

**29<sup>th</sup> Annual Health Law Conference**  
**April 5\*, 6-7, 2017 • Royal Sonesta Hotel Houston • Houston, TX**

**Wednesday Evening, Apr. 5, 2017**

	<b>PRE-CONFERENCE CONCURRENT SESSIONS</b>  Please select on registration form. Each session includes a 15-minute break.
6:00 pm	<b>Registration Opens</b>
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<b>Health Law Fundamentals</b>	
7:00 pm 2.00 hrs	<b>Health Law Fundamentals</b>  Hear an introduction to basic health law with an emphasis on fraud and abuse, managed healthcare, and Medicare coverage and reimbursement issues.  Violet M. Anderson, CHRISTUS Health - Irving, TX Kenneth J. Kramer, Texas Health Resources - Arlington, TX Edgar C. Morrison Jr., Jackson Walker - San Antonio, TX
9:15 pm	<b>Adjourn</b>
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<b>In-House Counsel Issues (Limited to In-House Counsel ONLY)</b>	
7:00 pm 2.00 hrs	<b>In-House Counsel Issues</b>  <b><i>Limited to in-house counsel only</i></b> , participate in active discussion and sharing among panelists and participants. Topics include, but will not be limited to, the ACA-then and now, <i>Stark</i> and false claims update, physician contracting, provider/payor relations, HIPAA, Texas hospital lien law update, and risk management/healthcare litigation updates.  Moderator: Andy G. Navarro, CHRISTUS Health - Irving, TX Panelists: David H. Ellenbogen, Baylor Scott & White Health Care - Austin, TX D. David Hearne, CHI St. Luke's Health - Houston, TX Lisa L. Hill, Shannon Medical Center - San Angelo, TX Lance Lightfoot, Texas Children's Hospital - Houston, TX W. Christopher Shea, Memorial Hermann Health System - Houston, TX
9:15 pm	<b>Adjourn</b>

**Thursday Morning, Apr. 6, 2017**

**Presiding Officer:**

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

7:30 am	<b>Registration Opens</b>  Includes continental breakfast.
8:20 am	<b>Welcoming Remarks</b>
8:30 am 0.75 hr	<b>Emerging Trends in Healthcare</b>  The election of Donald J. Trump is ushering in a new era for the U.S. healthcare industry, which has spent years adapting to the ACA. Yet, despite the potential policy changes in Washington, the painstaking and challenging work of shifting to value-based care will continue. This presentation highlights the forces that are expected to have the most impact on the healthcare industry in the coming year.  Benjamin Isgur, PricewaterhouseCoopers LLP - Dallas, TX
9:15 am 1.25 hrs	<b>Healthcare Year in Review</b>  Hear an entertaining and informative overview of important healthcare developments in the past year, including court decisions, regulatory changes, politics, and policy initiatives.  Jack S. Schroder Jr., Retired, Alston & Bird LLP - Big Canoe, GA
10:30 am	<b>Break</b>
10:45 am 0.50 hr	<b>Stark Law Update</b>  Listen to an update of the statutory, regulatory, case law, administrative, and enforcement initiatives as related to the Stark Law.  Donna S. Clark, Baker & Hostetler LLP - Houston, TX
11:15 am 0.75 hr	<b>National and Texas Trends and Developments for Health Plans and Providers</b>  Identify plan and provider strategies to control cost and quality, evaluate the state of the healthcare exchange and insurance market, and review current events and likely developments as Congress takes on the ACA.  Janet Walker Farrer, Ascension Health - Austin, TX Leah Stewart, The University of Texas at Austin Dell Medical School - Austin, TX
12:00 pm 0.75 hr	<b>Hospital, Physician and Payer Alignment: Trends and Strategies</b>  Explore the current alignment and consolidation trends among hospitals, physicians, and payers amidst the backdrop of regulatory uncertainty.  Lisa Atlas Genecov, Norton Rose Fulbright - Dallas, TX Michael Hicks, University of North Texas Health Science Center - Fort Worth, TX Kenneth J. Kramer, Texas Health Resources - Arlington, TX
12:45 pm	<b>Break</b>

## Thursday Afternoon, Apr. 6, 2017

### Presiding Officer:

**Kenya S. Woodruff**, Haynes and Boone, LLP - Dallas, TX

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**Optional Table Topics Luncheon**

Join a discussion group with conference faculty and fellow registrants. See registration form to select a Table Topic and purchase your ticket for lunch.

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**TOPIC A: HIPAA Update**

1:05 pm

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**TOPIC B: Stark and Anti-Kickback Issues**

1:05 pm

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**TOPIC C: Telehealth Questions and Answers**

1:05 pm

**TOPIC C: Telehealth Questions and Answers**

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**TOPIC D: Physician/Hospital Relationships and Payments**

1:05 pm

**TOPIC D: Physician/Hospital Relationships and Payments**

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1:50 pm

**Break**

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**CONCURRENT TRACKS**

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**TRACK A: Transactional Issues in Consolidation | Physician Owned Entities**2:00 pm  
0.75 hr  
0.50 hr ethics**Anatomy of the Healthcare Transaction**

Although healthcare transactions often vary dramatically, many aspects are consistently similar. Hear a nuts and bolts discussion of the necessary elements of a healthcare transaction, including a review of the common issues that arise in the negotiation of any transaction, the typical catalog of documents that are utilized in most transactions, and the drafting issues involved in those documents.

Mark D. Folk, Broad and Cassel LLP - Boca Raton, FL  
Jessica LaManna, Universal Health Services - King of Prussia, PA

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2:45 pm  
0.75 hr**Physician-Owned Entities**

New healthcare delivery and management models are emerging that include entities with physician ownership. This presentation focuses on those arrangements and associated legal issues.

Diane T. Carter, Husch Blackwell LLP - Austin, TX  
Cybil G. Roehrenbeck, Polsinelli PC - Washington, DC

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3:30 pm

**Break**

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**TRACK B: Regulatory and Operational Hot Button Issues | MACRA, MIPS & More**

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2:00 pm 0.75 hr 0.50 hr ethics	<p><b>Regulatory and Operational Hot Button Issues</b></p> <p>A discussion of the variety of operational, regulatory, and ethical issues relating to on-call arrangements, electronic health records, discrimination, and non-physician practitioners.</p> <p>Moderator: Kathy L. Poppitt, King &amp; Spalding - Austin, TX</p> <p>Panelists: Susan F. Monaco, Tenet Healthcare Corporation - Dallas, TX Allison D. Shelton, Brown &amp; Fortunato, P.C. - Amarillo, TX</p>
2:45 pm 0.75 hr	<p><b>MACRA, MIPS and More: Making it all Manageable</b></p> <p>2016 saw the publication of the MACRA proposed rule, the receipt and review of over 4,000 public comments, and the publication of the final rule. Its provisions contain requirements that fundamentally will change payment of healthcare for Medicare Part B services, impacting both those providers and organizations that contract with them. While payment changes do not go into effect until 2019, those payments will be based off of data created and gathered in 2017. Thus, the time is now. This presentation focuses on understanding the fundamental MACRA platform, focusing on the MIPS portions; the implications of these vast changes, including changes to behavior, delivery of care, operations, finances, and beyond; and the reality of the transition for the near future.</p> <p>David W. Hilgers, Husch Blackwell LLP - Austin, TX Sidney S. Welch, Polsinelli PC - Atlanta, GA</p>
3:30 pm	<b>Break</b>
3:45 pm 1.00 hr 0.50 hr ethics	<p><b>Recent Trends in the False Claims Act and Government Enforcement</b></p> <p>2016 proved to be a game changer in the area of False Claims Act (FCA) litigation and government enforcement. One of the most significant events of the year was the Supreme Court's issuance of <i>Universal Health Services v. U.S. ex rel. Escobar</i>, a decision that declared implied certification theory the law of the land but also established a complex and rigorous materiality standard with which lower courts will grapple for years. In addition, 2016 saw the DOJ's implementation of the Yates Memo, the DOJ's interim final rule doubling penalties under the FCA, the Supreme Court's decision declaring that a whistleblower's violation of the seal does not result in automatic dismissal, and CMS's issuance of the final Medicare Parts A/B 60 day rule. Hear a detailed overview of these and other significant developments in the ever-evolving area of government enforcement in the healthcare industry.</p> <p>B. Scott McBride, Baker &amp; Hostetler LLP - Houston, TX Adam Robison, King &amp; Spalding - Houston, TX</p>
4:45 pm 1.00 hr 0.25 hr ethics	<p><b>Telehealth: Tackling Technology's Legal and Ethical Impact on Healthcare</b></p> <p>Telehealth is no longer a concept but a reality for providers, payors, employers, and entrepreneurs who are all being presented with emerging technologies that enhance access, improve efficiencies, and reduce costs associated with healthcare. With these new advances in telehealth and telecommunications technologies come an array of legal and ethical issues. Explore these technologies, including evolving audio and visual telecommunications, wearables, mobile medical apps, medical devices, robotics, artificial intelligence, and virtual reality.</p> <p>Sheryl T. Dacso, Seyfarth Shaw LLP - Houston, TX Julian L. Rivera, Husch Blackwell LLP - Austin, TX</p>
5:45 pm	<b>Adjourn</b>

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**Networking Reception (5:45 p.m. - 6:45 p.m.)**

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

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**Friday Morning, Apr. 7, 2017****Presiding Officer:**

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

7:30 am	<b>Conference Room Opens</b>  Includes continental breakfast.
8:30 am 1.00 hr	<b>Operational Impact of Significant Cases</b>  Take an in-depth look at key legal developments and significant cases affecting healthcare operations, including credentialing and liability issues that impact hospitals and providers. Receive a comprehensive review of recent decisions affecting the liabilities and duties of healthcare providers in the written materials.  Yvonne K. Puig, Norton Rose Fulbright - Austin, TX
9:30 am 0.75 hr	<b>Employment Law: The Modern Mobile Workforce</b>  The modern workforce is exceptionally mobile, with an increasing number of employees able to perform their duties from virtually any location. Explore the security, privacy, and medical accommodation issues associated with allowing employees to work in the open and in the wild.  Jason Boulette, Boulette Golden & Marin L.L.P. - Austin, TX Kimberly S. King, CHRISTUS Health - Irving, TX
10:15 am	<b>Break</b>
10:30 am 0.75 hr	<b>The Realities and Future of Payment and Delivery Reform</b>  Concern over rising healthcare costs and increased coverage resulted in the passage of the ACA in 2010. While the future of the ACA is uncertain, it is highly likely that payers, including the government, will continue to seek ways to drive down healthcare costs through payment and delivery reform. Gain insights into the operational realities, legal issues and pitfalls, and successes and failures involved in these healthcare models. Hear updates and details relating to the creation of Clinically Integrated Networks, Care Coordination Entities, Accountable Care Organizations, and other strategies being used to increase efficiency and provide quality care. Explore the successful contracting techniques in today's payer environment, the legal issues of developing and operating a risk-based network, and how employers are reacting to the decrease in their healthcare costs.  Moderator: Susan Feigin Harris, Baker & Hostetler LLP - Houston, TX Panelists: Ken Janda, Community Health Choice Inc. - Houston, TX Robert F. McStay Jr., Memorial Hermann Health System - Houston, TX

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11:15 am 0.75 hr	<p><b>Physician Compensation and Fair Market Value</b></p> <p>Review the legal framework for compliant physician compensation arrangements, including the key concepts of fair market value and commercial reasonableness. Examine the current regulatory and enforcement environment, and receive practical illustrations using examples of commonly observed situations in the marketplace.</p> <p>Jennifer B. Claymon, Reed, Claymon, Meeker &amp; Hargett, PLLC - Austin, TX  Chip Hutzler, HealthCare Appraisers, Inc. - Delray Beach, FL  Stephen G. Wohleb, Ascension Texas - Austin, TX</p>
12:00 pm 1.00 hr ethics	<p><b>Legal Ethics Challenges in the World of Healthcare Cyberthreats: Law, Technology and Professional Responsibility for Healthcare Lawyers</b></p> <p>Cyber intrusions—hacking, ransomware, and other threats—make daily headlines, and a growing number of them are aimed at healthcare organizations. Technology-driven crises also pose significant professional responsibility challenges for healthcare lawyers as they prepare to help their clients respond to tomorrow’s cyberthreats today. Data breaches, disclosure issues and, of course, that really unfortunate tweet may involve an interconnected web of thorny legal, technological, and ethical issues. Hear a discussion of the latest cyber risks facing healthcare organizations and key legal ethics challenges in responding to them, along with other ethics and professional responsibility issues facing dial-up healthcare lawyers in a broadband technology world.</p> <p>William W. Horton, Jones Walker LLP - Birmingham, AL  Peter S. Vogel, Gardere - Dallas, TX</p>
1:00 pm	<p><b>Adjourn</b></p>