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Just Associates' Experts to Address HIPAA Breaches, HIM's Future at the 86th
Annual AHIMA Convention and Exhibit

The nationally recognized consulting firm will feature multiple data integrity services in Booth #1437 during the conference

CENTENNIAL, Colo. – Sept. 26, 2014 – [Just Associates, Inc.](http://www.justassociates.com) announced today that its CEO and president, Beth Just, will join a panel of esteemed colleagues during the [86th Annual AHIMA Convention and Exhibit](#) to address how the roles and functions of health information management (HIM) are expected to evolve over the next decade. It is one of three sessions in which experts with Just Associates, a nationally recognized leader in patient matching and health information data integrity and management, will share insights with attendees during the conference, taking place in San Diego Sept. 27-Oct. 2, 2014.

During “[HIM Without Walls: Building Expertise for the Future](#),” which takes place Sept. 30, 2014 at 1 p.m. in Exhibit Hall A, Just and her fellow panelists will also focus on why it is critical for HIM professionals to learn new skills, engage colleagues and expand expertise to remain relevant. Also highlighted will be key points of an AHIMA/AHIMA Foundation workforce study that sheds light on the future of HIM across the healthcare continuum.

“Just Associates is privileged to have these opportunities to share our expertise and insights into the future of HIM and protecting patient information with attendees at this year’s conference,” said Just, MBA, RHIA, FAHIMA. “We are especially looking forward to connecting with others and exchanging ideas on how to raise HIM’s profile in the coming years.”

On Sept. 29 at 4:30 p.m. in Exhibit Hall A, Susan Lucci, Just Associates’ chief privacy officer, and Mary Poulson, regional director of compliance at MEDNAX Services, Inc, will present “[Whoops! We Have a Breach. What Do We Do Now?](#)” Along with an overview of the 2014 AHIMA Breach Toolkit, they will share guidance on actions in the case of a HIPAA breach.

Just will also join Just Associates’ project manager, Megan Munns, on Sept. 28 at 1:30 p.m. in Room 7A on the Upper Level for “Duplicate Patient Records: Identifying Underlying Causes for MPI Data Discrepancies.” They and fellow researchers will discuss the findings of their examination of more than 350,000 patient records with confirmed duplicates from multiple sites to identify the underlying causes for MPI data discrepancies. They will also discuss the accuracy and ability of existing patient matching algorithms to detect and accommodate the variance in patient identifiers in medical records.

To learn more about how Just Associates helps organizations improve patient care quality and safety, decrease care delivery errors and reduce overall costs by identifying and resolving identity data integrity issues and ensuring accurate linking of patient information, visit Booth #1437 during the AHIMA Convention and Exhibit.

About Just Associates, Inc.

A recognized leader in health information data integrity and management, Just Associates, Inc. (www.justassociates.com) is a healthcare data integration consulting firm that delivers superior value to its clients through improved patient matching. Just Associates has the process expertise and systems knowledge to deliver tailored, value-added solutions that improve clients' financial outcomes and business processes, support delivery of quality patient care, and meet the expectations of diverse stakeholders through improved data integrity.

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