

WHAT: **HEALTH PLAN UNIVERSITY**
What You Don't Know About Your Health Plan Can Hurt You
Getting Ready For April 14, 2004 HIPAA Privacy Compliance Deadline
and More

WHEN: **February 25, 2004**
8:00 a.m. – 11:30 a.m.

WHERE: **Fairmont Hotel**

COST: **\$75.00**

By April 14, 2004, virtually all employer sponsored health plans must be in compliance with tough new health plan privacy rules and other requirements enacted as part of the Health Insurance Portability and Accountability Act (HIPAA). Businesses that fail to respond promptly to these new rules risk exposing their health plans, their fiduciaries, and in some cases even the sponsoring business to civil and even criminal liability.

The new HIPAA exposures add to the ever heightening risks and responsibilities inherent in the sponsorship and administration of an employer sponsored health plan. Health plans and the employers, officers, employees and vendors involved in health plan design or administration increasingly are targets of plaintiffs and government regulators. Soaring health plan costs and a deluge of new health plan regulations and court decisions create challenges for health plan sponsors and administrators in maintaining up-to-date health plan documents and practices. The necessity to update health plans to comply with new privacy, electronic data transaction, security, claims and appeals administration, tax and other judicial and regulatory guidance and a heightening emphasis on enforcement promise means expanding legal exposure in 2004. Meanwhile, plan sponsors increasingly are looking to the new federal Health Savings Account and other consumer directed health plan options to help control health plan costs. Managing health plan costs and liabilities in this perilous legal environment requires a clear understanding of the rules and obligations, and their associated risks and opportunities. Most importantly, health plans, their sponsors and others involved in their administration and design need practical strategies for responding to these requirements and risks.

Cynthia Marcotte Stamer, a partner with Epstein Becker Green Wickliff & Hall, P.C., will present a practical workshop designed to help you understand and meet your health plan risks and responsibilities. During the workshop, Ms. Stamer will:

- Help you understand when you, your company, and its officers, directors, employees and vendors may incur fiduciary or other liability arising from your company's health plan and strategies to manage these liabilities
- Discuss the most significant federal statutory and regulatory mandates commonly affecting the design and administration of most employer-sponsored health plans, and provide tips for coping with their new responsibilities and liabilities
- Explore new health plan design opportunities under newly released Health Savings Account, cafeteria plan, and other rules
- Provide a workbook with sample compliance assessment tools to help you evaluate your existing health plan documents and practices for compliance with HIPAA's new privacy requirements and other health plan requirements
- Explore practical strategies for complying with new HIPAA privacy, electronic data interchange and security standards
- Update you about the latest regulatory, enforcement and litigation developments, and
- Provide practical tips about how to evaluate existing and proposed health plan documents, health plan vendor agreements, privacy notices, and related health plan procedures to assess your privacy and other legal risks
- Respond to audience questions

Cynthia Marcotte Stamer is nationally recognized for her work, publications and knowledge about health plan matters. Ms. Stamer is the Vice Chair of the American Bar Association Real Property & Probate Section's Welfare Benefits Committee, former president of the Alliance for Health Care Excellence, a member of the State and Dallas Boards of Directors of the Texas Association of Business, immediate past chair of the Dallas Bar Association Employee Benefits and Executive Compensation Section and serves in a host of other leadership positions. Board Certified in Labor and Employment Law, Ms. Stamer regularly advises employers, fiduciaries, insurers, and others about strategies for reducing employee benefit, employment and other liability exposures and achieving business objectives as a partner with the law firm of Epstein Becker Green Wickliff & Hall, P.C.

Registration fee includes attendance at the workshop and one copy of workshop workbook. **To register in advance, complete and return the accompanying registration form along with your registration fee to: Epstein Becker Green Wickliff & Hall, P.C., 500 North Akard Street, Suite 2700, Dallas Texas 75201, Telephone: (214) 397-3400, Fax: (214) 397-4300. Space is limited. Participation will be granted to advance registrants. Individuals registering at the door will be accommodated on a space available basis after accommodation of paid advance registrants. No refunds will be provided for cancellations received after February 23, 2004.**



Health Plan University
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Registration Form

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Please register me for the Health Plan University workshop on February 25, 2004. My check or money order made payable to "Epstein Becker Green Wickliff & Hall, P.C. is: (check applicable): enclosed or will be presented at registration.

Registrant Name: _____

Title: _____

Company Name: _____

Street Address: _____

City, State, Zip Code: _____

Telephone: _____

E-mail: _____

Epstein Becker Green Wickliff & Hall, P.C. will provide reasonable accommodation to individuals with disabilities. To request accommodation of a disability or for other information, please call Judy at (214) 297-4300.