

## **Additional Resources**

**American Hospital Association**  
**One North Franklin**  
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**[www.aha.org](http://www.aha.org)**

*MISSION: To advance the health of individuals and communities. AHA leads, represents, and serves health care provider organizations that are accountable to the community and committed to health improvement.*

AHA has mounted a major association-wide initiative to advocate for member interests as well as to assist member efforts in implementing the new privacy, security, and electronic transactions regulations mandated by the Health Insurance Portability and Accountability Act of 1996 (HIPAA). This initiative involves coordinated activity across the Association to:

- assure that the regulations are a reasonable and appropriate interpretation of the legislative requirements mandated by HIPAA;
- inform members about the requirements of the new regulations and keep them up-to-date on changes to and the latest interpretations of the requirements; and
- assist members in the operational implementation of new standards by providing them with tools and other resources.

This comprehensive initiative, which involves Personal Membership Groups, FSI, and Health Forum, will position members to efficiently and effectively implement the new privacy, security, and electronic transactions requirements under Medicare. The initiative includes:

- **Representation and Advocacy**

- Working with Congress and federal regulatory agencies to address member issues and concerns related to the HIPAA regulations.
- Collaborating with state, regional and metro associations, and other related organizations in support of changes that improve the effectiveness of the new requirements in addressing electronic transactions, security, and privacy goals.

- **Communications and Building Member Awareness**

- Communicating through all AHA publications, including Fax Update, Health Forum periodicals, and newsletters and publications of AHA Personal Membership Groups.

- Providing a members-only HIPAA section on the AHA Web site that offers tools, resources, and other items of general interest to those involved in implementation and compliance at member organizations. The web site is continually updated as new information becomes available.

- **Member Involvement**

- Increasing opportunities for member input and feedback through the AHA governing process, participation in AHA specialty sections, surveys, conference calls, member visits and contacts.
- Expanding member participation in strategic grassroots advocacy efforts and Washington advocacy days.

- **Technical Assistance and Management Strategies**

- Clearinghouse of resources for AHA member leaders on strategic issues related to privacy, security, and electronic transactions requirements that includes:
  - *Customized Resources and Assistance* to address specific needs and issues that AHA member leaders might have about privacy, security, and electronic transactions issues.
  - *Peer Referrals* to colleagues with experience in dealing with privacy, security, and electronic transactions issues and concerns.
  - *Recommendations on Speakers and Facilitators* who have knowledge of or experience with privacy, security, and electronic transactions requirements.
  - *Up-to-date Information about Educational Events and Programs* held around the country by various organizations and associations.
  - *Case Examples* providing snapshots of organizations that have addressed concerns related to privacy, security, and electronic transactions issues and requirements.
- *AHA Service Center* access for members to a variety of research, services, programs, and products at a discounted rate.
- *Coordination and management of changes to transaction standards* working through the Designated Standards Maintenance Organizations and the National Committee on Vital Health Statistics to review and approve changes to the transaction standards.
- *Coding Advice Service* providing official coding advice for the designated Code Sets ICD-9-CM, along with quarterly publications *Coding Clinic for ICD-9-CM* and *HCPCS*.
- *Educational Programming* addressing implementation and other technical issues related to privacy, security, and electronic transactions requirements offered through AHA subsidiaries like FSI and Health Forum and AHA's Personal Membership Groups.
- *Fee- and Subscription-based Products and Services* through partnerships created by AHA subsidiaries like FSI and Health Forum.

**American Society for Healthcare Risk Management (ASHRM)**

*of the American Hospital Association*

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ABOUT ASHRM:

The American Society for Healthcare Risk Management is a personal membership group of the American Hospital Association with more than 4,300 members representing health care, insurance, law and other related professions.

ASHRM promotes effective and innovative risk management strategies and professional leadership through education, recognition, advocacy, publications, networking and interactions with leading health care organizations and government agencies.

ASHRM initiatives focus on developing and implementing safe and effective patient care practices, the preservation of financial resources, and the maintenance of safe working environments.

*MISSION: To advance safe and trusted patient-centered health care by promoting proactive and innovative health care risk management.*

ASHRM is ready to assist organizations with compliance with the HIPAA Privacy Regulations in the following ways:

- ASHRM's Advocacy and Regulatory Affairs Task Force monitors HIPAA developments and collaborates with the American Hospital Association's HIPAA team to communicate these developments to members on a regular basis.
- ASHRM collaborates with the American Hospital Association's HIPAA team on opportunities to comment to the Department of Health and Human Services on behalf of its members.
- ASHRM is releasing a Confidentiality Tool Kit that blends risk management concepts with confidentiality, referencing the most current HIPAA requirements.
- ASHRM's educational programs including the Barton Certificate in Healthcare Risk Management Program, audio educational programs, and Annual Conference & Exhibition consistently feature HIPAA topics.
- ASHRM's publications such as the peer-reviewed *Journal of Healthcare Risk Management* and the electronic newsletter, *e-News: This Week at ASHRM*, provide readers with current HIPAA information and news.

**Society for Healthcare Strategy and Market Development (SHSMD)**

*of the American Hospital Association*

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The Society for Healthcare Strategy and Market Development is the professional membership organization for executives and professionals engaged in healthcare planning, marketing, public relations/communications, business development, and government relations. The Society provides the highest valued resources for professional development and career enhancement.

The Society provides educational programs, printed resources, networking opportunities and a robust web site designed to address strategic planning, marketing and communications issues affecting the healthcare field.

To meet members' needs related to implementation of the Health Insurance Portability and Accountability Act (HIPAA), the Society:

- publishes articles in its bimonthly newsletter *Spectrum* (also available on the Society's Web site);
- features a HIPAA resources and dynamic Question & Answer section on its Web site; and
- offers concurrent sessions at its Annual Educational Conference held each September.



**AHA Financial Solutions, Inc.**  
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AHA Financial Solutions, Inc. serves as a product advocate for the more than 4,800 member organizations of the American Hospital Association, delivering solutions to the pressing issues facing health care. The Company draws upon the collective inputs of members, industry experts, vendors and its regulatory and policy leaders to set core strategies. AHA-FSI maintains ongoing and meaningful relationships with health care representatives from many functional areas within the health care field (including HR, Risk Management, IT, Finance, etc.) to determine specific needs, validate strategies and define product solutions.

The company's philosophy also affords alliance partners account service excellence, a consistent and proven marketing/sales strategy and direct access to key buyer markets. In adhering to this philosophy, AHA-FSI also supports core priorities of its parent, the American Hospital Association, and helps generate strong financial performance. AHA-FSI's operating margin is contributed back to its parent to support and facilitate its member advocacy agenda.

*MISSION: AHA-FSI creates innovative risk and resource management solutions designed to lower operating costs and maximize organizational efficiency and capabilities. By forming strategic alliances to design and offer state-of-the-art products, AHA-FSI offerings free up health providers from financial constraints, allowing them to focus on providing the highest possible quality of care.*

AHA-FSI concentrates its efforts in four core product areas: **Regulatory and Risk Management; Human Resources/Employee Benefits; Financial Services; and Technology.**

**AHA-ENDORSED PROGRAMS INCLUDE:**

AHA Investment Funds	Retirement Products
Enterprise Asset Management	Strategic Financial Planning
Medical Equipment Asset Management	Voluntary (Employee-Funded) Benefits Program
Ergonomic Risk Management	Dental Insurance
Financial & Identification Risk Management	Accident Insurance for Volunteers
HIPAA Privacy Solutions	Managed Disability
Certification for HIPAA Transaction Standards	Workers Compensation
Network/VPN Products and Services	

**Health Forum**  
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- MISSION and STRATEGIC FOCUS *to enhance the capacity of leaders to improve health and business performance*

Founded in 1998 by the AHA, Health Forum was the merger of three highly successful enterprises. These three companies, with product lines concentrating in publishing, leadership conferences/education, and data, were joined to maximize their efficiencies and enhance product development attributes. Combining the strength and expertise of these three companies also created an enterprise with the critical mass and momentum to attract best-in-class companies interested in forming alliances to serve the health care market.

Health Forum strives to help health care executives better understand the hospital and health system environment and provide tools that enable individual executives and groups to work together to deliver more efficient and effective community health solutions. Health Forum's role is to develop products and services that help strengthen health care provider organizations' clinical and business performance.

- Health Forum's Web site, [www.healthforum.com](http://www.healthforum.com), offers many HIPAA-related articles through the "archive" section of its various publications.
- Health Forum hosts AHA Online Store, [www.ahaonlinestore.com](http://www.ahaonlinestore.com), which allows visitors to search under "HIPAA" and locate various helpful resources.