

the mid Missouri Star

Jan/Feb 2003
Issue 1

Columbia-Jefferson City Chapter of ARMA, International

Vol. 15,

HIPPA Compliance Deadline Nears

Marry-Ellyn Strauser

9 Is your organization HIPPA compliant? With the April 14 privacy rule deadline looming, it's time to make certain.

The Health Insurance Portability and Accountability Act of 1996 (a.k.a. Kennedy-Kassebaum Act) has two primary goals: (1) to make healthcare more efficient by standardizing electronic data interchange; and (2) to protect the confidentiality and security of health data by setting and enforcing standards.

HIPAA outlines requirements to meet its goals:

1. Standardization of electronic patient health, administrative and financial data;
2. Unique health identifiers for individuals, employers, health plans and health care providers;
3. Security standards protecting the past, present, and future confidentiality and integrity of "individually identifiable health information" (that's a key HIPAA phrase).

HIPPA effects all but the smallest of organizations. Any organization that provides health care or has an association with health care information. Clearly, it effects the health care industry – providers (even the one-physician office), health plans, public health authorities, life insurers, clearinghouses, and billing agencies. Less obviously, it effects employers, information systems vendors, service organizations, and universities.

Noncompliance is costly. HIPAA calls for severe civil and criminal penalties for noncompliance,

including fines up to \$25K for multiple violations of the same standard in a calendar year and fines up to \$250K and/or imprisonment up to 10 years for knowing misuse of *individually identifiable health information*.

Effective compliance requires a comprehensive action plan, including:

- Developing new policies, processes, and procedures;
- Implementing chain-of-trust agreements with service organization;
- Redesigning a compliant technical information infrastructure;
- Training and enforcement.

For a in-depth look at HIPAA, everything from a HIPAA Primer to vulnerability assessments to compliance strategies, go to the HIPAA Advisory (brought to you by Phoenix Health Systems) at <http://www.hipaadvisory.com/> For information on how HIPAA affects employers take a look at *The Short-Form HIPAA Primer for Employers* available at <http://www.bowie-jensen.com/j.php?caption=HIPAA%20Compliance&page=hipaa.inc> ■



Calendar

February 18	Jefferson City <i>Tour of the State Gaming Commission</i>
March 18	Jefferson City <i>Microfilming/Imaging</i>
April 15	Rolla <i>Tour of DGLS</i>

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Vol. 15,

May 20

Columbia

Identity Theft

June 17

Jefferson City

Awards Night & ARMAbucks Auction

President's Pen



Greetings fellow chapter members. I hope that everyone had a wonderful holiday season and that things have settled down for you. Thanks to everyone who made our holiday/Wayne's retirement party such a smashing success.

I can hardly believe we are almost through the first month of 2003. The Board will be meeting soon to finalize plans for the second half of the chapter year. Our next chapter meeting will be in February. We will be taking a tour of the Missouri Gaming Commission. This meeting will be a great opportunity for you to invite someone new to see hands on demonstration of how the Commission deals with its records and to show them how our ARMA chapter can benefit their professional development. It will also be a good refresher course for those who have been in the field awhile.

I have some unfortunate news to pass along. After much consideration and discussion, the Heartland Committee has decided to postpone this year's Heartland Conference. Due to the downturn in the economy there were concerns that private and public agencies would be unable to send people. And these tough fiscal times have forced many vendors who have been faithful supporters of the conference to cancel this year. Plans are to resume the conference next year.

In the past we have cancelled our May meeting due to the Heartland Conference. Since that will not be an issue this year, our tentative plan is to have a discussion of "hot topics" within records management. I am interested in what subjects are on the minds of our chapter members. If there is something that you want to learn more about, have concerns about, or if you have articles that you think would be of interest to other chapter members, please feel free to call me (573-526-1258) or send me an e-mail at kelsoc@sosmail.state.mo.us by the end of March.

Craig Kelso
Chapter President ■

2002/2003

Columbia/Jefferson City Chapter of ARMA, International

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We've Got Mail

I want to thank the Board and chapter members for the great retirement party given me at the December chapter meeting. A lot of thought and effort went into the preparations for the evening events and I enjoyed it greatly. It is a terrific feeling to be honored by your peers and friends. I also want to thank the Board for naming the chapter's Meritorious Service Award after me. It was a very thoughtful action for the Board to take and I am deeply honored.

We have a good chapter and I encourage those of you who do not actively participate in the chapter's meetings and other events to do because you are missing out on a great deal of professional information plus getting to know a group of very nice people. Although I'm now retired, I will continue to attend an occasional meeting as I enjoy them.

I wish everyone the best of luck for the future.

Wayne Duncan
RETIRED ■

January 6, 2003

The 2002-03 Awards Committee announces ARMA International's new Special Projects Award. This award, which applies to chapters and individual members, will recognize innovative special projects that promote records and information management.

This award was modeled after Section II – Projects, of the Chapter of the Year Submission (COTY) as outlined in AL710. The new Administrative Letter (AL) 750 provides the details of the award and how to submit. Refer to the Awards section of the

ARMA International Web site (www.arma.org/membership/01_awards.cfm) or the Chapter Connection in the ARMA International Intranet (www.arma.org/intranet) site.

Submissions for this award will be considered by the Awards Committee and presented for the first time during the Awards Event in Boston in October 2003.

For further details concerning the award, please contact 2003-04 Awards Committee Chair Juanita Skillman, CRM, FAI, or Anita Willis, co-chair of the Awards Committee.

Juanita M. Skillman, CRM, FAI,
Chair 2003-04 Awards Committee
President, ARMA International ■

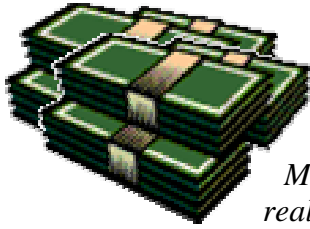
Contact Ms. Skillman at: (714) 593-7129 or jskillman@ocsd.com; and Ms. Willis at (888) 299-4319 / (913) 217-6019 or awillis@arma.org



ARMA2003: **boston**

Converging Technology,
Knowledge, Business, and
Information Management

October 19-22, 2003



ARMABucks

Money was never a big motivation for me, except as a way to keep score. The real excitement is playing the game. Donald Trump, Trump: Art of the Deal

He could have been talking about ARMABucks! Here are the current balances. If there's a problem with your account, please call your benevolent banker, Marry-Ellyn Strauser, at (573) 751-4502. As always, thank you for banking with us!

Asher, Joe	--	Hussey, Liz	\$ 25
Barrett, Larry	\$500	Jones, Willie	\$700
Benish, Judy	\$675	Kelso, Craig	\$1,000
Block, Joyanne	\$125	Kirchner, Dawn	--
Clavert, Linda	\$125	Larkin, John	\$600
Duncan, Wayne	\$525	Looten, Joann	\$125
Elkins, Ron	--	Masters, Will	\$850
Gentry, Linda	--	Nichols, Kathy	\$600
Gibson, Robin	\$500	Nield, Tom	\$250
Gilman, Maxine	--	Parks, Cyndie	\$375
Hagemeyer, Nila	--	Perkins, Joanna	\$125
Hager, Sally	\$125	Perkins, Rob	--
Harper, Connie	\$125	Powell, Phyllis	\$125
Harrison, Kim	\$125	Shellman, Michael	\$600
Hayes, Barbara	\$125	Sherrick, Penny	--
Hinklemeyer, Sue	\$125	Strauser, M-E	\$875
Holland, Michael	--	Wihite, Reggie	--
Hombs, Debbi	--		

Ways to Earn Those ARMABucks

Event	Amount
Attend a monthly meeting	\$100/meeting
Bring a guest to a monthly meeting	\$50/guest/meeting
Attend all monthly meetings	\$400/year
Attend a board meeting	\$25/meeting
Write a newsletter article	\$100/month
Be a Board Member	\$25/year
Attend the ARMA International conference	\$150/year
Participate on ARMA International committee	\$100/year
Participate as a chapter committee chair	\$100
Participate in a chapter committee	\$100
Recruit a new member	\$500/member



ARMA Education

Foundation's 5/100 Legacy Campaign Gears Up

The ARMA International Educational Foundation kicked off its *5/100 Legacy Campaign* at the ARMA 2002 conference in New Orleans. Members are being asked to pledge \$100 each year for the next five years toward building the Foundation Endowment. This Legacy Campaign represents an opportunity for members to make an investment in the future of records and information management. The goal is to raise \$1.5 million for the endowment.

The Educational Foundation is an education and research *funding resource* affiliate of ARMA International. Its purpose is to fund individuals and organizations interested in the advancement of knowledge in the field of Information Management.

The 5/100 Legacy Campaign, which will continue through December, is a special component of the Foundation's endowment pledge campaign. To encourage participation, rewards are offered to the ARMA Chapter with the greatest membership participation and to the ARMA Region who's members contribute the largest dollar amount to the Endowment.

The Foundation will invest the annual income produced by the endowment to meet the strategic goals for advancing the status of the profession:

- Support research to address critical issues in information management
- Provide education development grants to enhance knowledge, skills, and abilities of practitioners in the field
- Foster educational initiatives that develop information management skills and programs

Member support of the 5/100 Legacy Campaign will help ensure the success of these initiatives and the growth of the profession. To learn more about the Foundation, visit its website at <http://www.armaedfoundation.org/index.html> ■



Current Standings

As of December 2002, the Foundation has received pledges for \$24,500 of

which \$5,000 have been paid. The Houston Chapter is leading in the 30-chapter race. The Pacific Region is leading in the 10-region race. Awards will be presented at ARMA Boston 2003.

Are You on the MemberFest Bandwagon?

Melissa Ebert

ARMA International's member-get-a-member campaign, MemberFest, which was launched a few months ago at the 2002 conference in New Orleans, is in full swing – and producing pleasing results! However, the campaign cannot be a total success without *your* support. Yes, we need you!

MemberFest, whose goal is to acquire 500 new members by June 30, allows ARMA members to compete for prizes and to become a part of the CORE (Connecting Others Through Recruitment and Encouragement) Club. The club is a new addition to ARMA and represents those members who are the “go-getters” of the association. Members wishing to join this elite group need only to recruit one new member or to reinstate a member whose membership has been expired for more than 90 days. Recruit just five new members and you will also be eligible to win great prizes! Your efforts could also help your chapter win awards in the chapter competition. In addition, as a CORE Club member, you will be

honored at an exclusive reception at the Boston conference.

To get more details, visit the MemberFest Web site at www.arma.org/memberfest. There, you will find recruitment tips, a listing of the prizes available, an application for membership designed specifically for the campaign, and the official rules of the program.

Get started by ordering your MemberFest applications from Member Services, downloading them from the Web site, or directing your recruits to complete the online MemberFest application.

Our members represent ARMA's greatest marketing tool! Help make the association the best it can be by recruiting your colleagues! ■

Recruiting: A 3-Step Approach

Melissa Ebert

Not sure how to react to a negative response to your ARMA recruiting efforts? First, remember that a “no” or “not interested” answer is not personal – and is likely quite justified. Then, use the “feel, felt, found” approach to overcome the initial response by 1) validating the

potential recruit's feelings; 2) empathizing to let the person know that you understand the obstacles; and 3) sharing the value you have found in your ARMA membership. For example, respond to an objection with, "I know exactly how you *feel*, I *felt*

the same way myself. I know what you're saying, but here is what I *found*..." Use your personal experience to win the person over. Here is a scenario to illustrate the "feel, felt, found" approach.

Potential recruit: I'd like to join but my company won't pay for it and the membership is expensive.

You: You're right, it can be expensive if you're not receiving any value in return. I felt the same way before I became a member. What I found, though, is that membership is a professional investment in myself. By belonging to ARMA, I get recognition for being in this field. I get the education I need to go further in my career. I also get valuable networking opportunities and additional education by attending local meetings! I gain critical knowledge, and I have used that knowledge to show my employer that ARMA membership is a worthwhile business investment that provides a significant return.

This dialogue demonstrates understanding and empathy. By agreeing with potential recruits, you validate their feelings. You show them that you understand by telling them that you also felt that way. And, you offer them another way of thinking with your explanation of how you personally discovered the value of ARMA membership.

As a member, you already know what's in it for *you*. It's why you keep renewing your membership. It's why you belong

to your local chapter. It's why you attend conference and become involved in leadership roles. Now, you must help others realize what's in it for *them*. If you plant that seed, you will help not only them – but also the ARMA membership roll and the profession – grow. ■

Update / Stats

- 117 paid members have officially signed up as a result of this campaign. There are now 76 members of the CORE Club.
- Top chapters are Metro NYC with 13 new recruits, Big Sky with 11, and Northern New Mexico with 7. In the race for fourth place are Greater Columbus and Houston, each with 6.
- The MemberFest web site (<http://www.arma.org/memberfest>) now includes an "incentive bar" to show where we are in terms of our target of 500 new or reinstated members.

Melissa D. Ebert is the Manager of Member Services at ARMA International. You may contact her at 800-422.2762

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