

# HEALTHCARE BIOMETRICS

## SUMMIT

Leverage Biometric Applications for Improving Fraud Protection, Efficiency and Security in the Healthcare, Insurance and Pharmaceutical Fields

March 13-14, 2017 | Sheraton Philadelphia University City Hotel | Philadelphia, PA

### FEATURED SPEAKERS INCLUDE:



**Kevin W. Bowyer**,  
Schubmehl-Prein Professor and  
Chair, Department of Computer  
Science and Engineering,  
**UNIVERSITY OF NOTRE DAME**



**Yan Chow, M.D., MBA**,  
Medical Director, Mobile Health,  
Medical Sciences, **AMGEN**



**Vito Sardanopoli**,  
Director of Enterprise Cybersecurity  
Services and Governance,  
**QUEST DIAGNOSTICS**, Member of  
Healthcare Industry Cybersecurity Task  
Force, **U.S. DEPARTMENT OF HEALTH  
AND HUMAN SERVICES**



**Pam Dixon**,  
Executive Director, **WORLD  
PRIVACY FORUM**



**Abbie Barbir**,  
Board Member, FIDO Alliance,  
Senior Security Advisor, **AETNA**

### FOCUS AREAS

- Explore the new healthcare fraud continuum and hear what it is and why it is so important to understand
- Learn how to choose the right biometric modality for your business and measure key factors for your adoption's success, including accuracy, efficiency and cost-benefit ratio
- Improve revenue cycle management tools for a safer, quicker and better patient experience (PX) and discover state-of-the-art technologies to optimize health information exchanges (HIEs), integrated delivery networks (IDNs) and the master patient index (MPI) to reduce duplicate patient records
- Grasp the implications of 21 CFR Part 11 and HIPAA regulations for facility security, employee verification and access management
- Leverage biometrics to align with the DEA's two-factor credentials and e-prescribing (e-Rx) of controlled substances (EPCS)
- Understand the future of biometrics verification for healthcare IoT and wearable devices

### WHAT IS HEALTHCARE BIOMETRICS?

Healthcare biometrics refers to technologies in doctors' offices, hospitals, pharmacies and labs used in identifying or verifying a patient's or employee's identity based on unique biological characteristics.

### BIOMETRICS MODALITIES



FINGER  
PRINT



FACIAL  
RECOGNITION



PALM PRINT/  
PALM VEIN



IRIS  
RECOGNITION

### HOW DOES IT WORK?



# HEALTHCARE BIOMETRICS

SUMMIT

Dear Colleague,

While all major industries continue to face a growing threat of attacks on their information systems, the size and scope of malicious acts targeting the healthcare industry have accelerated particularly rapidly in the last several years. Healthcare data may be used for a variety of criminal purposes, including fraud, identity theft and the disruption of healthcare-related systems. According to the FBI, healthcare fraud is estimated to account for approximately 10% of total U.S. healthcare costs.

Today, leaders in the healthcare, insurance, pharmaceutical and medical device fields are exploring innovative biometric solutions to protect their data, enhance the safety of their medical records and improve their operational efficiency in accordance with HIPAA, EPCS, I-STOP and 21 CFR Part 11 regulations. Advanced biometric technologies such as facial recognition, iris recognition, finger vein or palm vein scanning do not only appear in James Bond or Jason Bourne movies anymore — they are used in real life. Since biometrics cannot be stolen or forgotten and are very difficult to forge, biometric applications are ideal and efficient identification solutions that combine increased security, convenience and accuracy to prevent fraud and identity theft. However, due to a lack of understanding of biometrics and its modalities, the market has been slow to efficiently adopt this beneficial technology. Also, there are still many practical, regulatory, security and privacy issues connected to the use of biometric information, and the healthcare industry must overcome these challenges in order to comply with regulatory standards.

ExL's **Healthcare Biometrics Summit** will bring leaders from a broad business ecosystem — including healthcare systems, insurance companies, physician offices, pharmaceutical and medical device organizations, and solution providers — together to facilitate interactive discussions detailing how biometrics can solve the information security challenges the industry faces. Over the course of two days, attendees will learn about the key accuracy, efficiency and cost-benefit factors involved in integrating biometrics into their businesses. Join us to examine best practices and examples for reducing claim frauds and enhancing physical and data security, then return to work with new tools to safeguard your organization against healthcare fraud. Our expert speakers are ready to help you gain a better understanding of techniques to optimize your health information exchange (HIE), integrated delivery network (IDN) and master patient index (MPI) to reduce duplicate patient records and enhance your revenue cycle management and patient experience!

I look forward to welcoming you to Philadelphia in March 2017!

Sincerely,

Koray Ozkal

Koray Ozkal  
Conference Production Director  
ExL Events, a division of Questex, LLC

## WHO SHOULD ATTEND:

This conference is designed for professionals from healthcare systems, pharmaceutical companies, insurance providers, medical device companies and laboratories with responsibilities in the following areas:

- Information Technology
- Information Security
- Medical Information
- Electronic Health Systems (EHS)
- Electronic Medical Records (EMRs)
- HIPAA
- Patient Access
- Patient Identification/Patient Authentication
- Cybersecurity
- Data Architecture/Data Security
- IT/IT Operations/IT Security
- Revenue Cycle Management
- Data Authentication
- Physical Security

This conference is also of interest to:

- IT Consultants
- Patient/Customer Experience Professionals
- Academics
- Security Professionals

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## SHERATON PHILADELPHIA UNIVERSITY CITY HOTEL

3549 Chestnut Street  
Philadelphia, PA 19104

If you require overnight accommodations please contact the hotel. ExL Events has reserved a group block at a reduced rate for conference participants. To make reservations attendees can call 1-888-627-7070 and request the group rate for **"ExL's Healthcare Biometrics Summit."** The group rate is available until **February 21, 2017**. Please book your room early as rooms available at this rate are limited.

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## 8:15 Registration and Continental Breakfast

### 9:00 CHAIRPERSON'S WELCOME AND OPENING REMARKS

Kevin W. Bowyer, *Schubmehl-Prein Professor and Chair, Department of Computer Science and Engineering, UNIVERSITY OF NOTRE DAME*

### 9:15 UNDERSTAND THE CORE OF HEALTHCARE BIOMETRICS AND ASSESS THE DIFFERENCES BETWEEN PATIENT IDENTIFICATION TECHNOLOGIES

- ✔ Grasp the basics of healthcare biometrics and biometric modalities
- ✔ Address how to choose the right biometric modality for your business
- ✔ Explore best practices and case stories from healthcare and other industries, particularly lessons learned from early adopters

Stephen Elliott, *Director at International Center for Biometric Research, PURDUE UNIVERSITY*

### 10:00 PANEL: BIOMETRICS ADOPTION FOR HEALTHCARE SYSTEMS

- ✔ Measure key factors for your adoption success by benchmarking accuracy, efficiency and cost-benefit factors for biometrics adoption and integration
- ✔ Improve revenue cycle management tools for a safer, quicker and better patient experience (PX)
- ✔ Discover state-of-the-art technologies to optimize health information exchanges (HIEs), integrated delivery networks (IDNs), and the master patient index (MPI) in order to reduce duplicate patient records
- ✔ Use biometrics to effectively manage visitors, protect process payments, track caregiver workflow and secure medicine dispensing

## 10:45 Networking Break

### 11:15 THE NEW HEALTHCARE FRAUD CONTINUUM EXPLAINED: AN OVERVIEW OF HOW TO UNDERSTAND HEALTHCARE FRAUD

- ✔ Uncover the key modus operandi of healthcare insurance fraud
- ✔ Review healthcare provider case studies and trend reports
- ✔ Define the risks that come with fraud and identity theft, and understand the importance of proactively eliminating threats
- ✔ Analyze risk factors and solutions for combating healthcare fraud
- ✔ Discover how biometrics can improve fraud protection and reduce risks

Pam Dixon, *Executive Director, WORLD PRIVACY FORUM*

## 12:00 Luncheon

### 1:00 INTEGRATE BIOMETRIC SOLUTIONS TO IMPROVE THE SECURITY OF MEDICAL DEVICES

- ✔ Explore why the security of healthcare data and medical devices is essential to protecting patients and providing them with the highest level of care
- ✔ Review challenges to secure connected medical devices and other software or systems that connect to an electronic health record
- ✔ Analyze the challenges and barriers the healthcare industry encounters when securing itself against security risks
- ✔ Identify the security vulnerabilities of medical devices and address how biometrics can solve risks to patient safety

Vito Sardanopoli, *Director of Enterprise Cybersecurity Services and Governance, QUEST DIAGNOSTICS, Member of Healthcare Industry Cybersecurity Task Force, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES*

### 1:45 DISCUSS BEST PRACTICES FOR SAFELY STORING PATIENT INFORMATION

- ✔ Discover practical methods to protect patient data while providing internal access to information
- ✔ Learn vendor assessment tactics for picking the right provider and ensuring your patient's health and medical information and records are private and protected
- ✔ Grasp the implications of FDA (21 CFR Part11) and HIPAA regulations

Nestor J. Rivera, *Executive Privacy and IT Counsel, HIPAA Privacy Officer, GE HEALTHCARE*

Justin Berman, *Vice President of Information Security and Corporate IT, FLATIRON HEALTH*

## 2:45 Networking Break

### 3:15 HEALTHCARE IoT AND WEARABLE DEVICES: WHAT IS NEXT FOR BIOMETRICS?

- ✔ Rethink many aspects of our information and medical technology foundation infrastructure
- ✔ Understand biometrics' profound impact on high-dollar investments and potential shifts with vendor relationships as new technology providers enter the market and disrupt long-standing processes and practices
- ✔ Assess how wireless devices, leaps in sensor technology and accelerated adoption by savvy users — including patients — are forcing us to reconsider the way we plan, invest and implement IT and medical technology
- ✔ Hear about case studies on wearable patient monitoring technology, feedback from staff and patients, and evaluations of how these devices impact long-range planning

Yan Chow, M.D., MBA, *Medical Director, Mobile Health, Medical Sciences, AMGEN*

Jim Beinlich, *Associate Vice President, I/T Entity and Corporate Information Services, PENN MEDICINE — UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM*

## 4:15 Day One Concludes

## 8:15 Registration and Continental Breakfast

### 9:00 CHAIRPERSON'S RECAP OF DAY ONE

Kevin W. Bowyer, *Schubmehl-Prein Professor and Chair, Department of Computer Science and Engineering, UNIVERSITY OF NOTRE DAME*

### 9:15 THE EVALUATION OF MULTI-MODAL BIOMETRICS IN HEALTHCARE FOR ENHANCED SECURITY

- ✔ Discuss top reasons to deploy multi-modal biometrics in healthcare
- ✔ Compare key differences between uni-modal and multi-modal biometric systems
- ✔ Outline effective integration strategies to maintain the reliability and accuracy of biometric systems while reducing the cost
- ✔ Evaluate challenges in multi-modal biometrics to avoid complex design and privacy issues

Kevin W. Bowyer, *Schubmehl-Prein Professor and Chair, Department of Computer Science and Engineering, UNIVERSITY OF NOTRE DAME*

### 10:00 A JOURNEY TO UNDERSTANDING SECURITY THREATS: THE BUSINESS OF HACKING IN HEALTHCARE

- ✔ Learn about the operational similarities between cyber underground markets and traditional corporations
- ✔ Identify ways to maximize disruption
- ✔ Examine data and observations from security teams, open source intelligence and industry reports
- ✔ Assess attacks against biometric solutions
- ✔ Gather actionable intelligence that security professionals and business leaders can use to implement the most effective strategy and maximize disruption of the adversary

Cindy Cullen, *Chief Cyber-Security Strategist, HEWLETT-PACKARD ENTERPRISE*

## 10:45 Networking Break

### 11:15 PANEL: WHAT IS GOING ON WITH HEALTHCARE BIOMETRICS? A LOOK AT PRIVACY ISSUES WITH BIOMETRIC TECHNOLOGY

- ✔ Update your knowledge on the state of biometric advances, technologies and uses in healthcare
- ✔ Highlight the key privacy and regulatory issues of biometrics in healthcare settings
- ✔ Walk through do's and don'ts for the use of biometrics in health systems, pharmaceuticals, physician offices and insurance claims

Jon Wilkinson, *Privacy Officer, IBM*

Pam Dixon, *Executive Director, WORLD PRIVACY FORUM*

## 12:15 Luncheon

### 1:15 ENABLE DATA ENRICHMENT AND VALIDATION IN HEALTHCARE: BLOCKCHAIN USE CASES AND OPPORTUNITIES

- ✔ Capture how technologies like blockchain can play a significant role in improving security and reducing costs within the healthcare industry
- ✔ Hear a list of use cases, including related authentication and encryption technologies that can enable the adoption of blockchain technology in the healthcare industry
- ✔ Study the use of blockchain as a means for enabling data enrichment and validation in compliance with initiatives such as the Affordable Care Act
- ✔ Gauge possibilities for the effective integration of biometrics and blockchain

Abbie Barbir, *Board Member, FIDO Alliance, Senior Security Advisor, AETNA*

### 2:00 FRONTIERS IN IRIS BIOMETRICS

- ✔ Navigate the usability of iris recognition systems in healthcare
- ✔ Understand its strengths and limitations
- ✔ Identify the fundamental issues that must be overcome to expand the reach of this technology
- ✔ Assess the potential market and customer base for iris recognition systems

Kevin W. Bowyer, *Schubmehl-Prein Professor and Chair, Department of Computer Science and Engineering, UNIVERSITY OF NOTRE DAME*

## 2:45 Networking Break

### 3:15 HOW LIFE SCIENCE COMPANIES ENSURE THEY ARE ALLOWING THE RIGHT PEOPLE IN AND KEEPING THE WRONG PEOPLE OUT

- ✔ Discuss why companies should advocate for a trusted identity ecosystem
- ✔ Leverage standards to create a secure, efficient trust ecosystem
- ✔ Explore employee verification best practices and recognize that owning a trust mark can provide assurance of a user's digital identity

Mollie Shields-Uehling, *President and CEO, SAFE-BIOPHARMA ASSOCIATION*

## 4:15 Chairperson's Closing Remarks



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