Session 504: BAM! (Business Associate Management)
A Sound You Want to Hear When Working with Your Business Associates

1. The Need
2. Benefits

Covered Entity

Business Associate

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Follow Thru
Satisfactory Assurances

3. 
4. 

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Get Ready for Some Knowledge

1. Covered Entity
2. Business Associate
3. Both

Working with My BA/CE is...

1. A positive experience!
2. Interesting...
3. Like visiting the dentist.
4.
• Understand how effective Business Associate Management (BAM) is a vital function that both Covered Entities and Business Associates should perform continuously and effectively.
• Correlate the HIPAA requirements related to Business Associates with sound business practices that enable Covered Entities and Business Associates to work as a team in their shared commitments and expectations in the safeguarding of PHI.
• Learn from case studies of Covered Entities that were successful BAM practitioners as well as from those that were not so as to identify the best strategies to design and effectively implement BAM within your organization.
• Understand how effective Business Associate Management (BAM) is a vital function that both Covered Entities and Business Associates should perform continuously and effectively.
• Correlate the HIPAA requirements related to Business Associates with sound business practices that enable Covered Entities and Business Associates to work as a team in their shared commitments and expectations in the safeguarding of PHI.
• Learn from case studies of Covered Entities that were successful BAM practitioners as well as from those that were not so as to identify the best strategies to design and effectively implement BAM within your organization.
• Perform continuously
• Commitments, expectations, safeguarding
• Strategies

Question for the Audience...
Defining what is...a business associate.

Anyone...
Anyone...
Anyone...
The Need

We need someone to do “X” on our behalf which involves using our PHI.

We can do “X” on your behalf using your PHI.

THE BENEFITS

- We are not specialists in doing “X”.
- Doing “X” takes us away from our areas of expertise.
- We need a vendor to do “X” on our behalf.
- Lowers overhead related to “X”.
- Increases the effective use of our resources.
- Can help increase our profitability.

- We are experts doing “X”.
- Doing “X” keeps us focused on our strengths.
- We can help CEs by doing our specialty which is “X”.
- We can add more “X” as needed by the customer.
- Maximizes our available capacity to perform “X”.
- Can help increase our profitability.
Satisfactory Assurances

What does this mean to you?

Satisfactory Assurances

So let’s develop our own definition.
Satisfactory Assurances

Let’s compare this to the definition in the regulations...
Satisfactory Assurances

Wait for it....

Satisfactory Assurances
Satisfactory Assurances

As we apply the concept of Satisfactory Assurances, let’s remember the requirements.

Satisfactory Assurances

Anyone in the mood for some mathematical modeling?
Satisfactory Assurances

\[ f(SA) = \sum_{n=0}^{\text{Present}} (BA_{\text{experience}}) + \sum_{n=0}^{\text{Present}} (BA_{\text{expertise}}) \]

Consider...
Satisfactory Assurances

Expectations  Deliverables

The Business Associate Agreement or Other Contractual Agreement
Satisfactory Assurances

Let’s talk a bit about the BAA...

- Timeliness of reporting
- What is getting reported
- Common incidents
- Auditing for compliance

Scenario 1: Teacher / Student

![Graph showing Expertise over Time]

CE  BA
Scenario 2: Student / Student

Expertise vs. Time

CE \rightarrow BA

Scenario 3: Student / Teacher

Expertise vs. Time

BA \rightarrow CE
Your turn:
• Questions
• Comments
• Points of emphasis
• Review