

Live Webinar on

Fundraising Under HIPAA: What You Need to Know, What You Need to Do

Date: Tuesday, November 15, 2016

Time: 10:00 AM PDT | 01:00 PM EDT

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Duration: 60 Minutes

Location: [Online](#)

Instructor: Joel Simon

Overview:

In 2013, The US Department of Health and Human Services made major changes to rules implementing The Health Insurance and Portability Act of 1996 (HIPAA) and Health Information Technology for Economic and Clinical Health Act of 2003 (HITECH). Among the many areas impacted by these rules (billing, marketing, research, IT security, etc.) is fund raising. The amendments significantly modify the methods and practice that hospitals, their institutionally related foundations, and other healthcare charities may or must employ when using ANY patient or client information for fund raising.

The webinar will cover how to effectively implement the fund raising regulations in a manner that increases both opportunities for philanthropic support and compliant implementation of the new mandates.

The rules include specific operational requirements, some of which prohibit protocols that were required under the original HIPAA regulations.

The "magic words" mandated by HIPAA-related regulations changed in multiple areas. The webinar will cover all of these areas to ensure your organization is both legally compliant and operationally effective.

The types of information that may be used for fund raising changed significantly. This presents numerous substantial fund raising opportunities, as well as challenges on the use and storage of such information.

Areas covered in the session:

- 1 New types PHI that may be used for fund raising
- 1 New requirements for Notice of Privacy Practices
- 1 New requirements for protocols to allow patients to opt-out of using their PHI for fund raising

Who Will Benefit:

- 1 CDO and Other Development Staff
- 1 CDO and IT Compliance Staff
- 1 General Counsel and General Compliance Staff
- 1 Physician Leaders (CMO, Department Chiefs, Division Heads)
- 1 CNO and Clinical Leaders
- 1 Administrative Department Heads

About Speaker

Joel Simon

Senior Consultant & Director, HIPAA Compliance, The Gobel Group

Joel Simon is one of the nation's leading experts on the fund raising aspects of HIPAA. Joel has been a member of the Maryland bar for more than 25 years, and his professional experience includes work as the assistant in-house counsel at a community teaching hospital. Joel is an editor of "Fundraising Under HIPAA" ... [more](#)

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It would be really nice if you can circulate this mail to all your deserving colleagues who can immensely benefit from this program.

For more information, please contact the [event coordinator](#). We look forward to seeing you at the webinar.

Best regards,
Event-coordinator
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