THE SKY IS FALLING
“THE PURPOSE OF COMPLIANCE: PROMOTING A POSITIVE, NOT PREVENTING A NEGATIVE”

“A compliance program should always stick to a positive message – but we need to be mindful and attentive to our risks.”

Michael Volkov

NEGATIVITY IS DRAINING
GOAL: GET EVERYONE WORKING TOGETHER

OFFER RELATABLE EXAMPLES
USE CAUTION WITH SHOCK AND AWE

Here’s what Wells Fargo did to trigger a $1 billion fine
Published: Apr 22, 2018 5:04 p.m. ET

Compliance programs, auto insurance and mortgage problems cited by federal regulators

Capital One Bank fined $100 mln for anti-money laundering weaknesses
Published 1:26 PM ET Tue, 23 Oct 2018

FACT? OR FICTION?
FACT OR FICTION?

Since mobility aides are non-licensed, a therapist may not share information with these individuals including but not limited to diagnosis, history of falls, dizziness, recent surgeries, weight bearing precautions, isolation precautions, etc.

PRIVACY FACT

- The test for workforce access to PHI is not whether a person is licensed, but rather whether the person has a business-related reason/job-related reason to know information about a patient.

- If staff does have a job-related reason to know PHI, it is okay to share PHI with that individual.

- However, that sharing is subject to the Minimum Necessary Rule, meaning limit the sharing to that amount of information necessary to accomplish your purpose.
TARGETED TRAINING

- High volume incidents
- High volume areas
- Low volume areas
- OCR/OIG focus areas
You never get a second chance to make a 1st impression.
ATTITUDE IS EVERYTHING

your attitude determines your Direction

ICE BREAKERS

"It's our new security software. That's what happens if the system detects unauthorized access to patient records."

"Ask the Privacy Officer? No 'cause she'll tell me what the policies and procedures are. I'm looking for a way around them."
INSIGHT INTO YOUR AUDIENCE

Identify Your Target Audience
APPRECIATE THE DIFFERENCES

Everyone Can Learn, Not Just On The Same Day Or Even In The Same Way

DIFFERENT LEARNING TYPES

**VISUAL**
- Like to see the relationships of concepts
- Charts
- Graphics
- Pictures
- Demonstrations

**AUDITORY**
- Like to hear information vs. read
- Audience participation
- Ask questions
### DIFFERENT LEARNING TYPES

<table>
<thead>
<tr>
<th>Reading / Writing</th>
<th>Kinesthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer to read information or write things out</td>
<td>Hands on Learners</td>
</tr>
<tr>
<td>Handouts</td>
<td>Audience participation</td>
</tr>
<tr>
<td>Quizzes</td>
<td>Role Play</td>
</tr>
<tr>
<td></td>
<td>Fidgety</td>
</tr>
</tbody>
</table>

#### Questions

1. A B C D
2. A B C D
3. A B C D
4. A B C D
5. A B C D
6. A B C D

### THE MULTI-GENERATIONAL WORKFORCE

<table>
<thead>
<tr>
<th>Baby Boomer</th>
<th>Generation X</th>
<th>Millennial/Gen Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer face to face communication</td>
<td>Email is #1 tool</td>
<td>Different types of technology</td>
</tr>
<tr>
<td>Tell them about the mission / company vision &amp; how they fit in</td>
<td>Be direct</td>
<td>Be positive!</td>
</tr>
<tr>
<td></td>
<td>Use short sound bites</td>
<td>Don’t talk down to</td>
</tr>
<tr>
<td></td>
<td>Avoid jargon</td>
<td></td>
</tr>
</tbody>
</table>
BE CONSISTENT AND PERSISTENT IN YOUR MESSAGING

Consistency is Key!

BE CONSISTENT

- Training
- Posters
- Messaging
- Blogs
- Email signature
“Repetition is the mother of learning, the father of action, which makes it the architect of accomplishment.”

Zig Ziglar
DON’T ASSUME YOU KNOW BEST

- Ask compliance champions for suggestions
- Hold Focus Groups

GET A SEAT AT THE TABLE

- Create strong ties with other departments & peers
- Build a sense of community
- Forge trust
- Encourage a multidisciplinary approach
DON’T BE A DEER IN THE HEADLIGHTS

- If possible, reach out before live training events and solicit questions in advance

EXPLAIN THE WHY
EXPLAIN THE WHY

Why?
- Organization has a compliance program
- Team effort vs. “something compliance does”
- Or some issue has occurred

WHY DO PATIENTS SHARE INFORMATION WITH US?

- Treat
- Diagnose
- Support
WHY IS IT IMPORTANT WE PROTECT PHI?

- It’s the law → HIPAA
- Builds trust with our patients and community

WHY ELSE IS IT IMPORTANT TO PROTECT PATIENT INFORMATION?

Confidentiality is a pillar of medicine essential to forging the doctor-patient relationship.
ACCORDING TO A SURVEY OF MEDIUM TO LARGE Sized 
HEALTHCARE ENTITIES, WHAT IS THE LEADING CAUSE OF HIPAA 
BREACHES?

a. Improper disposal of PHI  
b. Snooping in patient medical records  
c. Cyber attacks  
d. Unsecured email
IN A 2016 STUDY BY BLACK BOOK, WHAT PERCENT OF US PATIENTS STATE THEY WITHHELD SOME MEDICAL INFORMATION FROM THEIR PROVIDERS DUE TO PRIVACY/SECURITY CONCERNS?

a. 8%

b. 32%

c. 54%

d. 89%

ACCORDING TO A VANDERBILT UNIVERSITY RESEARCH STUDY THAT COMPARED THE MORTALITY RATES OF HOSPITALS BEFORE AND AFTER CYBER ATTACKS, HOW MANY US PATIENT DEATHS ARE ATTRIBUTED TO DECREASED STANDARD OF CARE FOLLOWING CYBER ATTACKS?

a. 2,160

b. 150

c. 5,600

d. 780
IS PRIVACY IMPORTANT TO PATIENTS?

Yes

Any Questions?
REFERENCES


Sinek, Simon. (Sept. 2009). *Start with why – how great leaders inspire action*. Available at: https://www.youtube.com/watch?v=u4ZoJKF_VuA


Hipaacartoons.com

Animations made using PowToon Business Plan

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