



Medical Identity Fraud: Investigation of Allegations and Prevention/Detection through Data Mining		
	<p>Marita Janiga Director of National Special Investigations Unit</p> <p>Jay Loden National Compliance, Ethics & Integrity Office</p>	
Marita Janiga		Jay Loden

	Professional Techniques – P11	
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Session Abstract
<p>Learn how to investigate allegations of medical identity fraud and how to prevent and identify potential medical identity fraud through analytical data mining. Learn medical theft definitions and recognize the regulatory environment for medical identity fraud, related HIPAA violations and concerns, and federal reporting requirements. Understand provider and staff responsibility for validating patient identity, protecting patient privacy and related complexities in the face of identity fraud. Learn how Kaiser Permanente protects its members from medical identity fraud through proactive data mining and analysis.</p>
Target Audience
<p>This topic would be of interest to people working in audit, security, and finance at the senior, manager level, and above.</p>
COBIT Objectives
<p>PO9 Assess and Manage IT Risks DS5 Ensure System Security DS7 Educate and Train Users DS10 Manage Problems DS11 Manage Data ME2 Monitor and Evaluate Internal Control ME 3 Ensure Compliance with External Requirements</p>
Speaker Bio
<p>Over 20 years of federal law enforcement experience in white collar crime – 2 years of experience at Kaiser Permanente in the National Compliance Office managing and supervising complex, sensitive investigations.</p>
Marita Janiga

Marita Janiga joined the National Compliance, Ethics and Integrity Office (NCO) in 2008 as a Lead Investigator for the National Fraud Control team. She is currently the Director, National Special Investigations. Marita comes to NCO with a background in federal law enforcement.

Marita began her law enforcement career in 1986 as a Special Agent with the Naval Criminal Investigative Service, where she focused on investigations involving white-collar crime and procurement fraud. In 1993, she was promoted to Senior Special Agent with the U.S. General Services Administration Office of Inspector General (GSA OIG), and in 1995, to the Assistant Special Agent in Charge for the GSA OIG Office of Investigations in the San Francisco Field Office. In 1998, Marita was promoted to Special Agent in Charge of the U.S. Department of Labor Office of Inspector General (DOL OIG) in San Francisco, where she managed field offices in San Francisco, Los Angeles, Seattle, Las Vegas, and Honolulu. Many of the DOL OIG cases managed by Marita focused on health care fraud in both union health plans, as well as medical provider fraud in the federal Office of Workers' Compensation Programs. She retired from federal service in 2007.

Marita holds a bachelor's degree in Business Administration from the University of La Verne and is a graduate of the Federal Executive Institute's Leadership for a Democratic Society executive leadership program in Charlottesville, Virginia.

Jay Loden

Jay Loden joined the Kaiser Permanente Hospital Administration family in 1988. Mr. Loden managed the dietary and nutrition services of four outlying locations and supervised the design and building of two new food service facilities.

Armed with a degree in accounting, master of public administration education and a Computer Technical Specialist certification, Mr. Loden accepted a new position as an accountant in the Southern California region's general accounting department. Observing the manual labor required closing the books on a timely basis, Mr. Loden brought his programming skills to the department and automated numerous analytical tasks, saving each accountant hours of labor every month. Having demonstrated his technical ability, the controllers group created a position in the accounts payable department and asked Mr. Loden to 'bring the shop into the 20th century'. The metrics Mr. Loden created have recently been duplicated as a 'best practice' standard for other Kaiser regions.

Mr. Loden leveraged his many successes in the payables arena to a newly formed 'Electronic Commerce' department. As a project and design manager, Mr. Loden designed and implemented the state of the art technologies known as Electronic Funds Transfer, Purchasing Card (PCARD) programs, Electronic Data Interchange (EDI) and Southern California's electronic invoice retrieval system. These systems are now the preferred standard within Kaiser Permanente, contributing millions of dollars in annual savings.

Leaving Kaiser, Jay spent three years with JPL and Cal Tech. Having '*productized*' work flow software that is currently in use by the U.S. (NASA), Russia, Canada, Japan and the European Space Agency to assist with International Space Station communications (along with Xerox and Ricoh), Mr. Loden accepted a new challenge with Kaiser Permanente. As project and analytics manager for the newly

formed Fraud Detection and Prevention group within Internal Audit, Mr. Loden helped guide the team to millions of dollars in recoveries and process improvements. Today, as Assistant Director of National Compliance Data Analytics Fraud Detection group, Jay oversees the creation and execution of over ¾ million algorithms across every aspect of Kaiser Permanente's eight regions along with providing analytic support for the National Special Investigations Unit.