

COMPLIANCE TODAY



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A black and white portrait of James R. Herron, a middle-aged man with a mustache and glasses, wearing a dark pinstriped suit jacket, a white shirt, and a patterned tie. He is looking directly at the camera with a slight smile.

meet
James R. Herron

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Compliance is not a game!

By Paula Dahl

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To compliance professionals, this is not news. However, for the Rotech Healthcare Inc. (Rotech) employees, this message was perplexing since that statement was at the bottom of a memo they received informing them that the annual compliance-training program was quickly approaching. In fact, every memo that pertained to the annual training ended with “compliance is not a game”.

The Rotech compliance team felt strongly that the annual training had to be memorable as well as effective. In an effort to meet this objective, while brainstorming module development, the team fashioned the idea that each module would associate with a television game show or a television series. For example, a high-risk category was prepared in the theme of Jeopardy and the high-volume category was developed with a Survivor theme, and so on.

However, the real challenge came when the compliance law module was in development. What game show or series could convey the tedious and boring topic of law without putting the audience into a deep REM cycle? Coincidentally, this topic had received low marks from audiences in the past training, so the team thought it was appropriate to assign the new person on

the team to the task—that’s how I became known as “Drewcilla Carey!”

Whose Line is it Anyway is a television series hosted by Drew Carey that has captivated audiences with its comical improvisation. This, I decided, would become the law presentation. After recruiting (persuading, actually) three new compliance specialists that this



opportunity was a great introduction to the company, to the compliance training, and to their deep-seated acting skills, we were ready to design.

All involved parties did their research (including watching the TV series) and then created scenarios reflecting issues related to STARK, HIPAA, CMS Medicare Supplier Standards, Anti-kickback, and False Claims. To complete the theme, Mimi, from the *Drew Carey Show* appeared and passed her hat around the audience (as tactfully as

Mimi could) to collect requests for additional scenarios and to address questions or concerns about the industry and compliance issues in general. The actors improvised the selections from Mimi’s hat and acted out the audience’s requests. Moderator Drewcilla Carey was on hand to explain the particular law or concern that appeared in each skit.

After four road trips of a full three-day compliance training, the compliance team met and reviewed the training evaluations. The evaluations demon-

strated that the audience thoroughly enjoyed the entire compliance training and successfully improved the rating of the previous law presentation.

Attendees felt they could remember the content of the training since they were able to associate it with a positive experience, laughter. Additionally, the message conveyed, i.e., the jeopardy of doing something improper, was clearly heard. Overall, the Rotech employees found that indeed, compliance is not a game, but a valuable resource within their own walls. ■