

# HITCON 16

RURAL HOSPITAL INFORMATION TECHNOLOGY CONFERENCE

## Technology's Threat Landscape: Healthcare's New Battleground

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YOUR INVITATION TO ATTEND!



HOSTED BY

The TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS (TORCH) is a nationally-recognized hospital association representing more than 150 rural & community hospitals.

The TORCH FOUNDATION is a non-profit affiliate of TORCH that provides programs and services on health IT, network support, grant support, leadership development and education.



OCTOBER 20-21, 2016 | OMNI COLONNADE SAN ANTONIO | SAN ANTONIO, TX

### HITCON16 Invitation

The TORCH Foundation and the Texas Organization of Rural & Community Hospitals (TORCH) are pleased to host the 11th Annual Rural Hospital Information Technology Conference & Exhibition (HITCON16).

With the accelerated use of information technology systems and the growing number of devices and applications working within a complex, multi-layered network environment, the same forces that enable new efficiencies are also opening doors to new and emerging vulnerabilities like never before! The IT threat landscape is today's newest healthcare battleground.

HITCON is a premiere education and networking event and solutions marketplace designed specifically for rural and community hospitals. This year's conference theme – Threat Landscape: Healthcare's New Battleground – focuses on what it takes to protect your information and assets against costly attacks and data breaches. These session topics are of critical financial, operational and clinical relevance to hospitals and providers.

We invite you to attend this unique education conference and tradeshow on hospital information technology. Don't miss this chance to learn the latest information, developments and best practices in health IT; make important connections and build meaningful relationships; interact with peers, and industry experts; and visit with a variety of vendors showcasing their quality products, services and solutions – all in one place!

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### ONLINE REGISTRATION

Registration for HITCON16 is available online for hospital attendees (all others, including vendors and non-profits can register using the form in the Exhibitor/Sponsor brochure.)

TORCH/Foundation Member: **\$150 per person**

Non-member: **\$200 per person**

Register online at: <http://bit.ly/HITCON16>



### HOTEL INFORMATION

HITCON16 will be held at the Omni Colonnade San Antonio, located at 9821 Colonnade Blvd., San Antonio, TX 78230. A block of rooms at the special conference rate of \$149 per night (single/double) is reserved for HITCON16 participants. Reserve your room before October 5, 2016 for the special rate. Register online at: <https://www.omnihotels.com/hotels/san-antonio/meetings/torch-hitcon-conference-2016>

### CONTACT INFORMATION

For questions regarding registration, confirmation or cancellation, contact Rose Valenzuela at (512) 873-0045 or [rose@torchnet.org](mailto:rose@torchnet.org). For questions regarding the program contact Quang Ngo at [quang@torchnet.org](mailto:quang@torchnet.org).

### ATTEND AND SEE WHAT OTHERS ARE MISSING – REGISTER FOR HITCON TODAY!

This year's conference will cover many topics of high financial, operational and clinical relevance, including:

Healthcare's Threat Landscape: Fighting the Invisible Enemy  
Healthcare Security from a Hacker's Perspective  
Cyberattacks and Social Engineering: The Rising Digital Epidemic  
Driving Value from Your IT Investments (CIO Panel Discussion)  
BYOD and Mobile Security: Balancing Risks and Rewards  
The Digital Revolution and Healthcare's "Brave New World"  
Surviving Ransomware: Lessons from Rural Texas Hospital (Panel Discussion)

## THURSDAY, OCTOBER 20

8:00 AM - 9:00 AM

### Light Continental Breakfast

8:10 AM - 9:10 AM

### Healthcare's Threat Landscape: Fighting the Invisible Enemy

**Mac McMillan, Chairman, CEO and Co-Founder, CynergisTek, Inc., Austin, TX**

The landscape of cyber threats is in constant motion and evolving very quickly. The infiltration of new malware, the exposure of software vulnerabilities, the relentless onslaught of organized cyberattacks, and the rising value of healthcare data, combined with the unwitting perpetrator from within, all contribute to the incredible challenges IT leaders face daily in the battle to protect their resources and information. Defenses at the perimeter is no longer adequate. In this opening keynote, learn what must be our new priority, our new strategy and our new response against this growing, invisible and costly menace.

#### LEARNING OBJECTIVES

- Understand the modern healthcare threat landscape, actors and intelligence
- Learn tools, tactics and strategies to safeguard your assets and information
- Know what it takes to stay ahead of the threats, both externally and internally

9:10 AM - 10:00 AM

### Healthcare Security from a Hacker's Perspective

**Dan Friedrich, CISSP director, HealthPOINT Dakota State University, Madison, SD**

Healthcare today is a gold mine for attackers. The prevalence of online attacks against websites and "Internet of Things" has accelerated quickly and the same risks continue to be exploited. Additionally, the increase in newly insured people entering the healthcare system has provided expanded attack surface for breaches, and is just one more source of emerging cyber threats penetrating hospitals' critical infrastructure. In this session, learn ways that hackers are infiltrating your hospital, what they are looking for and how you can protect against these events.

#### LEARNING OBJECTIVES

- Understand why healthcare is an attractive market to hackers
- Identify ways hackers are gaining access to hospital data
- Identify best practices for protecting your hospital from an attack

10:00 AM - 11:00 AM

### Break

11:00 AM - 12:00 PM

### Cyberattacks and Social Engineering: The Rising Digital Epidemic

**Phillip Alexander, Chief Information Security Officer (C/CISO), Certified Ethical Hacker, HITRUST Practitioner, University Medical Center, Lubbock, TX**

The scale, frequency and impact of cyberattacks in healthcare is alarming! In the age of interconnectedness and social engineering, ransomware, phishing and whaling have become the dominant

digital epidemic of modern healthcare. In this session, learn how to protect your critical infrastructure using a multi-prong approach to security – one that is achievable and affordable! Know how to prove due diligence, what technology to implement, how to gamify security training, and how to assess and justify business impact. A must-attend session!

#### LEARNING OBJECTIVES

- Understand the risks: what to do, what not to do, and how to best prevent yourself from becoming a victim
- Recognize and implement best practices for a successful security program (using the UMC Texas example)
- Understand the cost-benefit justification in IT security spending

12:00 PM - 1:15 PM

### Awards Luncheon

1:15 PM - 2:15 PM

### Driving Value from Your IT Investments (CIO Panel Discussion)

**Michael J. Maksymow, CPHIMS, FHIMSS, Vice President, Information Systems & CIO Beebe Hospital (invited)**

**Jeffery Daigrepoint, Senior Vice President, The Coker Group, Alpharetta, GA (moderator)**

In our rapidly changing healthcare environment and movement toward value-based care, the need to drive more value from IT investments (especially the EHR) has become a top priority for healthcare leaders. Organizations are changing their perspectives and seeing IT (and their EHR) as a strategic tool that can increase value by gaining key insight into their patient populations and enhancing engagement with their patients. The role of the CIO has also drastically shifted from one of an operational and technical focus to one of a strategic 'value creator.' In this session two experienced healthcare CIO's will share their unique perspectives about how they have driven value from their IT investments.

#### LEARNING OBJECTIVES

- Understand key strategies for driving enhanced value from your IT investments
- Learn how to leverage IT to align with patient experience and engagement initiatives, and to prepare for population health and the shift toward bundled payments
- Learn how to work closer and more effectively with other leaders and stakeholders in the organization (and community) to drive value

2:15 PM - 3:15 PM

### BYOD and Mobile Security: Balancing Risks and Rewards

**Speaker TBD**

With increasing need to access health data anywhere, the mobile security and BYOD environment present many, potentially "bad leavers" that can open doors to data breaches: cloud storage, text messaging, policies, attitude, and poor accountability. In this session, learn how to balance the data accessibility and productivity against data privacy and security risks.

#### LEARNING OBJECTIVES

- Learn how to balance the risk and rewards of implementing BYOD
- Understand the importance of BYOD in your overall data risk management strategy
- Understand the threats and blind spots against the network



**3:15 PM - 4:00 PM**

**Break**

**4:00 PM - 5:00 PM**

### **The Digital Revolution and Healthcare's "Brave New World"**

**Speaker TBD**

Cutting-edge technologies are transforming healthcare in profound and unprecedented ways. The break-fix model of medicine delivered in brick-and-mortar settings is giving way to consumer-driven, new-age, and predict-and-prevent technology that promotes lifestyle, connectedness and convenience. From wearable tech, health apps, sensors and accessories, to mobile clinics and bed-less hospitals, hear how cutting edge technology is creating new possibilities and thrusting healthcare into uncharted territories!

#### **LEARNING OBJECTIVES**

- Hear about fascinating new technologies and how they are shaping and creating the future of healthcare
- Understand key drivers of change within the digital economy
- Get a glimpse into where and how the traditional hospital and current care delivery system will fit into the new digital revolution

**5:00 PM - 6:00 PM**

**Evening Networking Reception**

## **FRIDAY, OCTOBER 21**

**8:00 AM - 9:00 AM**

**Breakfast in Exhibit Hall**

**9:00 AM - 10:00 AM**

### **Surviving Ransomware: Lessons from Rural Texas Hospital (Panel Discussion)**

**John Galligan, IT Director, Childress Regional Hospital, Childress, TX**  
**Frank Beaman, CEO, Faith Community Hospital, Jacksboro, TX**  
**(invited)**

**Robert Spurck, J.D., Reed, Clymon, Meeker & Hargett, PLLC, Austin, TX**

Hardly a day goes by without another ransomware attack or email hack making national headlines. But for all the breaking news and troubling statistics, what would you do if you were hit and your hospital was brought to a grinding halt? What if paying wasn't an option? It's not a matter of if, but when. In this session learn what a ransomware attack looks and feels like firsthand, and hear from your peers their experiences, responses and lessons learned.

#### **LEARNING OBJECTIVES**

- Hear firsthand experiences from small rural hospitals on how they survived from ransomware attacks
- Learn what options are available and how to respond to a malicious attack
- Get practical tips and advice for limiting damage and what you can do to prevent ransomware attacks in the first place

**10:00 AM - 10:30 AM**

**Networking Break**

**10:30 AM - 11:20 AM**

### **Audit Proof: Preparing for Phase 2 of OCR Audits**

**Michael Orr, Director, BKD, LLP, Waco, TX**

**Charles Snyder, CISM, CISA, PMP, Managing Consultant, BKD, LLP, Louisville, KY**

The U.S. Department of Health and Human Services' Office for Civil Rights (OCR) has initiated Phase 2 audits to examine and assess how covered entities and their business associates are adhering to the HIPAA Privacy, Security, and Breach Notification Rules. Recent staggering fines and settlements for noncompliance with HIPAA demonstrate that OCR and HHS are taking this very seriously. In this session, learn about what to expect and how to prepare for HIPAA audits and compliance reviews.

#### **LEARNING OBJECTIVES**

- Understand who may be selected for Phase 2 audits
- Learn what round 1, round 2 and round 3 of the Phase 2 audits are expected entail
- Get practical tips and advice on how your organization can best prepare for HIPAA audits or compliance reviews
- Get an update on Meaningful Use audits and the importance of a new or updated Security Risk Assessment (SRA)

**11:20 AM - 12:10 PM**

### **Straight from Helpdesk: Lessons and Insights That Will Surprise You!**

**Clay Price, IT Manager, TORCH Foundation, Austin, TX**

**Peter Porter, Helpdesk Administrator, TORCH Foundation, Austin, TX**

The TORCH Foundation provides network support services for many rural and community hospitals within TORCH. Over the years, through our helpdesk, we've encountered a variety of tickets. What can helpdesk teach us? More than you realize! For this session we've pulled together lessons learned and insights that will surprise you!

#### **LEARNING OBJECTIVES**

- Hear (and swap) lessons learned and insights straight from the helpdesk experience
- Understand the role of helpdesk in your overall risk management process
- Learn how to use helpdesk to improve user experience, engagement and education



Affiliate of  
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## CONTINUING EDUCATION CREDIT

A certificate of attendance will be provided to all participants, which can be used to claim CE credits from professional associations and state licensing boards. This program provides: 9 hours of CE units for CPAs from the Texas State Board of Public Accountancy: sponsor # 04763, no preparation required; and 9 hours of preapproved ACHE Qualified Education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

The Healthcare Administrators Credentialing Commission [www.haccomm.org](http://www.haccomm.org) has authorized 9 hours of Continuing Education Credit for HITCON16. Credential holders should retain their certificates and list the meeting on their renewal or application form. DO NOT submit the certificate unless directed as part of the HACC random audit process.

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