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

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A Compliance Officer’s Life

Notes on the gentle art of herding cats

1. Cats don’t like to be herded (in fact, you can’t really herd cats)
2. Cats prefer to herd themselves
3. Cats understand that they sometimes need to be herded (that doesn’t make them any easier to herd)
4. Cats don’t like being reminded that they are being herded
5. Harsh herding has negative consequences
6. Herd gently, but firmly, with affection or fish as a reward
Remember, you are a cat too; we all need herding, at one time or another
Compliance is Hard

- Constantly increasing regulatory burden
- Do More, With Less
- Oversight without Authority

How is Compliance Viewed?

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
Know your audience

Calibrate your language

Buzzwords, acronyms and jargon
Understand your target

What are you trying to communicate?

KNOW YOUR STUFF
How?

TYPES OF EMPLOYEE TRAINING PROGRAMS

Remember though...

connect

When
WHY?

Put in in context...

APPLY NOW
The Health Insurance Portability and Accountability Act of 1996

HIPAA – What?

HIPAA – When and How?
HIPAA – Who?

HIPAA - Why should they care?

- Where is the human connection?
- What is the story?
- Where is the conflict?
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
- Legible
- Clear
- Timely
- Patient-Centered
- Clinical Documentation Should be

CDI – Who?

CDI – What?

The Clinical Documentation Challenge:
- Physician record documentation in clinical terms
- Discussion between two disciplines
- Documentation for coding, profiling & compliance must contain specific diagnostic terms

Clinical Documentation Improvement bridges this communication gap
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...

It's Story Time

Q & C Words

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