



SOUTHERN CALIFORNIA

Health Care Summit

October 29, 2009 ★ 9am - 3pm ★ Ontario Convention Center



LOMA LINDA UNIVERSITY
School of Public Health



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Patient Privacy Can Be Maintained in a New Era of Health Information Technology

Southern California Health Care Summit and URAC Will Address Privacy Requirements as Health Care Professionals Move Towards Electronic Medical Records

Riverside, CA and Washington, DC - (September 15, 2009) - The advancement of health information technology has great promise for improving efficiencies and quality.

The key issue at hand is assuring patient privacy with greater access to patient information.

As a featured speaker at the Southern California Health Care Summit on October 29, 2009, at the Ontario Convention Center in Ontario, CA, Christine G. Leyden, RN, MSN, SVP & Chief Accreditation Officer of URAC will lead a discussion on how to implement technology and promote the protection of consumer health information.

"It is essential that health information exchanges designed for improving the health care system assure patients that they are indeed consumers who can safely navigate the health care system in a secure environment," said Ms. Leyden.

The Summit is a forum for addressing the multifaceted challenges of providing quality health care and will bring together industry leaders, as well as academic, political and business stakeholders from throughout Southern California and across the nation.

"Improvements to Health Information Technology (HIT) such as personal health records, interactive health websites and electronic medical records hold great promise for increasing efficiency and improving continuity of care across multiple health care and managed care providers," Ms. Leyden said. "However it is important that as the industry embraces these new technologies, that we understand the compliance challenges with the Health Insurance Portability and Accountability Act (HIPAA), the American Recovery and Reinvestment Act, and the HITECH Act."

As Chief Accreditation Officer and Senior Vice President, General Manager of Client Services for the accreditation firm URAC, Ms. Leyden brings more than 15 years of managed care expertise and a broad view of challenges across the health care continuum.

URAC, a sponsor of this year's Health Care Summit, is the leading health care accreditation and education organization, providing independent review of managed care organizations. The URAC accreditation for HIPAA privacy and HIPAA security evaluate more than 16 areas that need to be addressed when looking at HIPAA compliance including Workforce Training, Rights of Individuals, and Special Requirements for Group Health Plans.

Additional speakers at this year's Summit include Dr. Marion Ball, Ed.D., one of the nation's foremost authorities in informatics and health information technology; Jeanine Martin, U.S. Health Industry Strategist for the Healthcare & Life Sciences division of Microsoft Corp.; Herb Schultz, Senior Advisor to Governor Schwarzenegger; John Bardis, Chairman, MedAssets; Helga Rippen, former Chief Health Information Officer, Hospital Corporation of America; Duane Dauner, President and Chief Executive Officer, California Hospital Association; Dr. Scotty Bolding Chairman and CEO, US Health Record, Inc.; Mia Arias, Senior Project Coordinator, National Health Foundation; John Clymer, Chief Development Officer, Alliance to Make US Healthiest; John Casillas, Founder, Medical Banking Project; Dr. Dev GenaDav President, California Medical Association Medical Director, Arrowhead Regional Medical Center, and many more.

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Christine G. Leyden, RN, MSN
Chief Accreditation Officer,
URAC

About the Summit: [Southern California Health Care Summit](#) is produced and coordinated by [TMG Communications Inc.](#), a Riverside-based strategic communications firm serving all of Southern California's public affairs and public relations needs. For more information please contact (951) 275-5800 or visit [tmgonline.com](#).

About URAC: [URAC](#), an independent, nonprofit organization, is well-known as a leader in promoting health care quality through its accreditation, education and measurement programs. URAC offers a wide range of quality benchmarking programs and services that keep pace with the rapid changes in the health care system, and provide a symbol of excellence for organizations to validate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in establishing meaningful quality measures for the entire health care industry. For more information, visit [urac.org](#).