

Fall 2015

HIMSS[®]

LOUISIANA Chapter



Transforming healthcare through IT™

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GC3 is coming!

The third annual HIMSS Gulf Coast Chapters Conference

December 3 & 4, 2015



Ross Bridge Golf Resort and Spa

Birmingham, Alabama

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The Third Annual HIMSS Gulf Coast Chapters Conference—GC3

Real-time Healthcare, Connecting the Dots

Thursday, December 3rd, 2015

- 12:00 PM - 7:00 PM Registration
- 2:30 PM Welcome/Opening Comments
Tiffani Collins, Past President, Alabama Chapter
- 2:35 PM Thursday Keynote – The Economics of Real Time Healthcare
Adele Allison Director, Provider Innovation Strategies | DST Health Solutions
- 3:35 PM Sponsor Presentation
- 3:55 PM Communication and Collaboration in the Real Time Health System
Mark Kilborn CIO, Springhill Medical Center Mark Williams, MD, MBA, JD Chief Physician Executive, Tenet Healthcare and Brookwood Medical Center Eddy Stephens VP, CIO, Infirmmary Health
- 5:00 PM Break
- 5:30 PM – 7:30 PM Opening Reception (Featuring our 2015 CIO Panel)
- 6:00 PM GC3 2015 CIO Panel
Panelists: Joan Hicks, MSHI, RHIA CIO, UAB Health System Patrick Anderson CIO, Ochsner Health System John Laliberte CIO, St. Vincent's Health System Moderator: Mark Lauteren, CIO, University of South Alabama Health System

Friday, December 4, 2015

- 7:00 AM– 12:00 PM Registration Open
- 7:00 AM– 8:00 AM Executive Breakfast (Invitation Only)
- 7:00 AM Continental Breakfast Main Hall
- 8:10 AM Welcome and Opening Comments (Exhibits Closed)
- 8:15 AM Friday Morning Keynote – The Digital Revolution
Jorge Lopez Vice President and Distinguished Analyst, Gartner
- 9:05 AM Sponsor Presentation
- 9:25 AM Morning Break – Exhibits Open
-

The Third Annual HIMSS Gulf Coast Chapters Conference—GC3

Friday, December 4th, 2015

- 9:40 AM Real-time Medicine's Dirty Little Secret: It Can't Work Until...(Track 1)
John Showalter, MD, MSIS Chief Health Information Officer and Director of the Center for Informatics and Analytics, University of Mississippi Medical Center
- 9:40 AM From The Emergency Room To The Living Room: Giving Patients The Data They Need (Track 2)
Brian Richmond Chief Technology Officer, Louisiana Health Care Quality Forum Jamie Davis Marketing and Communications Manager, Louisiana Health Care Quality Forum
- 10:45 AM Benefits and Experience of Capturing Patient Reported Outcomes Data (Track 1)
James Willig, MD Associate Scientist, UAB Center for AIDS Research (CFAR) and the Center for Outcomes and Effectiveness Research and Education (COERE)
- 10:45 AM Leveraging Social Strategies to Help Put the "Patient" in Patient Engagement (Track 2)
Stephanie Bartels Patient Engagement Solutions Leader, Dell Healthcare & Life Sciences
- 11:45 PM Mid-Day Announcements and Drawings
- 12:00 PM Lunch Break
- 12:20 PM Sponsor Presentation
- 12:40 PM HIMSS Advocacy Update
Jeff Coughlin Senior Director | Federal and State Affairs, HIMSS
- 1:10 PM Sponsor Presentation
- 1:30 PM GC3 2015 CMIO Panel
Panelists: Dr. Jorge Alsip, MD, MBA, CPE, FACEP CMIO, UAB Health System Dr. Lynn Witherspoon, MD VP,CMIO, Ochner Health System Moderator: Dr. Chris Davis, M.S.M.I., FACEP, CHCIO CIO/CMIO, Baptist Health System, Inc.
- 2:30 PM Drawings / Closing Comments

Please join us and help make this years' conference the best yet!



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4 Louisiana Chapter memberships	2 Louisiana Chapter memberships
4 passes to all Louisiana Chapter events throughout the fiscal year, including GC3	2 passes to all Louisiana Chapter events throughout the fiscal year
Opportunity to contribute articles in Louisiana HIMSS membership newsletter	Opportunity to contribute articles in Louisiana HIMSS membership newsletter
Signage at all events, including Regional Conference and National Conference Reception	Signage at all events, including Regional Conference and National Conference Reception
3000 sponsorship credit towards Gulf Coast Chapters Conference	\$2500 sponsorship credit towards Gulf Coast Chapters Conference

The HIMSS Louisiana Chapter appreciates our sponsors. These sponsors assist the Chapter in providing educational opportunities to our members and help to promote the effective use of health information technology in Louisiana. If you are interested in sponsorship, contact Mark Schroeder at mrmarkaschroeder@gmail.com.





Please join us in Mandeville, LA—November 18, 2015

The HIMSS Louisiana Chapter invites you to join us for dinner and a presentation on HIPAA Security Risk Management. Our speakers will be Paul C. Douglas, Consulting Manager with Postlethwaite and Netterville and Michael Richmond, Chief Operating Officer of P&N Technologies.

Assessing your compliance posture towards the HIPAA security rule and managing risk is an ongoing effort. What constitutes as being "HIPAA compliant" is not always clear, and enforcement activities related to protected health information are on the rise. This presentation will provide ideas for managing your HIPAA security needs, and

will offer participants suggestions for safeguarding PHI.

Registration begins at 6:00 p.m. and the program will begin at 6:30 p.m.

The event will be held at the Old Rail Brewing Company, 639 Girod Street, Mandeville, LA

Social Engineering: Hacking the Human Mind

By: Paul Douglas, CISA, CCSFP, Postlethwaite & Netterville

Stealing the most sensitive and protected data from an organization can be done simply by making a phone call or sending an email. Studies suggest that one of the most common techniques used to penetrate an organization is by doing what is referred to as a social engineering attack. Social engineering techniques exploit vulnerabilities that exist with people. The techniques are performed to manipulate a person into divulging confidential information, and can be a highly effective way to steal data from even the most secure environments.

Common Social Engineering Attack Techniques

Spear Phishing: You may be familiar with email phishing. Spear phishing is a targeted email phishing attempt where a hacker sends an email to you that is customized to you and your organization. With limited information, a spear phishing email can be constructed and sent to an employee. The link or file embedded in the email will contain malicious software, granting the hacker entry in to your system.

Breach Example

The hackers who were reportedly responsible for the Target breach gained access through a spear phishing attack on an unsuspecting vendor with access to Target's network.

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Social Engineering: Hacking the Human Mind, continued

Baiting: Baiting is an experiment in human behavior – specifically the curiosity of the mind. To “bait” an individual, a hacker will place storage media such as USB drives or CDs around your office. This can include the parking lot, elevator, food court, or front desk area. The hope of the hacker is that a curious individual will pick up the storage device and run it on their company computer. By doing so, the hacker is granted the access needed to perform their cyber attack.

Breach Example

It was reported by Symantec that the US and Israel were able to send a computer virus to an Iranian nuclear plant, meant to disrupt production, by dropping infected USB devices in locations around India and Iran known to be used by Iranian scientists.

Spoofing: Tool kits are available that allow you to alter, or spoof, the phone number your call originated from. A quick search on a company’s website can provide a hacker with a commonly used office phone number. This can give a hacker credibility by calling you from a recognizable number. Consequently, when the hacker poses as IT support and asks for your password credentials to service your account, you may be more willing to provide that information.

Breach Example

A recent AOL data breach involved hackers spoofing the email addresses and phone numbers of the company in order to manipulate customers in to providing confidential information. The amount of customers impacted is currently not known.

So, what should you do?

To combat against social engineering attacks, organizations should deliver security training that educates employees on common cyber attack techniques. Implementing strict requirements for releasing information, and training employees on how to appropriately safeguard their computers and passwords can go a long way in preventing social engineering attacks.



Postlethwaite
& Netterville

HIMSS Louisiana Chapter in New Orleans

On October 8, 2015 the Chapter offered members and friends the opportunity to celebrate National Health IT Week and to reflect on the recent 10 year anniversary of Hurricane Katrina, an event that forever changed the landscape of New Orleans and Southeast Louisiana, as well as the lives of its citizens.

The event was held at the beautiful University Medical Center New Orleans. Area healthcare IT leaders discussed the lessons learned from Hurricane Katrina, advances made by their organizations to improve patient care in our region and some of the challenges that remain. Panelists included Lynn Witherspoon, MD,

System Vice President, Chief Medical Information Officer at Ochsner Health System; Tanya Townsend, MSMI, CHCIO, System Senior Vice President and Chief Information Officer at LCMC Health and Bettina Owens, Assistant Vice Chancellor for IT at LSU Health Sciences Center.



News from Around the State

AHIMA Past-president Angela Kennedy, EdD, MBA, RHIA, has been invited to serve on the Office of the National Coordinator for Health IT's (ONC's) Health IT Standards Committee. The appointment was made by Sylvia M. Burwell, US Department of Health and Human Services secretary. Kenne-

dy's initial appointment to the committee will run through August 31, 2018. The Health IT Standards Committee is charged with making recommendations to the National Coordinator on standards, implementation specifications, and certification criteria for the electronic exchange and use of

health information, according to ONC, and also works to harmonize and update current health IT standards, in part to foster better health IT interoperability in the industry. Kennedy is head and professor at Louisiana Tech University.



Angela Kennedy, EdD, MBA, RHIA

Your Health in Your Hands

The Louisiana Department of Health and Hospitals (DHH) and the Louisiana Health Care Quality Forum have launched a joint, statewide campaign to educate Louisiana's patients and families about how to use availa-

ble health information technology (IT) tools to improve their health and health care decision-making. The 'Your Health in Your Hands' campaign launched Aug. 1, making Louisiana the first state in the nation to pioneer a

direct-to-consumer campaign that engages patients and families in the use of health IT.

A key component of the campaign is its' web site makemyhealth.me

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2015-2016

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