

SPEAKING ENGAGEMENT

Healthcare Law & Compliance Institute

Presented by the International Performance Management Institute (IPMI)

March 1–3, 2020

Three Katten Health Care attorneys will present during IPMI's Healthcare Law & Compliance Institute.

Laura Keidan Martin, co-chair of the firm's national Health Care practice, will participate in the "Critical Insights, Updates and Considerations in the Healthcare Law Landscape" panel at 1:15 p.m. on Sunday, March 1. Panelists will address key questions on the minds of hospital and health system GCs and CLOs, drawing from numerous situations including mergers, acquisitions and dispositions, joint ventures and syndications, contracting, regulatory and operational matters or compliance and investigations that have led to deep understanding of the issues impacting healthcare providers today.

At 3:00 p.m. on March 1, partner Cheryl Camin Murray will present the "Be Careful What You 'Like' – HIPAA in the Age of Social Media" think tank. The discussion will address social media scenarios and evaluate them from a HIPAA compliance perspective and analyze examples of social media postings involving PHI, and how they should be handled and may be viewed by the Office for Civil Rights (OCR). In particular, the session will cover:

- Determinations of whether certain disclosures via social media are unauthorized disclosures or breaches
- Common pitfalls that lead to breaches and preemptive steps to avoid them
- Best practices and tips for responding to social media PHI breaches
- Recent guidance issued by OCR with respect to disclosures of PHI via social media
- Enhanced potential for HIPAA violations created by social media
- Critical provisions for a health care company's social media and employment policies

On Monday, March 2, partner Cheryl Camin Murray and partner W. Kenneth Davis, Jr. will present "AI Use or Development: Natural Intelligence Will Help Identify and Understand the Issues" at 2:00 p.m.

This session will help identify and understand the issues an organization may be facing in using or developing AI. Panelists will discuss different types of AI and the legal challenges health care providers, facilities and companies face when implementing or developing it. In particular, the session will discuss the following:

- Regulatory and common-law requirements
 - Ethical concerns
 - Contractual exposure
 - Torts and private causes of action
 - Intellectual property principles
 - Privacy and security risks
 - Employment and labor considerations
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CONTACTS

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