



Making Compliance Exciting: How to get Providers, Board Members and Staff Interested in Compliance

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How to get Providers, Board Members and Staff Interested in Compliance

AGENDA:

- What is compliance excitement?
- Changes in compliance attitude
- What's in it for me?
 - Cost, quality and value
 - Relevant practical examples
- Marketing the compliance program
 - Tips on making your training:
 - Interactive
 - Engaging
 - Effective
 - Keeping the message in front of them
- Do I have to attend the training?
 - Ideas on changing this attitude and bring them into the training classroom

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- ★ Compliance and **EXCITING** in the same sentence?
 - ★ Excite – To stir into activity/to arouse a strong feeling (Webster's dictionary)
 - ★ Compliance Excitement = Buy-in/ Interest/Support



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- ★ How to Create Excitement (*comments from the employees...*)
 - Teasers – Coming soon..., and “Did You Know?” newsletters
 - “Let people know the consequences of not complying by using true life scenarios...”
 - One stop compliance shopping
 - Hands on tools
 - Having a great HCO/Educator/CO like yourself
 - Taking the fear out of Compliance, no facility wants to be non-compliant.



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★ How to Create Excitement

- Be open to and available for everyone
- Ensure everyone understands the value of "action plans" and in identifying compliance issues
- Raise awareness of compliance
- Positive energy about compliance makes it a more exciting topic.



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★ How to Create Excitement

- Approach compliance as doing the right thing instead of "it is the law" or "JCAHO requires it".
- Every one of us has an ethical side, and when you lead people to do the right thing, you've changed one's habit and one's heart!



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★ How to Create Excitement

- ★ Provide real cases of the negative consequences of out of compliance, maybe it sticks to one's memory longer.
- ★ Utilize electronic resources: Intranet, monitor screens with compliance message
- ★ Games, quizzes in the cafeteria
- ★ Celebrate Compliance Week



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★ How to Create Excitement

- Focus on what is being done right and not what is wrong.
- The more negative we hear, the less 'exciting' it becomes.
- Incentives for compliance: Medical Staff, Director Level, Staff Level



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- ★ Changes in the Compliance “Attitude”
 - Past – “have to do,” “or ELSE,” “mandatory,” “the government is taking control,” threatening atmosphere
 - Shift – Proactive, control our future and resources
 - Present – As providers & staff are becoming more familiar with compliance, the change in attitude is to “encourage” buy-in, not threaten.

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- ★ University of Louisville compliance structure
 - Board of Trustees
 - President of University
 - Dean's of School of Medicine, Dentistry, Public Health and Nursing
 - Oversight Compliance Committee
 - Compliance Officer
 - Departmental Chairs
 - All Providers
 - Staff and Students
 - Contractors/vendors



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☀ RHD Memorial Medical Center structure

● Tenet

- Board of Directors
- Corporate Management
- Corporate Regional Management
- Hospital

● Hospital

- Governance
- Physicians/Providers
- Staff
- Contractors, Volunteers, Students



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★ What's In It For Me?

- ★ Governance – Leaders of your Organization
- ★ Physicians
- ★ Staff
- ★ Contractors
- ★ Volunteers
- ★ Students





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☀ Marketing the Compliance Program

☀ Tips on making your training:

- Interactive
- Engaging
- Effective

☀ Teaching vs. Learning vs. Doing

☀ Keeping the Message in Front of Them



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☀ Tips on training:

- Thinking and Learning Styles – Remember your audience is not one size fits all!
- It is very important to take the time to Plan, Design and Develop your training program – more on this in a minute...
- Deliver – logistics & preparation of site, materials & equipment – Schedule around *their* schedules.
- Evaluate – Is your audience meeting the goals for training? - Use post-tests and trainer evaluations



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★ Speaking of training plans...

Important items to keep in mind

● Design

- Goals drive content and evaluation
- KISS – Keep it simple and short
- Use exciting and innovative ways to present your topic
- Create a low-risk environment to promote audience feedback
- Use Humor but not sarcasm

● Develop

- Identify appropriate education delivery methods to meet your goals
- Consider your audience – and plan content appropriately
- Know your topic and prepare for question



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- ★ The Learning Session – Make it Exciting!
 - Try a problem solving session – have the outcome be a solution; informal; brainstorming; open and free flowing discussion; have some solutions in mind - good for small groups
 - Use case studies to promote your topic; if you can use their own work it is even better!
 - Use ice-breakers-but keep the low risk environment by asking questions to an entire row or group



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- Use games – to “break up” a session and get their attention back - but keep them to a minimum
- Give personal feed-back – one on one training using a provider’s own chart notes or “shadowing” them for a period of time
- Use statistics or large dollar settlements to “catch” their attention
- Create interest by providing specialty specific training – use their practice’s own charts as case studies
- Tools – they love something simple that they can walk out with in their hands, especially if it helps them remember to promote compliance



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- Video Training – make it fun by using people within your own entity as the “actors”; no more than 30 minutes; have interactive sessions after each scenario to discuss the topic viewed
- Online Computer Training – use several short lessons to get the point across; Create a setting & mood to “pull” the learner in with timers, music and graphic animations (but don’t over-do!); have links to important information; make it interactive with mini-quizzes within the content or “click-on” key facts
- Try Game-based training – question and answer interface; Jeopardy, millionaire etc.
- Use a “catch-phrase” to help your audience remember an important fact – i.e. attest-tie-manage.
- Food – provide it and they will come...



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☀ Do I Have to Attend the Training?

☀ Mandatory Training

- Job Requirement
- Facility Requirement
- CIA Requirement

☀ Educational Training

- Develop skill set
- Enhance skill set
- Response to performance issue
- Response to process review

☀ Why don't they have to attend...

- Focused on specific skill set – coding, billing, ,medical information



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- ☀ Keeping the message in front of them...
 - Newsletter – use comics and fun facts
 - Internet Site – users can have access to a variety materials to quickly research any compliance interests
 - E-mail – send out “news flashes” on important issues or regulatory changes that will directly effect job specific groups of employees. Internal or external issues or updates
 - Posters – touting compliance hotlines or in support of compliance/ethics
 - Surveys – send out surveys requesting input from employees regarding compliance knowledge or interest in future training topics
 - Try to get involved in new employee training – Start them off right with an overview of compliance and future training requirements; code of conduct – instill ethics and compliance from the beginning



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- ★ Remember instilling compliance excitement does not happen overnight...

“Doing little thing well is a step toward doing big things better “

– Harry F. Banks



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- ★ *Thank you* – we have included a “Tip Sheet” in your handout covering other training and training helpful hints.
- ★ *Questions?*

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