFERENCE SESSIONS (Choose One Session)

PRECONFERENCE I – The Basics of HIPAA for Clinicians, Healthcare Executives and Trustees, Compliance Officers, Privacy Officers and Legal Counsel
James J. Moynihan, Principal, McLure-Moynihan, Inc., Agoura Hills, CA

PRECONFERENCE II – The HIPAA Strategic National Implementation Process (SNIP)
Larry Watkins, Director, eHealth and HIPAA Strategies, Per-Sc Technologies, and Co-chair; WEDI SNIP, Atlanta, GA
Richard W. Landen, Senior Representative, Blue Cross Blue Shield Association, Boulder, CO

PRECONFERENCE III – HIPAA for Chief Financial Officers
Trinita C. Robinson, MA Technical Director, Healthcare Financial Management Association, Washington, DC

5:00 p.m.  Adjournment

Monday, October 16, 2000

8:00 a.m.        Welcome
Nancy-Ann Min DeParle, (invited) Administrator, Health Care Financing Administration (HCFA), Washington, DC

8:15 a.m.        Overview of HIPAA
Karen Trudel, Advisor on Health Information Policy, Department of Health and Human Services, Washington, DC

9:00 a.m.        Implementation of the HIPAA Law and Regulations
Donna Z. Eden, Esq., Senior Attorney, Office of General Counsel, Department of Health and Human Services, Baltimore, MD

9:45 a.m.        HIPAA Enforcement and Penalties
Thomas Perez, Esq., Director, Office of Civil Rights, Department of Health and Human Services, Washington, DC

10:30 a.m.       BREAK

11:00 a.m.       I.A. Privacy Officer Job Description, Role and Responsibility
Brent Saunders, JD, MBA, Director, PricewaterhouseCoopers, and President, Privacy Officers Association, Washington, DC
Lynn D. Reisher, PhD, JD, Of Counsel, Sidley and Austin, Chicago, IL

I.B. The Proposed HIPAA Privacy and Security Rule – Coverage and Implementation
Richard Marks, Esq., Partner, Davis Wright Tremaine LLP, Washington, DC
Robyn A. Meinhardt, Esq., Partner, Foley and Lardner, Denver, CO

Jon Zimmerman, Principal, SMS Inc., Malvern, PA

I.D. Data Collection: How HIPAA Will Impact Strategic Planning and Marketing Efforts
Gary Pickton, Senior Vice President, HCIA-Sachs, Evanston, IL

I.E. Risk Management and Coverage for Privacy, Data Security and HIPAA Violations
Peter Biaggiotti, Vice President, AON Granada Hills, CA
Edward B. Robin, President, NAS Insurance Services, Encino, CA
Kathleen A. Stillwell, RN, MPA, HAS, President, SQM Consulting Group, Seal Beach, CA

I.F. International Privacy and Data Security Requirements
Benedict Stanberry, LLB, (Hons) LLM (Wales), MRIN, Director, Centre for Law Ethics and Risks in Telemedicine, Wales, UK

I.G. Case Studies in HIPAA Compliance for Employers, METs and MEWAs
Alan C. Brown, Esq., Partner, McKenna & Cuneo, LLP, Washington, DC

12:00-1:45 p.m.  LUNCHEON AND PRESENTATIONS

12:45 p.m.        The Role of the Federal Trade Commission in Privacy and Data Security
Commissioner Sheila F. Anthony, Federal Trade Commission, Washington, DC
THE FIRST NATIONAL HIPAA SUMMIT:

1:15 p.m.  Prosecuting Violations of Privacy Obligations and HIPAA Requirements
Deborah Landis, Esq., Special Counsel for Health Care Fraud, Department of Justice, Washington, DC

1:45 p.m.  BREAK

2:00 p.m.  II.A. Coordination Strategies for HIPAA Compliance Among Compliance Officers, Privacy Officers, Ethics Officers, Chief Information Officers and Legal Counsel
Randolph Frank, Corporate Compliance Officer, University of Virginia Health System, Charlottesville, VA
Marge Sidebottom, HIPAA Director, University of Virginia Health System, Charlottesville, VA
Mark Lutes, Esq., Partner, Epstein Becker & Green, Washington, DC

II.B. The HIPAA Privacy Rule: Minimally Necessary Disclosure of Protected Health Information - What and How
Andrew Gantt, III, Esq., Associate, Latham & Watkins, Washington, DC
Robert L. Roth, Esq., Partner, Michaels and Bonner, PC, Washington, DC

II.C. HIPAA Compliance Tools: ANSI ASC X12N HIPAA Implementation Guides
Gary Beatty, President, Washington Publishing Company and Chair, X12 Insurance Subcommittee, Stewartville, MN

II.D. What Role Will JCAHO and NCQA Play in Privacy and Data Security?
Sharon King Donohue, Esq., General Counsel, National Committee for Quality Assurance, Washington, DC
Joint Committee on the Accreditation of Healthcare Organizations (JCAHO) Representative

II.E. The Importance of HIPAA for Successful eCommerce Initiatives
Lee Barrett, Vice President, Healthcare Practice, Complete Business Solutions, Inc. and WEDI Chair, Middleton, CT

II.F. Lessons in Privacy and Data Security from Other Industries
Ray Everett-Church, Chief Privacy Officer and Vice President Public Policy, AllAdvantage.com, Hayward, CA
Michael W. Kauffman, Vice President and General Counsel, General Dynamics Electronic System, Mountain View, CA

II.G. Case Studies in HIPAA Compliance for Healthcare Clearinghouses
Rebecca Cowling, Senior Manager Health Plans, Central Region, First Consulting Group, and Chair, AFEHCT, Dallas, TX

3:00 p.m.  BREAK

3:15 p.m.  III.A. Incorporating Privacy Policies and HIPAA Compliance into an Institutional Compliance Plan
Rebecca Williams, Esq., Of Counsel, Davis Wright Tremaine, LLP, Seattle, WA

CONCURRENT SESSIONS III

III.B. The Basics of HIPAA Business Partner and Chain of Trust Agreements - Coverage and Requirements
Lisa L. Dahm, JD, Senior Manager, Deloitte & Touche, LLP, Houston, TX
Paul T. Smith, Esq., Partner, Davis Wright Tremaine, LLP, San Francisco, CA

III.C. HIPAA Compliance Tools: NCHICA Early View
W. Holt Anderson, Executive Director, North Carolina Healthcare Information and Communications Alliance, Inc., Research Triangle Park, NC
Harry Reynolds, Jr., Vice President, IT Customer Support, Blue Cross Blue Shield of North Carolina, Durham, NC

III.D. Moving Beyond HIPAA Assessments: Seeking Solutions
Robert F. Drewniak, ARRT, Principal, Arthur Andersen Business Consulting Healthcare Information Technology Practice, Half Moon Bay, CA
Brett Trusko, Director, Strategic Programs, NetFish Technologies, Santa Clara, CA

III.E. HIPAA Compliance Tools: The AFEHCT - WEDI Security and Digital Signature Interoperability Project
Kepa Zubeldia, MD, Vice President Technology, ENVOY Corporation and Vice-Chair, AFEHCT, and Chair, WEDI Security Policy Advisory Group, Kaysville, UT
III.F. Ethical Issues in Healthcare Internet Privacy and Data Security
Michael J. Rozen, MD, Vice President, WellMed, and Chair, Compliance, Accountability, Verification Committee, Hi-Ethics, Portland, OR
John Mack, President, Internet Healthcare Coalition and President, VirSci Corporation, Newton, PA

III.G. Case Studies in HIPAA Compliance for Health Plans
Jeffrey P. Fusile, Director, PricewaterhouseCoopers, Atlanta, GA
Mary Henderson, Director, HIPAA Programs, Kaiser Permanente Health Plan, Oakland, CA

4:15 p.m. BREAK

4:30 p.m. An Overview of EDI and the Origins of HIPAA
James J. Moynihan, Principal, McLure-Moynihan, Inc., Agoura Hills, CA

5:15 p.m. Basic Legal Issues and Strategies in HIPAA Compliance
Alan Goldberg, Esq., Partner, Goulston & Storrs, and Moderator, AHLA HIT Listserve, Boston, MA

6:00 p.m. Adjournment
6:30 p.m. Networking Reception

Tuesday, October 17, 2000

8:00 a.m. Organizing to Respond to HIPAA and Realizing the Benefits
Steven Lazarus, PhD, FHIMSS, President, Boundary Information Group and WEDI Chair Elect, Denver, CO

8:45 a.m. Multi-Institutional Regional and State-Wide Approaches to HIPAA Compliance
John D. Halamka, MD, MS, Chief Information Officer, CareGroup Healthcare System, Boston, MA
W. Holt Anderson, Executive Director, North Carolina Healthcare Information and Communications Alliance, Inc., Research Triangle Park, NC

9:45 a.m. The New Frontier: Genomics, Ethics and Privacy
Barbara P. Fuller, JD, RHIA, Senior Policy Advisor, National Human Genome Research Institute, National Institutes of Health, Bethesda, MD

10:30 a.m. BREAK

11:00 a.m. IV.A. Amending Your Compliance Program to Incorporate the HIPAA Transaction Code Sets
Sue Prophet, RHIA, CCS, Director of Coding Policy and Compliance, American Health Information Management Association (AHIMA), Chicago, IL
Aidan M. Collins, Partner, Deloitte & Touche LLP, San Francisco, CA

IV.B. Patient Rights Under HIPAA
Mary Brandt, MBA, RHIA, CHE, Manager, PricewaterhouseCoopers, and Former Director of Policy & Research, AHIMA, Houston, TX

IV.C. HIPAA Compliance Tools: CPRI Tool Kit
Jeff Collmann, PhD, Associate Professor, ISIS Center, Department of Radiology, Georgetown University Medical Center, and Telemedicine and Advanced Research Technology Center, US Army Medical Research and Materiel Command, Ft. Detrick, MD
Ted Cooper, MD, National Director of Security and Privacy, Kaiser Permanente, Oakland, CA

IV.D. The Implications of the E-Sign Law for Healthcare Transactions
Stephen W. Bernstein, Esq., Partner, McDermott Will & Emery, Boston, MA

IV.E. The Interdependence of Privacy, Technology and Compliance
Margret Amataykul, MBA, RHIA, FHIMSS, President, MargretA Consulting, LLC, Schaumburg, IL

IV.F. Case Studies in HIPAA Compliance for Hospitals and Health Systems
Rita Aikins, Information Security Program, Providence Health System, Tigard, OR
Pamela McNutt, FHIMSS, Vice President, Systems and CIO, Methodist Hospitals of Dallas, Dallas, TX

12:00-1:45 p.m. LUNCHEON AND PRESENTATIONS
12:45 p.m. HIPAA Compliance: CIO, Compliance Officer, Ethics Officer, Privacy Officer and Legal Counsel Round Table
John Bentivoglio, Esq., Of Counsel, Arnold & Porter, and Former Special Counsel for Health Care Fraud and Chief Privacy Officer, Washington, DC
Linda Tiano, Senior Vice President and General Counsel, Empire Blue Cross/Blue Shield, New York, NY
Alan Yuspeh, JD, MBA, Senior Vice President, Ethics, Compliance and Corporate Responsibility, HCA – The Hospital Company, Nashville, TN
Brent Saunders, Director, PricewaterhouseCoopers and HCCA Past President, and Former Chief Risk Officer, Coventry Healthcare and Chief Compliance Officer, Thomas Jefferson University and Health System, Washington, DC
(Moderator)

1:45 p.m. BREAK

2:00 p.m. V.A. Conducting a Privacy Audit
Elizabeth B. Cartler, Esq., Partner, Reed Smith Shaw & McClay, Washington, DC
Ruth Nelson, Director of Privacy Practice, PricewaterhouseCoopers, Washington, DC

V.B. Implementation of the HIPAA Security Rule - PKI, Documentation and Procedures
John Parmigiani, Practice Director, Compliance Programs, Healthcare Computing Strategies, Inc. and Former Director of Enterprise Standards, Health Care Financing Administration

V.C. Medical Error Management: How Security and Confidentiality Can Help Solve a Major National Problem
David Spencer, Founder and CEO, Safety Centered Solutions, Inc., Tampa, FL

V.D. Vendor Progress and Issues Concerning HIPAA – Panel Presentation and Discussion
Bill Bysinger, Chief Technology Officer, InfoMedX.com, Seattle, WA
Susan A. Miller, Esq., Corporate Regulatory & Compliance Manager, IDX Systems Corporation, Denver, CO
Larry Watkins, Director of eHealth & HIPAA Strategies, Per-Se Technologies, and Co-chair WEDI SNP, Atlanta, GA
Jon Zimmerman, Principal, SMS, Inc., Malvern, PA
Steven S. Lazarus, PhD, FHIMSS, President, Boundary Information Group, and WEDI Chair Elect, Denver, CO
(Moderator)

V.E. Case Studies in HIPAA Compliance for Physicians and Physician Organizations
Paul C. Tang, MD, FCHIME, Medical Director, Clinical Informatics, Palo Alto Medical Foundation, Palo Alto, CA

3:00 p.m. BREAK

3:15 p.m. A Socratic Dialogue on Healthcare Privacy, Data Security and HIPAA Compliance
Facilitated by: Arthur Miller, Esq., Bruce Bromley Professor of Law and Associate Director, Berkman Center for Internet and Society, Harvard Law School, Cambridge, MA
John Bentivoglio, Esq., Of Counsel, Arnold & Porter, and Former Special Counsel for Health Care Fraud and Chief Privacy Officer, Department of Justice, Washington, DC
Jeff Collmann, PhD, Associate Professor, ISIS Center, Department of Radiology Georgetown University Medical Center, and Telemedicine and Advanced Technology Research Center, US Army Medical Research and Materiel Command, Ft. Detrick, MD
Ted Cooper, MD, National Director of Security and Privacy, Kaiser Permanente, Oakland, CA
Donna Z. Eden, Esq., Senior Attorney, Office of the General Counsel, Department of Health and Human Services, Washington, DC
Bruce Merlin Fried, Esq., Partner, Shaw Pittman, and Former Director, Center For Health Plans and Providers, HCFA, Washington, DC
John D. Halamka, MD, Chief Information Officer, Care Group Health Care System and New England EDI Network, LLC, Boston, MA
Shannah Koss, HIPAA National Practice Executive, IBM Washington, DC
Linda Magno, Managing Director for Policy Development, American Hospital Association, Washington, DC
Toby Milgrom Levin, Esq., Team Leader, Internet Advertising, Federal Trade Commission, Washington, DC
Mark Meaney, PhD, Ethicist, St. Joseph Health System, Centers for Ethics in Health Care, Atlanta, GA
Patricia Monahan, Executive Director, Inter-Plan Processing, Blue Cross Blue Shield Association
Dean A. Rosen, Senior Vice President of Policy and General Counsel, Health Insurance Association of America, Washington, DC
Marc Rotenberg, Esq., Executive Director, Electronic Privacy Information Center, and Adjunct Professor, Georgetown University Law School, Washington, DC
Alan Yuspeh, JD, MBA, Senior Vice President, Ethics, Compliance and Corporate Responsibility, HCA – The Hospital Company, Nashville, TN

4:45 p.m. Adjournment
Continuing Education Credits

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Medical Education Collaborative and Health Care Conference Administrators, LLC. Medical Education Collaborative (MEC), a non-profit education organization, is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality and scientific integrity of this CME activity.

Medical Education Collaborative designates this educational activity for a maximum of 19 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

Medical Education Collaborative, Inc. is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. Medical Education Collaborative, Inc. has assigned 19 contact hours/1.9 CEUs of continuing pharmaceutical education credit. ACPE provider number: 815-999-00-075-L03

Participants will be required to sign in daily and complete an evaluation form for credit. Registration fee includes certificate, which will be mailed within six weeks after the meeting.

CNA (Nursing Credit) - This educational activity for 22.5 contact hours is provided by Medical Education Collaborative. Medical Education Collaborative is approved as a provider of continuing education in nursing by the Colorado Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation.

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ACHE - Medical Education Collaborative is authorized to award 19 hours of pre-approved Category I (non-ACHE) continuing education credit for this program toward advancement or re-certification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement or re-certification in ACHE.

ABA MCLE - Required sponsor documentation has been forwarded to and credit requested from most MCLE states with general requirements for all lawyers. We have requested a total of 19 CLE hours from most MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of $1.50 per credit hour directly to the PA CLE Board. Medical Education Collaborative and Health Care Conference Administrators, LLC. has assigned 19 contact hours/1.9 CEUs of continuing medical education credit. AMA-PRR credit. Apply for continuing education credit to the Association of Continuing Medical Education (ACME). To apply for ACME credit, submit a generic credit hour form with a copy of the brochure. Forms will be available on-site.

ACMPE - This program may qualify for continuing education credit in the American College of Medical Practice Executives (ACMPE). For more information, contact ACMPE at 215-463-7000 ext. 151 starting to two to three weeks prior to the program date.

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HCCB - This program has been approved for 18 HCCB continuing education credits for compliance certification.

HOTEL ACCOMMODATIONS

Special rates of $213 (plus tax) per single per night, and $238 (plus tax) per double per night, have been arranged for the HIPAA Summit. There are a limited number of rooms available at the special rate. Please make your reservations directly with the Grand Hyatt Hotel and mention the HIPAA Summit to receive the reduced rate. Reservations will be accepted until September 22, 2000. After that cut-off date, reservations will be accepted on a space-available basis only.

Grand Hyatt Hotel, 1000 H Street NW, Washington, DC 20001

Reservations: 202-582-1234

AIRLINE TRAVEL

Get there for less! The HIPAA Summit has selected Stellar Access, Inc. (SAI; formerly Conventions in America) as the official travel agency for this meeting. Call 1-800-929-4242 and ask for Group #551 to receive the following discounts or the lowest available fares on any other carrier:

- American Airlines and US Airways: Save 5-10% on the lowest applicable fares. Ask about applicable zone fares and discounts. All rules and restrictions apply. Travel between October 13 - 23, 2000.

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Email: conference.office@rmpinc.com

No registrations will be accepted by phone.

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Make payment by check (to Health Care Conference Administrators, LLC), MasterCard, Visa or American Express. A $20 fee will be charged on any returned checks. Purchase orders must be paid by the conference date or payments will be required by the individual on site.

Groups: Have registration and credit card information for each person. List all group members on FAX cover sheet.

TAX DEDUCTIBILITY

Expenses of training include; tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor.

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CANCELLATIONS/ SUBSTITUTIONS

No refunds will be given for “no-shows” or for cancellations. You may send a substitute; please call the Conference Office at 1-800-546-3750.

FOR FURTHER INFORMATION

Call 1-800-546-3750 or visit our website at www.hipasummit.org.
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Preconference Only $295
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TOTAL PAYMENT

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