
by Susan Hyde, MPM

How HealthPlus of Michigan celebrates Corporate Compliance & Ethics Week

- » Use Corporate Compliance & Ethics Week to promote compliance.
- » This week opens the door to fun and focused training opportunities.
- » Start planning your activities early.
- » Focus on specific areas that need attention.
- » Create promotional items in-house and use resources from HCCA/SCCE to keep impact on budget low.

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Corporate Compliance & Ethics (CC&E) Week is a great way to promote compliance! Since its launch in 2005, HealthPlus of Michigan has used this week-long event as an opportunity to promote our corporate compliance program and highlight areas that need special attention.

HealthPlus is a Michigan-based health insurance company that employs approximately 500 individuals. As with most organizations, our biggest training challenge is creating a program that keeps employees engaged and is sensitive to their time restraints. This week opens the door for fun and focused training opportunities.

Early in the year, we begin by identifying the message and theme on which the promotion is centered. We work to make it fresh and on point, but always with the slant to make it fun and interesting. All articles and giveaways are connected to this theme. A creative theme can engage the audience as well as make it easy to remember the important points.

The message is typically based on a specific area identified as needing attention, but always includes reporting options, whistleblower protections, and anonymous reporting information. In most years, however, focus is on our overall compliance program and touches on all elements of the program. Aspects of HealthPlus' core business areas are sometimes incorporated into the theme, such as "A 'Fit' Compliance Program," "A Compliance Thought a Day Keeps the Official Away," or "Medicare Part D—A Prescription for Understanding Compliance." This promotional week has also been used to launch new aspects of the program, such as a statement of support from our president/CEO and a new hotline number.

For 2014, our theme was "Connecting the Dots" and focused on connecting issues to compliance as well as making the connection to report them. We chose this theme to broaden employees' understanding that compliance-related issues involve more than just fraud, waste, and abuse (FWA) or privacy and security. Our giveaways were dot-related items, and yes, included the namesake candy as well as the nostalgic dots-on-paper candies.

We place posters throughout the offices, and a daily article runs on the employee intranet as well as the Compliance department intranet page. The theme is always tied into the overall message. The use of scenarios has proven a successful method to connect the concept to everyday situations.

Each day the compliance official and a member of the compliance team circulate throughout the building, asking questions based on the daily article—the harder the question, the bigger the prize! We found this to be a fun and engaging method that personalizes the contest, offers another opportunity for employees to connect with compliance team members, provides a method to gauge employee understanding, and is an immediate training opportunity if an incorrect answer is provided. This also meets our goal to be conscientious of employee time; there is no need to leave work

stations to participate, and the quiz takes less than a minute. Most importantly, employees enjoy it and participation is very high! We found the daily quiz was a great substitute for a formal survey, which is conducted as part of another training event.

You don't have to have an extravagant budget for a successful CC&E Week. Creating promotional items in-house and using resources from HCCA/SCCE is a great way to manage expenses. The giveaways can be simple and inexpensive, and using company-logged trinkets is a great option. By using these concepts, we have successfully kept CC&E Week expenses below \$250.

Participating in Corporate Compliance & Ethics Week is more than a great way to promote compliance within your organization—it provides an opportunity to let loose on creativity and have a little fun! ☺

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