

HCCA



**HEALTH CARE
COMPLIANCE
ASSOCIATION**

COMPLIANCE TODAY

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Letter from the CEO

If you have any questions that you would like Roy to answer in future columns, please e-mail them to: roy.snell@hcca-info.org.

2010 was a great year for our organization

2010 was a great year for our organization, and another great job by our volunteer leaders. Despite the economy, our membership grew by 9% in 2010. Attendance at almost every one of our conferences grew. We have had a big increase in the number of people involved in our online social networks. We have research projects moving forward with the Ethics Resource Center. We have done several short surveys that have caught the eye of the profession and generated a great deal of PR, not only for the organization, but for our profession. We have a new Privacy certification. We now have 2,000 Certified in Healthcare Compliance (CHC) professionals. Our diversification into other industries through the Society of Corporate Compliance and Ethics has not only been successful, it is now the largest multi-industry compliance professionals' association in the U.S. Together with HCCA, our organization is the largest multi-industry compliance association in the world.

Our board members are highly accomplished. Dan Roach, board member on the HCCA Executive Committee, and Odell Guyton and Haydee Olinger from the SCCE Advisory Board were recently recognized by *Ethisphere* magazine as 2010 Lawyers Who Matter.

The recent achievements (e.g., the Advanced CHC certification, Advanced CCEP certification, Privacy certification, social media for compliance professionals, and the mobile applications for conference attendees) show our commitment to innovation. I have had several comments in the past year recognizing our organization as where the thought leaders are. I can think of no more important distinction. We have done all this despite an economy that has caused many to crawl into a bunker.

We recently received an award from the premiere vendor of association social media platforms for our work in social media. We are not only competing with associations in our profession, but with associations from all professions, including some associations much larger than

we are. Our compliance and ethics professionals social network is among the largest and most active of any professional association in the world.

Although the total number of foreign members is small, we now have members from more than 30 countries. Our administrative overhead is lower than the average of other organizations our size and type. We are in the process of working with other organizations like ours to encourage the Department of Justice to start sharing information about companies that have been given a break for having compliance programs as described in the Federal Sentencing Guidelines for Organizations. We are in a good place. We are where we are because of hundreds of people. Our volunteers speak, write, participate in the social network, and contribute in many other ways. Rather than setup endless, overreaching, and ineffective committees, we delegate to individuals who get something done. Our volunteer leadership is talented. Our staff works shoulder to shoulder with the volunteers to efficiently and effectively accomplish tasks.

We appear to have weathered the worst of the budget cuts related to the recession (i.e., education, travel, and membership.) In late 2008, our President, Rory Jaffe, and I discussed the financial future of HCCA. Late 2008 was a very bleak time. Optimism was nowhere to be found. It was a very strange time to be responsible for something of great value that was owned by several thousand HCCA members. Rory and our subsequent presidents, Julene Brown and Jenny O'Brien, navigated the very rough waters with great effectiveness.

Rory Jaffe not only has a great sense for business, but he is a fearless leader who can focus on the right issue and move with great speed. He said, "In a recession we really can't affect revenue, but we can affect our costs," so that is what we set out to do and did so immediately. We had all our investments set up with zero risk prior to the collapse, while others lost millions. We moved all the money into T-Bills to protect it "completely." We have hired an investment advisor and are taking advantage of the upswing while maintaining the very, very conservative investment policy established by our Finance Committee and approved by our board.

President Julene Brown's greatest skills were streamlining our processes during her tenure as Secretary and Treasurer. We are more efficient and accountable as a result. During her presidency, we had one of our

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most successful years ever. It is not one act or decision or person that makes an organization successful. It is the many small acts of many people. Jenny O'Brien not only participated in the in the small leadership group that took us through this most difficult recession, but she carried the process through this year as our current President 2010-11. Our growth and stewardship of the organization's financials is unprecedented during her tenure.

Every president has come along at "the right time," meaning their primary skill set was

needed at the moment they were president. Brent Saunders was an entrepreneur and was president during a period of great growth and opportunity. Debbie Troklus started our certification program, and under her care, it has flourished. Sheryl Vacca was a veteran of board management and was President when we decided to discontinue our use of an association management company and start our own office. I can not name them all, but they all contributed greatly, and we are all very appreciative.

We have much work to do. We are appreciative, but never satisfied. We are not here to serve the elite; we are here to serve the members and the profession, and to ensure the implementation of effective compliance programs. We are now helping with this process in many industries. As a result, our profession will not be left in the hands of others. It will be left in the hands of those who know what they are doing—our volunteer leaders, our members, and our staff. ■

HCCA Board Election Results

The results of the recent elections are in! The HCCA membership voted to have following individuals serve on the HCCA Board of Directors:



Deann M. Baker, CHC, CCEP, CHRC
Chief Corporate Compliance Officer
Alaska Native Tribal Health Consortium



Robert Hussar, JD, CHC
Senior Manager
Forensics and Dispute Services
Deloitte Financial Advisory Services LLP



Gabriel L. Imperato, Esq., CHC
Managing Partner
Broad and Cassel



Robert H. Ossoff, DMD, MD, CHC
Assistant Vice Chancellor for Compliance
and Corporate Integrity
Vanderbilt Medical Center (VMC)



Re-elected to the HCCA Board:
Sheryl Vacca, CHC-F, CCEP, CHRC, CHPC
Senior Vice President/Chief Compliance and Audit Officer
University of California

Congratulations!