

Health Information Link

Volume 51 Issue 4

Winter 2003

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PRIVACY and THE SPOKEN WORD

by Marge Gehrke, RHIA

Remember the last time you walked into your bank to do business. All you had to do is walk in, cash your check and be on your way. Your expectation that the bank teller's treat your financial information as private is taken for granted. Well not today. As you stand in line you clearly overhear one of the other tellers discussing your neighbor John Doe's foreclosure. On the other side, another teller is loudly discussing Susie Smith's bounced check issue. Now as you are being waited on, the teller indicates that you are not in the computer and thus do not have an account at this bank. Although your data is eventually found, your good impression of this bank's ability to safeguard information is less than favorable.

Although the above is a financial scenario is fictitious how would you feel if this happened to you regarding *your private medical* information? Is it possible that a patient can clearly overhear healthcare professionals discussing the private medical needs of another? Sadly as healthcare professionals, the answer to this second question appears more likely. On the same note, how would you respond if your bank behaved in the above manner. Most of us (including me) would consider changing banks. Although the above bank did not intentionally breach information the realization that misuse can and does easily occur needs to be at the forefront of both financial and healthcare institutions.

As healthcare professionals we do not intentionally breach patient information by discussing it in the cafeteria or in earshot of others – but it happens. We may be quick to point out breeches that others may have done – but not those of our own. The ability to find fault in others is an easy task. Finding fault in one self though can be a challenge. The popular cartoon character Pogo once said, "We have

found the enemy – and he is us". Many things can be derived from this quote. One thing I would like to emphasize is that we need to realize our own actions rather those of others may be at fault. Although, you cannot control the actions of others, you can set a positive example. First, by making strides in personally managing your ability to manage patient information and second, by educating others.

Ask yourself: *Am I discussing patient information in earshot of others?* Do I discuss patient information at the cafeteria, hallways, elevators, front counters or local establishments? Can you envision your bank teller doing the same? Realize we can make mistakes, but more importantly we can learn from them as well. Remember! With HIPAA there is a price tag for mistakes. Criminal penalties may be applied to a person who knowingly discloses individually identifiable health information to another person. Also, the Centers for Medicare & Medicaid Services (CMS) published a new complaint form titled "HIPAA Electronic Health Care Transactions and Code Sets Complaint Submission Form" for those that wish to file a complaint about healthcare entities covered under HIPAA and not complying with it rules. This complaint form does not include complaints regarding the privacy rule. But, the CMS Web site does allow online complaint filing, or the user can download a paper form and submit it to CMS. The forms are available at <http://cms.hhs.gov/hipaa/hipaa2/support/correspondence/complaint/securitychoice.asp>.

As we continue to approach the implementation deadline of the HIPAA privacy rule it is important to remember that it applies to health information in all forms; electronic, written and oral. Staff education and training is crucial in order to comply with all aspects of the HIPAA

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About WHIMA

The Wisconsin Health Information Management Association [WHIMA] is a component state association of the American Health Information Management Association [AHIMA]. WHIMA is the leadership organization and premier resource for the management of health records in Wisconsin. WHIMA has regional associations and more than 1200 members working in hospitals, physician practice groups, nursing homes, vendor organizations, consulting firms, and government agencies.

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From the Editor**Hello and Happy Winter!**

I cannot believe it is January already, all the new year resolutions have been made and we are in the middle of winter. Or are we? It is 55 marvelous degrees (sorry to all you snow lovers) as I am writing this.

In this issue you will find more on HIPAA, something for your tool box to assist with the educational piece of HIPAA. I hope you find it beneficial. Also, included are updates from the annual conference team and nominating committee, legislative news, the president's message. Enjoy!

Oh! I almost forgot, my new years resolution -- to remind myself to take time for tea. A "work break", which I am sure, I'm not the only one who seldom takes one....I encourage all of you to join me in a "Meditation for the Work Day", a piece I wanted to share with you from a book I read, titled "Taking Time for Tea" by Diana Rosen.

Prepare yourself a steaming cup of tea

Close your eyes.....

Think of all that you have to be grateful for;

Remember all your past accomplishments;

Think of those you love;

*Sip your warm refreshing tea, let the warmth comfort you
and be still.... relax....*

Open your eyes....

*You will discover you can continue your day alert and
ready to tackle anything because you have just enjoyed
10 minutes of respite with the blessing of a cup of tea.*

Stay warm and don't forget to vote.

Vicky Wolf, RHIT, CPHQ

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President's Message

By Marilyn Toninato, RHIA

*And now let us welcome the New Year
Full of things that have never been.*

-Rainer Maria Rilke

January is a month of new beginnings and reflecting on the past. The temperature drops (it is -30 with the wind chill as I write this!) and outside nature seems to be still and at peace. It is a good month to dream, look forward to the year ahead and the journey within each of us.

It is the midpoint of our WHIMA year, and so also a good time to review what has been accomplished and start thinking about the 2003-4 year ahead.

Accomplishments-to Date

Education and Professional Growth: The 2003 Annual Conference Team has been organized and on track to provide us with quality educational sessions in LaCrosse. The Spirit Team is working hard to recognize the many volunteer contributions at this meeting. The Fall Conference Team is in the midst of planning for the meeting in Oconomowoc at the Olympia Resort and Conference Center, September 11-12th. An Outpatient Coding Workshop was held in early December. A Release of Information Workshop is being planned for March. WHIMA will host one of AHIMA's Privacy and Security Seminars in Madison during the month of June.

Member Services: As you know, the Link is now provided in only electronic format. Is this working for you as a member? The HIPAA Task Force, Legal Resource Manual, and WHIMA HIPAA COW representatives have been diligently working to coordinate efforts in light of the HIPAA Privacy and Security Regulations. A HIPAA preemption grid will be available in late January. Our web site is being revised. Have you visited it lately? It's got some new looks to it. The Payer's Guide Team will soon have their own web page. More and more Wisconsin information is being placed on the Wisconsin Community of Practice. You can access this through AHIMA's Communities of Practice. Check out the latest Payer Guide resources from our Payer's Guide Team. There's also been some good discussion threads on various topics important to Wisconsin members. We are again offering student scholarships. We are in need of corporate, personal, or silent auction donations for our student scholarship program. Please contact Lucia Francis or the Executive Office for more information or to make a donation. Students are our future!

Building and Marketing the Profession: Our ballot is complete! Look for information forthcoming on our first electronic vote in Wisconsin! We have acquired a new corporate member – the Wisconsin Chapter of the Healthcare Financial Management Association. This was accomplished by WHIMA making a contact and offer to develop a collaborative relationship with them. We hope this is one of several more Wisconsin associations that we will work with. Several payers will be joining our



Payer's Guide Team

Legislative Policy: Chrisann Lemery is our CSA Advocacy Liaison with AHIMA. The Payer's Guide activities were mentioned above under member services. The Policy and Legislative Team and several task forces are keeping their fingers on the pulse of Wisconsin law.

Wisconsin law.

Local Participation: There are still plans to pilot a regional community of practice. Our goal for this area was to investigate promoting WHIMA and the profession at the geographic, role, or facility level. We welcome ideas from the membership re: this key result area.

Finally, your five Wisconsin delegates participated in another AHIMA electronic vote. The New Jersey delegation proposed an amendment to the recently passed student bylaw change to allow students enrolled in an AHIMA accredited or approved program, including those pending accreditation/approval to be eligible for student membership. The New Jersey amendment proposed that a certificate program developed and offered by an accredited/approved program be eligible for student membership. This would mean that any certificate program, whether approved or not by AHIMA, that was developed and offered through an AHIMA accredited/approved program would be eligible for student membership. There was again much discussion on the State Leadership/HOD Community of Practice. Delegates voiced the opinion that it would be beneficial to get others into the "fold", offer our resources, and hopefully get these students to become credentialed and become members of AHIMA. However, the financial and administrative impact to AHIMA needs more research. Others also felt it to be a disincentive for programs to seek coding accreditation approval, particularly when AHIMA's coding accreditation program is in its infancy. Wisconsin delegates decided to do a split vote after seeking input from educators and others and following the discussions by all AHIMA delegates. The proposed amendment was defeated. Only 111 of the required 128 votes to pass the amendment were received from the delegates.

Looking Ahead

The areas listed in bold above are the five strategic areas (or key result areas) WHIMA identified in their 2002-3 plan. We will be holding our 2003-4 Strategic Planning Session on February 21st. A facilitator will be assisting the Board, team leaders, and several other WHIMA leaders set our association direction for the next year. Prior to this meeting, board members will be surveying a sample of WHIMA members around the state for feedback. We need to know what's working, what's not, and ideas to take our association into the future. Please call any one of the board members and let them know your thoughts! AHIMA will be completing their strategic planning soon. Jill Dennis-Callahan, our AHIMA liaison, will be providing us information on national initia-

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Legislative News!

WHIMA is still waiting to hear from the State concerning the issue of copy fees. Last August Governor McCallum signed into law language requiring the Department of Health and Family Services (DHFS) to promulgate a rule to prescribe uniform copy fees based on approximation of actual costs. The DHFS is expected to form an advisory committee to assist in the writing of this rule in the next few months. Chrisann Lemery, RHIA, has agreed to represent WHIMA on the advisory committee. The individual working on this project at the State level was a McCallum appointee; as a result, everything is on hold until the new DHFS Secretary hires new staff.

In November WHIMA learned a bill may be introduced to the Legislature by the Identify Theft Task Force. This piece of legislation contains a requirement that businesses that manage personal information notify the "owners" of that information if the business is aware of the unauthorized use of that information. This could have a significant impact on health care facilities from a medical record and human resources perspective. WHIMA will be working with the Wisconsin Hospital Association to determine the best approach to this issue.

A number of bills concerning various privacy issues were introduced last year and this trend is expected to continue. With a Republican majority in the State Legislature bills may move through the legislature rapidly. It will be critical for WHIMA to respond promptly to issues having the potential to impact health information practice.

The Bureau of Health Information released the new version of the Patient Data Editor in early November. Hospi-

tals have been asked to complete edits on first and second quarter only at this time. The BHI will be contacting facilities when they are ready to begin work on third quarter data.

The internet is a good place to find information on industry-related legislation and regulations. Some web sites to bookmark include:

Bureau of Health Information: www.bhci.state.wi.us

State Legislature information (including Wisconsin State Statutes): www.legis.state.wi.us

Wisconsin State Medical Society:
<http://www.wismed.org>

Wisconsin Health and Hospital Association:
<http://www.wha.org>

Wisconsin Department of Regulations and Licensing:
<http://badger.state.wi.us/agencies/drl>

Skilled Nursing Facility Prospective Payment System – Refinements and Consolidated Billing Quick Reference Guide:
<http://www.hcfa.gov/medlearn/refsnf.htm>

The Office of the Inspector General (OIG):
<http://oig.hhs.gov/publications/workplan.html> The OIG's Work Plan for 2003 should be available soon on the DHHS web site. This site lists the areas the OIG is targeting for review in the coming year.

Federal Register 2002 Daily Index:
http://www.access.gpo.gov/su_docs/fedreg/frcont02.html

JCAHO:
http://www.jcaho.org/standard/stds2002_idx.html
Lists standard revisions for 2002, including long term care and home health care.

Bureau of Quality Assurance (BQA memos):
www.dhfs.state.wi.us

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Nominating Committee Activities Underway for the 2003-2004 WHIMA Election

Nancy Davis, RHIA



The Nominating Committee has been diligently working with WHIMA members to create a ballot for 2003-2004. Response has been very positive, and we are excited not only for the members who have submitted their names, but for the entire membership who will benefit from this influx of new talent. This year the Nominating Committee will work to fill the positions of President-Elect (1), Directors (2), and Nominating Team Members (3).

The ballot will be posted to the WHIMA Web-site along with the candidate profiles. Be sure to download your ballot, complete, and submit by the deadline. As before, you will have the opportunity to either FAX back the ballot or submit through the mail. We strongly encourage membership involvement. Be prepared for multiple reminders to vote. We very much want to increase member voting participation. The candidates that you choose will lead us in meeting our challenges - old and new. This

past year the WHIMA Board of Directors has not only served the membership, they have provided invaluable resources in supporting other endeavors with other professional health care organizations. WHIMA has really gained recognition as the health care world focuses on privacy and HIPAA implementation. One example of how the WHIMA BOD and other WHIMA members have served and promoted the membership has been involvement with the HIPAA Collaborative of Wisconsin (HIPAA COW). This diverse organization of providers, payers, legal and consulting firms, as well as other mixed professions, has come to rely on the expertise of WHIMA.

Please continue to support WHIMA efforts by reviewing the information that has been gathered for the ballot and voting in a prompt manner. ♦

(Continued from page 3)

tives. With the feedback from members, AHIMA, and the brainstorming that will take place at this session, the incoming Board of Directors will then prioritize and develop the 2003-4 WHIMA Strategic Plan. This drives the teams, activities, and budget for your association.

I'll close with a quote that caught my eye - appropriate for someone like me that comes from a hockey-loving family. It's also a concise statement to ponder as we consider our WHIMA future. The quote is from Wayne Gretzky who states, *"It's not where the puck is that counts. It's where the puck will be."*

I've summarized the WHIMA accomplishments up to this point. I believe we'll accomplish most of what we set out to do this year. Our challenge for the coming year is, where do we want to be? ♦



Is Your Membership Profile Current?

Is your member profile up to date? AHIMA retains a profile on each member that stores contact information, credentials, and other information. The Update Profile icon lets you update information in your member profile directly—ensuring we have the most accurate information about you. This profile is also used in the Communities of Practice, so other members can identify you as an individual they'd like to work with or get to know.

Work setting, demographics, job functions, and areas of interest are accessible through the search criteria of the Member Search function. Other information, including education, salary, street addresses, and other contact information, remains private and only viewable by you.

You can change your password and pay your AHIMA membership dues directly online through the Web site at:

<http://www.ahima.org>.

Monthly WHIMA updates our membership directory from the AHIMA database. Help us by keeping your profile current! ♦



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“Celebrating Our Treasures”

WHIMA Annual Leadership Recognition Awards
By Sue Griswold, RHIT

So you're having a bad day again. Nothing is going right and you just can't find the information you need. If you're like me you have those special go to people that you call or email. What a life-saver they can be! Take a minute and think of the great contacts you have within WHIMA or at a company with which you

work. What better way to thank that special person than to nominate them for one of our awards. The 5 categories are: Distinguished Member, Distinguished Service, Motivator, Educator, and Rising Star. Explanations of each and the nomination forms are available on the WHIMA website under Service

and Publications. Just click on Awards Information and you will find everything you need. Don't let another year go by without recognizing your special person. ♦

The deadline for nominations is March 15th.

(Continued from page 1)

privacy rule. All current staff need to be trained along with new hires. Orientation is the best time to educate new hires and retraining could take place periodically at the time of performance evaluations. Are you up for the challenge, as the protector of health information, in assisting Human Resources in educating staff on maintaining the confidentiality of protected health information? By taking personal ownership of our profession, safeguarding patient information, we continue to build trust with our patients and build ourselves into better professionals. ♦

Marge Gehrke, RHIA is Director of HIM at Baldwin Area Medical Center, Baldwin, WI

Release of Healthcare Information Representative

SOURCECORP, one of the largest medical record information retrieval companies in the United States, has an opening for an experienced, results-oriented, sales professional in our release of information division.

Primary responsibilities include soliciting new sales in the release of information area and secondary responsibilities may include servicing existing accounts in order to expand our sales opportunities.

The ideal candidate will maintain a working knowledge of Microsoft Word & Excel, Salesforce.com (contact management software) and the Internet (including e-mail) as they pertain to sales activities. Candidates should demonstrate exceptional written and oral communication skills, and demonstrate the ability to develop accounts within the hospital and clinic market.

Qualifications should include an undergraduate degree, 3-5 years of verifiable experience in sales of a service related product, or equivalent work experience. SOURCECORP provides document management services to clients throughout the United States. Our core competencies include mailroom processing, data entry and imaging services, release of information services within healthcare facilities, and data and document repository services.

If you are interested in this position, please forward a resume to SOURCECORP/IMC, 1030 Ontario Road, Green Bay, WI 54311, ATTN: Terleen Bruehl, or by fax at (920) 406-3700.

“Sail the High Seas: Discover the Treasures in Health Information Management”

By Marianne Baumgarten, RHIT

2003 Annual Conference April 30, May 1-2, 2003

This year's 68th annual WHIMA spring conference will be held at the Radisson and LaCrosse Convention Center in LaCrosse, Wisconsin. The theme for the conference is “Sail the High Seas: Discover the Treasures in Health Information Management”. One of our general session leaders will be Bill Ester. He will be speaking on “Ignite Your Passions/Achieve Your Dreams”. We will be having three different tracks to include “Navigating the Seas”, “Islands of Discovery” and “Pirates Challenge”. The conference will also include workshops on The Documentation Journey Across the Continuum, Best Practice Cod-

ing for ER, Exploding the Myths of Traditional Transcription Practices, and HIPAA Privacy and Security Regulations. Enjoy Black & White & Red All Over, a women's comedy review, and end the conference with the closing general session, “Lock Yourself in the Bathroom and Laugh, by Jan Struck. Mark your calendars and be prepared to learn something new, share experiences with your peers, and just plain have fun.



Calendar of Events

2003

February

February 20, 2003

WHIMA Board of Directors Meeting

February 21, 2003

WHIMA Strategic Planning Session

By Invitation Only

For more information, call Cathy Hansen at 715-483-0409



April

April 30 and May 1 and 2, 2003

WHIMA Annual Conference

"Sail the High Seas: Discover the Treasures in Health Information Management"

Radisson Hotel and La Crosse Convention Center, La Crosse, WI

For more information, call Joan Campbell at 608-787-0168

May

May 2, 2002

WHIMA Board of Directors Meeting

June

June 20, 2003

WHIMA Board of Directors Meeting and Leadership Orientation

September

September 11 and 12, 2003

WHIMA Fall Conference

Olympia Resort & Conference Center
Oconomowoc, WI

For more information, call Joan Campbell at 608-787-0168

2004

October

October 9-14, 2004

14th International Health Records Congress

"Sharing Solutions in the Global Community"

Washington, DC

For details see ifhrocongress@ahima.org



HIM Marketplace

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