Branding Your Compliance Program

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Getting the Organization Excited About Compliance

- 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

HOW DO WE GET PEOPLE IN OUR ORGANIZATION’S EXCITED ABOUT COMPLIANCE?
Excitement

- 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 Compliance Officer like yourself
- Taking the fear out of Compliance, no facility wants to be non-compliant.
- Market your Compliance Program by Branding your Compliance Program.

MARKETING and THEMES

- Putting compliance in a marketing theme can get employees excited

▶ SEE IT - KNOW IT
MARKETING and THEMES

- Be creative with color schemes/logos/slogans

Celebrate Compliance Week

- Health Fair sponsored by Compliance
- Events with Food
- Puzzles, Word Finds, Crosswords
- Special Newsletters
- Special Education
- Poster Contests
Organization - Anchor Health System

- Health System
  - Two hospitals
  - Multiple rural clinics
  - Skilled nursing facility
  - Home Health
  - Mental Health Facility
- Hospitals, SNF and Mental Health Facilities are located in Honolulu
- Provider clinics are located throughout a 100 mile area