



# Entering the World Of Privacy ... An Employer's Guide to Privacy Compliance

## Featuring HIPAA's Medical Records Privacy and Related State Laws

All health plan sponsors & providers must elect a privacy officer and each member of the privacy team is required under HIPAA regulations to receive privacy training. Updated for HITECH and ARRA's Changes to HIPAA Privacy & Security, and Final Regulations (effective 9-23-13). HHS has begun Phase Two of HIPAA Privacy & Security Desk Audits! Be prepared! Space is limited. Take advantage of early-bird rates – Register By March 20, 2017!

### Are You Ready for Privacy Laws???

Federal Privacy Laws include HIPAA's Medical Records Privacy and Gramm-Leach Bliley Act. State laws and regulations include the Insurance Information and Privacy Protection Act, California Department of Insurance's Regulations, Confidentiality of Medical Information Act, Confidentiality of Social Security Numbers, and a number of other acts and regulations that will play a substantial role in your human resources and managerial decision-making processes. Now, updated for HITECH, created out of the American Recovery & Reinvestment Act of 2009 and Final Regulations 2013! The changes are extensive! Even if you've been trained before, you need this new information and updated training! We will help prepare you for the new Phase 2 HIPAA Privacy & Security Desk Audits –No time to wait! Get ready now!

**HIPAA Medical Records Privacy, a comprehensive federal law with many employer requirements, is effective as early as April, 2003, ARRA/HITECH 2009, Final Regs Effective 2013. Have you taken the steps necessary to comply? Privacy training required by HIPAA – see 45 CFR Sec. 164.530(a)(1)(i). \* Learn your level of compliance responsibilities!**

Hear an informative presentation with a top HIPAA compliance consultant that will bring to you the tools necessary for privacy compliance. **Are you privacy compliant? If the answer is not an emphatic YES!, we urge you to attend this important day-long seminar!** \*Note: The Privacy Rule does not require attendance at any specific seminars. We offer a convenient vehicle to fulfill training requirements through public seminars.

### Full-Day of HIPAA Privacy & Security Training!

Thursday, April 20, Orange County  
Thursday, May 18, Los Angeles

Advanced Benefit Consulting & Insurance Services, Inc. is a leading HIPAA compliance and employee benefits consulting firm, with offices in Orange County and San Bernardino County. Its president, Dorothy M. Cociu, RHU, REBC, GBA, RPA is a highly respected national speaker on health benefits issues, including HIPAA compliance and other regulatory matters. Advanced Benefit Consulting has been offering employer seminars for over 14 years, and has implemented hundreds of employer and provider privacy programs, including policies and procedures.

Clients of Advanced Benefit Consulting include self-insured and fully insured employers, mental health and behavioral providers, third party administrators, managed care organizations, general agencies, and the United States Department of Labor.

Special guest technology experts will also be part of the training faculty.

*A comprehensive attendee notebook with seminar handouts and Action Plans will be provided to all attendees, along with a Certificate of Completion of Privacy Training.*

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Space is Limited, So Make Your  
Reservation Today!

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For CEO's/CFO's, HR  
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and Risk Professionals You Can't  
Afford To Miss!

Register on-line at  
[www.advancedbenefitconsulting.com](http://www.advancedbenefitconsulting.com)  
or use the registration form on page 2.

To Reserve Your  
Space, Fax This  
Form Today to  
(714) 693-9768 or  
register online.

For Questions or  
Seminar  
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Please Call  
Toll-Free  
(866) 658-3835 x2.



*We are proud to present*  
**Entering the World of Privacy Seminar**  
**Real Reasons to Attend:**

**Dorothy M. Cociu, RHU, REBC, GBA, RPA**  
**President, Advanced Benefit Consulting & Insurance Services, Inc.** Dorothy M. Cociu has 26 years experience in the sales and administration of employee benefit programs. She is the author of The ABC's of HIPAA Compliance: An Employer's Simplified Administrative Guide to HIPAA Compliance, published October, 2000. She won a National Legislative Achievement Award from the National Association of Health Underwriters (NAHU) for her work in Legislative Communications to employers and the industry, and her work in HIPAA education in 2001. Dorothy began her administrative experience in the Taft-Hartley marketplace in 1984, then moved to self funded administration after three years. Dorothy left the TPA field in 1995 to develop Advanced Benefit Consulting, a benefits and third party administration consulting firm specializing in self funded health plans and their administration. Her clients include fully insured and self-insured employers, third party administrators, excess loss carriers, general agencies, health care providers and the U.S. Department of Labor. Ms. Cociu has had over 40 articles published on topics such as HIPAA Privacy, ERISA, Self Insurance, COBRA, Federal and State Health Care Reform, and Managed Care Reform. She has also been interviewed and quoted as an industry expert on HIPAA by Business Insurance and on self-funding by Business Week. She has consulted on a number of privacy audits, and has been successful in reducing and eliminating penalties.

Dorothy has spoken on a national basis for over 18 years and has been an instructor for the Certified Employee Benefit Specialist Program of the Wharton School of Business, administered locally by the Insurance Educational Association, since 1994. She was asked to head up a national HIPAA educational program for employers by the National Association of Health Underwriters, as directed by the US Department of Labor and The Department of Health and Human Services in 2004.

**Enforcement and Penalties Increased Under ARRA!**  
 \* State Attorney General to Enforce HIPAA an Other Enforcement Provisions.  
 \* Includes the recovery of attorney fees.  
 \* *Penalties for violations increased through a tiered structure... Up to \$1.5 million in penalties!*

**Other Reasons Include:**  
 \* **Be prepared for the latest round of 2016 Phase 2 HIPAA 2016 Desk Audits!**  
 \* Business Associates now subject *directly* to certain requirements under HIPAA Privacy and Security  
 \* Business Associates Agreements will require amendments!  
 \* Extensive Breach Notification Requirements, including timelines for notifications, new definitions, and requirements for notifications!  
 \* New Safe Harbor Rules.  
 \* Accounting for Disclosure Requirements expanded – increasing administrative burdens to covered entities!  
 \* New Minimum Necessary Definitions and protocols.  
 \* New Policies and Procedures are needed.  
 \* **Technology Upgrades Required for most firms!**

**Special Early Bird Registration Fees Expire March 20, 2017!**  
**Additional Registrations From Your Firm Discounted!**  
**Registration and Continental Breakfast Begins 8:30 a.m. Program 9:00 a.m. to 4 p.m. Lunch Included.**  
**Register online at:**  
[www.advancedbenefitconsulting.com](http://www.advancedbenefitconsulting.com)

**PAYMENT OPTIONS**

Check enclosed. **Make Check Payable to:** *Advanced Benefit Consulting* and Mail to: Seminar Reservations, Advanced Benefit Consulting, P.O. Box 6677, Fullerton, CA 92834-6677.

Bill my credit card. FAX this form to (714) 693-9768.

American Express No. \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
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**Address:** \_\_\_\_\_  
**City, State & Zip:** \_\_\_\_\_  
**Email Address(s):** \_\_\_\_\_  
**Additional attendees from same firm:** \_\_\_\_\_  
 \_\_\_\_\_

**REGISTRATION FORM**

**YES! I want to attend:**

Thursday, April 20, 2017, Holiday Inn Orange County Airport, 2726 S. Grand Ave., Santa Ana, CA (55 & Dyer Rd)

Thursday, May 18, 2017, 5777 W. Century Blvd, Los Angeles, CA

**SEMINAR REGISTRATION FEES**

*Early Bird registration postmarked or online by March 20th: Privacy Program includes breakfast and lunch \$129; Registrations postmarked or online after March 20th: Privacy Program includes breakfast and lunch \$149; each additional attendee from same firm \$119.*

*Register by mail, fax, or online at*  
[www.advancedbenefitconsulting.com](http://www.advancedbenefitconsulting.com).  
 Discount Code: \_\_\_\_\_ (good thru 4/1/17)

**With Special Guest Technology Consultants** **Aditi Group**