

## 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?**



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## 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.

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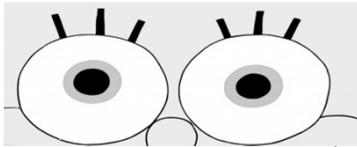
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## MARKETING and THEMES

- ▶ Putting compliance in a marketing theme can get employees excited

### ▶ SEE IT - KNOW IT



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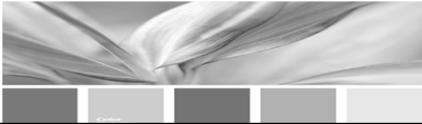
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## MARKETING and THEMES

- ▶ Be creative with color schemes/logos/slogans



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## Celebrate Compliance Week

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

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## 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

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