

HIPAA Privacy & Security Workshop



University of Minnesota
Humphrey School of Public Affairs
301 19th Avenue South
Minneapolis, MN 55455



May 24, 2016
1:30 pm - 4:30 pm

CynergisTek's HIPAA Compliance Workshops are free, educational events led by seasoned industry leaders. These workshops are designed to educate healthcare privacy, security and compliance professionals on a variety of topics including:

- HIPAA challenges for both covered entities and business associates, including risk assessments and enforcement
- Information on compliance audits by OCR, CMS and OIG, including the lessons learned from previous findings
- Strategies for audit preparedness
- Security challenges and cybersecurity threats around the industry, as well as best practices to combat them
- Real-world examples of recent incidents and key takeaways from each

WHY YOU SHOULD ATTEND



OCR has begun its **random audit program**, and this time both covered entities and business associates will be selected.



Healthcare breaches are on the rise, and the average cost of a data breach is now over \$2.1 million, according to the Ponemon Institute.



Multiple government agencies are imposing **fines and penalties** on healthcare organizations through breach settlements and investigations of incidents.



New and emerging threats to healthcare security are an increasing concern to the industry and require proactive, not reactive, security measures.



Healthcare organizations are becoming **attractive targets**, due to the amount and value of data that is stored on their systems.



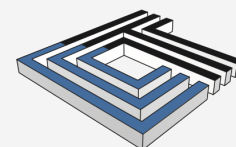
Attendees have the opportunity to submit a certificate of completion and agenda for **continuing education credits**.

AGENDA

- + HIPAA Updates
- + Enforcement Activities for Non-Compliance
- + Compliance Audit Outlook
- + Hot Issues for 2016
- + What's Changing
- + Top Threat Areas
- + The Impact to Healthcare
- + Q&A

WHO SHOULD ATTEND

- + Privacy Officers & Analysts
- + Security Officers & Analysts
- + Compliance Officers & Analysts
- + CIOs, CISOs & IT Directors
- + HIM Directors



CYNERGISTEK

Register Here: cynergistek.com/hipaa-workshop-minneapolis/

For more information, email allyson.townsend@cynergistek.com

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How Likely are You to Attend or Recommend Our Future Events?

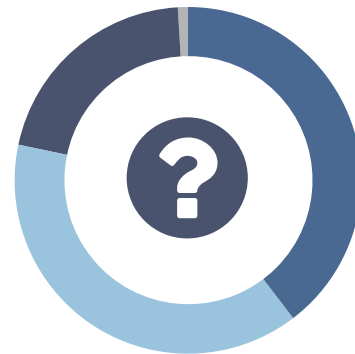
Attendees of regional events in 1H 2015



● Very Likely ● Maybe

Overall, did you find the workshop educational and learn more about HIPAA?

Attendees of regional events in 1H 2015



● Extremely educational ● Very educational, learned a lot
● Somewhat educational, learned some new info ● Not educational, did not learn anything new

WHAT PAST ATTENDEES HAVE SAID

“ I was happy to see that this was not just a sales pitch for a product, but truly an educational offering.
– Lisa, Senior Compliance Specialist HIPAA ”

“ I found the meeting very useful and informative.
– Barry, Chief Compliance & HIPAA Privacy Officer at Children's Hospital of Los Angeles ”

“ The presenter was very knowledgeable and provided numerous real-world examples for the more abstract concepts being discussed. Allowing questions to be asked during the presentation and discussion to occur enhanced the value because we could tie it back into issues we are currently facing.
– Anonymous, Director of Health Information Management and Privacy Officer ”

“ I appreciate an organization that is willing to share information for free. Those that have little to give keep what little they have close. However when you are willing to share for free, there is more to be had and they are truly at the top of their field.
– P. Smith, Speciality Hospital of Washington at Capitol Hill ”

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