Words Matter:
How to Change Your Results by Changing your Language

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A Compliance Officer’s Life
Compliance is Hard

- Constantly increasing regulatory burden

Quiver of Ehlonna

- Do More, With Less

- Oversight without Authority
How is Compliance Viewed?

Image is Everything...

WHAT ARE THEY SAYING ABOUT YOU?

Image is Everything...
Compliance as the Cops?

As Dr. No?
Compliance as a partner?

Relationship building

- Winning trust, gaining cooperation
- Collaboration, not conflict
- Creating human connection
Humans tell stories...

Every Story needs to have certain elements
Who?

Know your audience
Calibrate your language

Buzzwords, acronyms and jargon

Understand your target
What are you trying to communicate?

KNOW YOUR STUFF
How?

Remember though...
When

Why?
Put in in context...

![Bigger Picture](image)

![Apply Now](image)
The Health Insurance Portability and Accountability Act of 1996

HIPAA – What?
HIPAA - Why should they care?

- Where is the human connection?
- What is the story?
- Where is the conflict?

R E S P E C T
See the person...
“Well, if you don’t have time to do it right, what makes you think you’ll have time to do it over?”

Clinical Documentation Improvement

- Complete and Accurate
- Patient Centered
- Clinical Documentation Should be
- Clear
- Legible
- Timely
- Concise
CDI – Who?

CDI – What?
CDI – When?

CDI - Why should they care?

- Where is the human connection?
- What is the story?
- Where is the conflict?
It is all about the Patient

And its about their reputation...
It is always about the story...

Q & C Words

Questions?
Quibbles?
Queries?
Concerns?
Comments?
Chocolate?