

27<sup>TH</sup> ANNUAL  
**HEALTH LAW CONFERENCE**



April 29\*, 30–May 1, 2015

\*Pre-Conference Concurrent Sessions: Fundamentals and In-House Counsel Issues

Four Seasons Hotel ■ Houston, Texas

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Pre-Conference: 2.00 hrs

Conference: 11.00 hrs | 2.00 hrs ethics

TX Legal Specialization Credit Approved for Health Law

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**WEDNESDAY EVENING, APRIL 29, 2015**

**\*Pre-Conference Concurrent Sessions**

Please select on registration form. Each session includes a 15-minute break.

**6:00 p.m. Registration Opens**

**HEALTH LAW FUNDAMENTALS**

**7:00 p.m. 2.00 hrs**

**Health Law Fundamentals**

An introduction to basic health law with an emphasis on fraud and abuse, managed healthcare and Medicare reimbursement issues.

Violet M. Anderson, CHRISTUS Health, Houston, TX  
Kenneth J. Kramer, Texas Health Resources, Arlington, TX  
Edgar C. Morrison Jr., Jackson Walker L.L.P., San Antonio, TX

**9:15 p.m. Adjourn**

**IN-HOUSE COUNSEL ISSUES**

**7:00 p.m. 2.00 hrs**

**In-House Counsel Issues**

Limited to in-house counsel only to involve active discussion and sharing among the panelists and participants. Topics discussed include implementation of Affordable Care Act, health information privacy and security post-Omnibus Rule, physician contracting and compliance concerns, risk management and litigation and the nature of relationships with outside counsel, including billing.

**Moderator:**  
Robert F. Corrigan Jr., Baylor College of Medicine, Houston, TX

**Panelists:**  
Deborah Gordon, Memorial Hermann Health System, Houston, TX  
Wayne Keathley, Baylor St. Luke's Medical Center, Houston, TX  
Alexandria Hien McCombs, Concentra Health Services, Inc., Addison, TX  
Andy G. Navarro, CHRISTUS Health, Irving, TX

**9:15 p.m. Adjourn**

**THURSDAY MORNING, APRIL 30, 2015**

**Presiding Officer:**

**Yvonne K. Puig, Norton Rose Fulbright, Austin, TX**

**7:30 a.m. Registration Opens**

Includes continental breakfast.

**8:20 a.m. Welcoming Remarks**

**8:30 a.m. 1.25 hrs**

**Healthcare Year-in-Review**

An entertaining and informative overview of important healthcare developments in the past year, including regulatory changes, politics and policy initiatives.

Jack S. Schroder Jr., Retired, Alston & Bird LLP, Big Canoe, GA

**9:45 a.m. .75 hr**

**Practical Legal Guidance: The Myths and Facts about Clinical Integration and Other Forms of Provider Collaborations**

With healthcare reform, providers increasingly have the view that they need to build larger multi-provider networks to have the resources and infrastructure to provide higher quality, more efficient, value-based clinical care. To do this, the concept of clinical integration often arises as a possible framework to align providers to work interdependently. At the same time, the Federal Trade Commission has been vocal in raising antitrust concerns in that healthcare reform does not provide a free pass for providers to collaborate unlawfully or to amass too much market power. Hear an overview of clinical integration and other forms of provider collaboration and practical guidance on how to navigate the antitrust landscape.

Bernard A. Duco Jr., Norton Rose Fulbright, Houston, TX  
Jeffrey S. Spigel, King & Spalding, Washington, DC

**10:30 a.m. Break**

**10:45 a.m. .75 hr**

**Physician Practice Acquisitions: Perspectives from Physicians, Hospitals, Investors and Strategic Buyers**

In the changing healthcare landscape, physicians are looking for partners to help ensure stability. Understand the perspectives of the physicians, perspectives of potential partners with physicians (including hospitals, investors, and strategic buyers) and some key legal issues in these transactions.

Mark Easterly, Houston Methodist, Houston, TX  
Amanda K. Jester, Waller Lansden Dortch & Davis, LLP, Austin, TX

**11:30 a.m. .75 hr**

**Managed Care Contracting: What's New, What's Important?**

Managed care arrangements are a mainstay in the marketplace, but increasing use of a managed care model for Medicaid and growth of Medicare Advantage and the Affordable Care Act exchange enrollment has only underscored the importance of a sophisticated approach to provider/payer contracts. This panel addresses, from both payer and provider perspectives, the important provisions in managed care agreements, including national contracting and continuity after acquisitions and with new products; regulatory terms in Medicare Advantage and Medicaid contracts; and key terms in agreements with Affordable Care Act entities (risk sharing; bonus for high quality scores; multi-provider).

Paula Denney, Jackson Walker L.L.P., Houston, TX  
Leah Stewart, Beatty Bangle Strama, P.C., Austin, TX

**12:15 p.m. Break**

**M  
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E**

This course has been approved for Minimum Continuing Legal Education credit by the State Bar of Texas Committee on MCLE in the amount of 13.00 hours, of which 2.00 credit hours will apply to legal ethics/professional responsibility credit. The University of Texas School of Law is a State Bar of California approved MCLE provider (#1944), and an Oklahoma Bar Association MCLE presumptively-approved provider (#169).

## THURSDAY AFTERNOON

### Presiding Officer:

David W. Hilgers, Husch Blackwell LLP,  
Austin, TX

### Optional Table Topics Luncheon

Discussion groups with conference faculty and registrants. See registration form to select a Table Topic and purchase your ticket for lunch.

12:35 p.m.

### TOPICS

- A. Operations: From A to Z
- B. HIPAA Dilemmas
- C. Stark and Anti-Kickback Issues
- D. Physician Arrangements and More

1:20 p.m. Break

1:35 p.m. 1.00 hr

### Exchanges, Expansion, ACOs—Oh My!— We're Off to See the Wizard

A review and update of how the ACA has impacted Texas, including a quick summary of the *King v. Burwell* arguments, a look at subsidies, and a discussion of how the Exchanges, ACOs, and other Captive Delivery Models are impacting care in Texas; plus a review and debate relating to network development, narrow networks, practical implications and takeaways.

#### Moderator:

Susan Feigin Harris, Baker & Hostetler LLP, Houston, TX

#### Panelists:

Christopher M. Born, Texas Children's Health Plan,  
Houston, TX  
Benjamin J. Halbach, Catto & Catto LLP, Austin, TX  
Alice Kay Marcee, UT Southwestern Medical Center,  
Dallas, TX

2:35 p.m. 1.00 hr | .50 hr ethics

### Enforcement and Compliance

The U.S. Department of Health and Human Services Office of Inspector General plays a central role in federal efforts to promote health care compliance and enforce fraud and abuse laws. Learn about OIG's operation within HHS and with the Department of Justice; OIG-issued guidance, including advisory opinions, regulations, bulletins, and alerts; fraud law waivers in new Medicare delivery and payment models; and criminal, civil, and administrative enforcement, including qui tams, exclusions, and self-disclosures.

Gregory E. Demske, Office of Counsel to the  
Inspector General, Washington, DC

3:35 p.m. Break

3:45 p.m. .75 hr

### Data Privacy and Security Update

A review of the focus of enforcement after the passage of the HIPAA Omnibus Rule, the current status of the HIPAA audit program, the increase in state actions for HIPAA violations and the need for cyber-liability (data breach) insurance.

Erin Fleming Dunlap, Polsinelli PC, Saint Louis, MO

4:30 p.m. 1.00 hr

### New Models of Delivering Healthcare: Why Can't We All Just Get Along?

A discussion of the new healthcare delivery models that have evolved in response to healthcare reform including the expansion of employer-sponsored programs, accountable care organizations, and patient-centered medical homes. Other delivery models that rely on telemedicine technology and clinical analytics are also addressed. Gain a better understanding of the use of these tools and metrics in their strategies to align disparate providers to provide more efficient and effective care.

Sheryl T. Dacso, Seyfarth Shaw LLP, Houston, TX  
Lisa L. Modica, Halliburton Energy Services, Inc.,  
Houston, TX  
Kenya S. Woodruff, Haynes and Boone, LLP, Dallas, TX

5:30 p.m. Adjourn

### NETWORKING RECEPTION

### THANK YOU TO OUR SPONSORS

5:30 p.m. – 6:30 p.m.

Join us for drinks and hors d'oeuvres with  
program faculty and attendees.

## FRIDAY MORNING, MAY 1, 2015

### Presiding Officer:

Mary M. Bearden, Brown & Fortunato,  
P.C., Amarillo, TX

7:30 a.m. Conference Room Opens

Includes continental breakfast.

8:30 a.m. 1.00 hr

### Operational Impact of Significant Cases

An in-depth look at key legal developments and significant cases affecting healthcare operations, including credentialing and liability issues that impact hospitals and providers. A comprehensive review of recent decisions affecting the liabilities and duties of healthcare providers is also provided in the written materials.

Yvonne K. Puig, Norton Rose Fulbright, Austin, TX

9:30 a.m. 1.00 hr

### M&A Healthcare Transactions

A discussion of the current landscape of M&A healthcare transactions, including trends in hospital acquisitions (for profit and non-profit), on the buyer and seller side, and physician practice acquisitions by various health-industry stakeholders.

#### Moderator:

Lisa A. Genecov, Norton Rose Fulbright, Dallas, TX

#### Panelists:

Jon (Jay) R. Harris Jr., King & Spalding LLP, Atlanta, GA  
Gary Kay Ruff, Tenet Healthcare Corporation,  
Dallas, TX  
Barry R. Sagraves, Juniper Advisory LLC, Chicago, IL

10:30 a.m. Break

10:45 a.m. .75 hr | .50 hr ethics

### Due Diligence Considerations in Today's Healthcare Deals

Analyze the regulatory compliance issues that counsel need to address in their due diligence of today's healthcare transactions, with an emphasis on practical considerations and issues of current interest to the Government.

Donald H. Romano, Foley & Lardner, Washington, DC  
Sidney S. Welch, Kilpatrick Townsend & Stockton LLP,  
Atlanta, GA

11:30 a.m. 1.00 hr ethics

### The Ethics of Negotiations: The Rules of Disciplinary Procedure, Cicero, and Ethics

What do they have in common and how do they differ?

#### Moderator:

Brenda T. Strama, Beatty Bangle Strama, P.C.,  
Austin, TX

#### Panelists:

Jason Boulette, Boulette Golden & Marin L.L.P.,  
Austin, TX  
Michael P. Maslanka, Constangy, Brooks & Smith, LLP,  
Dallas, TX

12:30 p.m. Adjourn

### ABOUT THE COVER



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School of Law  
Attn. Registration  
PO Box 7759  
Austin, TX 78713-7759

### Fax:

512.475.6876

**Questions? 512.475.6700**

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**After the Conference:** Unlimited access to final, complete course materials—downloadable PDFs of papers and slides—in *Your Briefcase*.

**Bonus eCourses:** Complimentary 180-day access to Bonus eCourses—with papers, slides, and audio—for CLE credit you may have missed at the conference. Available in *Your Briefcase* 6–8 weeks after the conference.

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### REGISTRATION—Includes Course Materials and Thursday Evening Reception

Special group registration rates available. Call 512.475.6700.

#### 1. Select Registration Type

- Individual registration by Wednesday, April 22. . . . . \$595  
 Individual registration after Wednesday, April 22. . . . . \$645

#### 2. Select Course Materials Format

- Electronic Course Binder on USB Key ONLY  
 Printed Course Binder ONLY (available through April 22)

#### 3. Add Pre-Conference Session—Select One . . . . . \$60

- Health Law Fundamentals  
 In-House Counsel Issues

#### 4. Add Thursday Table Topics Luncheon—Select One . . . . . \$30

- A. Operations: From A to Z  
 B: HIPAA Dilemmas  
 C. Stark and Anti-Kickback Issues  
 D: Physician Arrangements and More

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ConferenceComplete package includes Audio CD Set plus a Printed Binder and MCLE Reporting Form for each participant. Available for delivery 3–5 weeks after conference date. Shipping included.

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Comprehensive Binder and Audio products from the live conference. Available for delivery 3–5 weeks after conference date. Shipping included.

- eBinder Download (PDF). . . . . \$225  
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 Audio Download (MP3) . . . . . \$175  
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**HOUSTON**

**April 29\*, 30–May 1, 2015**

**CONFERENCE LOCATION**



**Four Seasons Hotel**  
 1300 Lamar Street  
 Houston, Texas  
 713.650.1300

**Special Room Rate: \$235**  
 good through April 8, 2015  
 reference "UT Health Law"  
 (subject to availability)

**Parking:**

Valet \$18 per day; Overnight Valet \$34  
 Self-parking available in nearby lots

**KEY DATES**

**April 22, 2015**

*last day for early registration*  
 add \$50 for registrations  
 received after this date

**April 24, 2015**

*last day for cancellation (full refund)*

**April 27, 2015**

*last day for cancellation (partial refund)*  
 \$50 processing fee applied

**April 29, 2015, 7:00 p.m.**

*\*Pre-Conference Concurrent Sessions begin*

**April 30, 2015, 8:20 a.m.**

*Conference begins*

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