

Branding Your Compliance Program

Debbie Troklus, CHC-F, CCEP-F, CCEP-I, CHRC, CHPC
Senior Managing Director, Ankura Consulting
Debra.Trokus@ankura.com

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?



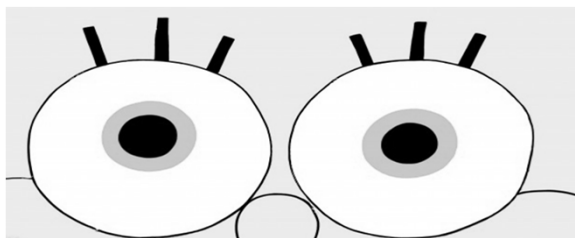
Excitement

- ▶ 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

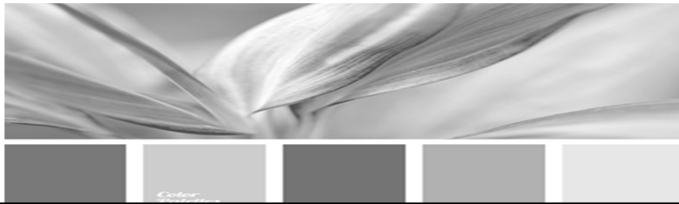


MARKETING and THEMES

- ▶ Be creative with color schemes/logos/slogans

SUBWAY
eat fresh.™


UNDER ARMOUR



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