



You're Invited To
***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 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. HHS has begun a pilot program of HIPAA Privacy & Security Audits – Launching in 2012! Take advantage of lower pricing for 2012 and be ready! Space is *extremely limited!*

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 Proposed 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! 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 upcoming HIPAA Privacy & Security Audits – to be launched in 2012! No time to wait! Get ready now!

HIPAA Medical Records Privacy, a comprehensive federal law with many employer requirements, is effective as early as 4-13-03 (compliance date for large health plans, as defined by IRS; small health plans effective 4-13-04). 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!***

**Centrally Located Southern
California Seminars For Your
Convenience**

***Space is Limited, So Make Your
Reservation Today!***

**A Full-Day Educational
Program For Human
Resources Managers, IT
Professionals and Risk
Professionals You Can't
Afford To Miss!**

Register on-line at
www.advancedbenefitconsulting.com
or use the registration form on page 2.

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

***For Questions or
Seminar
Reservations,
Please Call
Toll-Free
(866) 658-3835.***

***Full-Day of Privacy
Training!
Wednesday,
March 28, 2012
Convenient North Orange
County Location!***

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. It's 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 8 years, and currently offers a simplified, employer-friendly HIPAA manual, which includes a CD rom and an optional annual update service.

Clients of Advanced Benefit Consulting include self-insured and fully insured employers, 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 employer
notebook with seminar handouts
and Action Plans will be provided to
all attendees, along with a
Certificate of Completion of
Privacy Training.***



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 24 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 networks and the U.S. Department of Labor. Ms. Cociu has had over 40 articles published on topics such as HIPAA, 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.

Dorothy has spoken on a national basis for over fourteen 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. This program is still being used by NAHU.

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 ARRA/HITECH Changes Include:

- * 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.
- * New Policies and Procedures are needed.
- * Technology Upgrades Required for most firms!

Special Early Bird Registration Fees due February 15, 2012

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.

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: _____
 Mastercard Card No. _____ Exp. Date: _____
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AMOUNT ENCLOSED: _____

SIGNATURE: _____

Name: _____
 Title: _____
 Company Name: _____
 Phone: () _____ FAX: () _____
 Address: _____
 City, State & Zip: _____
 EMail Address(s): _____
 Additional attendees from same firm: _____

REGISTRATION FORM

YES! I want to attend:

Orange County, California.
Wednesday, March 28, 2012, Fullerton Marriott, 2701 E. Nutwood Ave, Fullerton, CA 92831

SEMINAR REGISTRATION FEES

Early Bird registration postmarked or online by February 15: Privacy Program includes breakfast and lunch \$99; Registrations postmarked or online after February 15: Privacy Program includes breakfast and lunch \$129; each additional attendee from same firm \$119.

*With Special Guests,
 Technology Consultants from
 The Aditi Group*