



Society of Corporate Compliance & Ethics

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and Ethics
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Meet

Kimberly White

Director of Business Ethics and
Senior Corporate Counsel
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Global Compliance: Russia

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Earn CEU Credit

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Also:

Why smart leaders do dumb things

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Connect with your
Peers—Use SCCE's
Compliance & Ethics
Social Network

FIND OUT HOW ON PAGE 11

Letter from the CEO

Social networking

Many compliance professionals are frustrated by compliance industry articles, conferences, and books that speak in general terms because they don't apply to their specific segment of healthcare compliance. One of the most common complaints I receive is "All I hear about is hospital compliance." Many people want to network with people who are dealing with issues specific to their segment of health care compliance. There are many segments of health care compliance with unique issues, such as long-term care, hospitals, group practice, research, behavioral health, pharma, med device, quality of care, etc. Special interest groups cut across all segments, such as ethics, social responsibility, privacy, security, etc. Compliance professionals are clamoring to get together in special interest groups. What we need is an easy and affordable way to get that done. We now have it.

The Web is still in its infancy. Many benefits of the Web have yet to be realized. Buried in the morass of "features" or benefits of the Web are many emerging trends. One such trend is social networking. Social networking sites used by children have already exploded on the scene. Facebook can often be unprofessional and tawdry, but it is a sign of things to come for professionals. We have a great need to network more efficiently and effectively than we have in the past. Social networking software is about to explode on the scene for compliance professionals and the benefits are greater than you might expect.

We all use some form of social networking now. There are blogs, Wiki technology, list serves, document sharing, and much more. Social networking is uncoordinated, inefficient, limited, and not always easy to use. However, solutions now exist that incorporate all of these social networking features into one package.

Set up correctly, social networking software can have many benefits. These benefits allow special interest groups to communicate regularly and efficiently.

Benefits

- Improves communications
- Keeps people connected
- Networking to answer member questions and solve problems

- Saves time by sharing documents
- Promotes collaboration and community
- Professionally done social networking
- Significant control of who you want to have access to you
- Gives members the tools and lets them run them
- Unlimited number of ways to subdivide large groups of people in the compliance and ethics profession into "special interest groups"



The Society for Corporate Compliance and Ethics is implementing a social networking package that accomplishes all those benefits. There are seven integrated components. Within each component are multiple features. All of this is designed to solve the age old desire for compliance professionals to network in special interest groups.

■ Member Directory

- Name, address, photo, bio, communities of interest you belong to
- Certification(s) you have achieved
- Create your own personal networks
- Find people with similar certification, interests, or classes you jointly attended, job history, education
- Similar to, but more capable/professional than Facebook or LinkedIn
- Brings business networking online
- Members promote themselves online
- Members can start their own blog

■ Forums

- Threaded discussion
- Permanent storage of previous discussions
- Searchable content

■ Listserves

- User definable
- Can attach and "tag" documents (attach searchable key words)
- More readable e-mails
- Real time e-mail or daily summary

■ Document Library

- Videos, photos, presentations, documents, pod casts, handouts, session recordings
- Can be "tagged" with keywords by anyone
- Link to contributor profile to assess credibility

■ Glossary of terms with Wiki technology

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■ **Microsites**

- ❑ User definable Websites
- ❑ Can be used for special interest groups
- ❑ Easy to set up, although they have somewhat limited flexibility

■ **Event Calendar**

- ❑ Highlight by event type
- ❑ Filter events by location
- ❑ Search the calendar by keyword

This is one of the biggest advantages to compliance professionals to come along in many years. Our profession will be more effective and successful. Many other professions have yet to adopt this technology. The key to its success is simply a numbers game, particularly for small special interest groups. If small groups don't get enough people to participate, questions will go unanswered, documents will not be shared as effectively, etc. Do whatever you can to support the compliance commu-

nity and become involved. Each group will benefit only if there are an adequate number of people to participate. I have been getting complaints for years from people who say "All I hear about is the hospital perspective." I agree more must be done. In some ways, the ball is in their court. This is a penultimate case of, "If you don't give, you will not receive." This will be a great step in the right direction. ■

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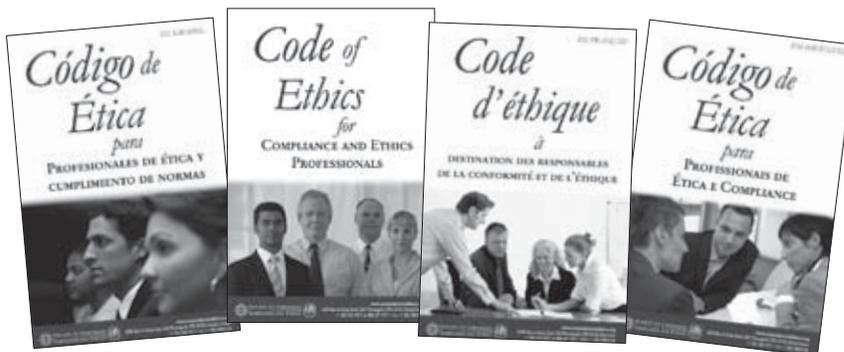
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Now available in *five* languages: *SCCE's Code of Ethics*



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Each 12-page booklet contains the Principles and Rules of Conduct. The Principles are broad standards of conduct that provide a framework for the Rules of Conduct, which are the specific standards that prescribe the minimum level of professional conduct expected of compliance and ethics professionals. The Code of Ethics has been adopted by the membership of the Society of Corporate Compliance and Ethics to provide guidance for professionals in the performance of their responsibilities.

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