

Compliance is not a game!
By Paula Dahl

Editor's note: Paula Dahl is the Corporate Compliance Director for Rotech Healthcare Inc. She may be reached at 407/822-4600 or by email at pdahl@rotech.com

To compliance professionals, this is not news. However, for the Rotech Healthcare Inc. (Rotech) employees, this message was perplexing since that statement was at the bottom of a memo they received informing them that the annual compliance-training program was quickly approaching. In fact every memo that pertained to the annual training ended with “compliance is not a game”.

The Rotech compliance team felt strongly that the annual training had to be memorable as well as effective. In an effort to meet this objective, while brainstorming module development, the team fashioned the idea that each module would associate with a television game show or a television series. For example, a high-risk category was prepared in the theme of Jeopardy and the high-volume category was developed with a Survivor theme, and so on. However, the real challenge came when the compliance law module was in development. What game show or series could convey the tedious and boring topic of law without putting the audience into a deep REM cycle? Coincidentally, this topic had received low marks from audiences in the past training, so the team thought it was appropriate to assign the new person on the team to the task – that’s how I became known as “Drewcilla Carey!”

Whose Line is it Anyway is a television series hosted by Drew Carey that has captivated audiences with its comical improvisation. This, I decided, would become the law presentation. After recruiting (persuading, actually) three new compliance specialists that this opportunity was a great introduction to the company, to the compliance training and to their deep-seated acting skills, we were ready to design. All involved parties did their research (including watching the TV series) and then created scenarios reflecting issues related to STARK, HIPAA, CMS Medicare Supplier Standards, Anti-kickback and False Claims. To complete the theme, Mimi, from the Drew Carey Show appeared and passed her hat around

Formatted

the audience (as tactfully as Mimi could) to collect requests for additional scenarios and to address questions or concerns about the industry and compliance issues in general. The actors improvised the selections from Mimi's hat and acted out the audience's requests. Moderator Drewcilla Carey was on hand to explain the particular law or concern that appeared in each skit.

After four road trips of a full three-day compliance training, the compliance team met and reviewed the training evaluations. The evaluations demonstrated that the audience thoroughly enjoyed the entire compliance training and successfully improved the rating of the previous law presentation. Attendees felt they could remember the content of the training since they were able to associate it with a positive experience, laughter. Additionally, the message conveyed, i.e., the jeopardy of doing something improper, was clearly heard. Overall, the Rotech employees found that indeed, compliance is not a game, but a valuable resource within their own walls.

Filename: compliance not a game rotech.doc
Directory: C:\Documents and Settings\Gary.HOME\Local
Settings\Temporary Internet Files\OLKB9
Template: C:\Documents and Settings\Gary.HOME\Application
Data\Microsoft\Templates\Normal.dot
Title: HCCA Article
Subject:
Author: Valued Sony Customer
Keywords:
Comments:
Creation Date: 8/19/2002 8:31 AM
Change Number: 2
Last Saved On: 8/19/2002 8:31 AM
Last Saved By: Preferred Customer
Total Editing Time: 1 Minute
Last Printed On: 6/22/2005 9:22 AM
As of Last Complete Printing
Number of Pages: 2
Number of Words: 487 (approx.)
Number of Characters: 2,777 (approx.)