

HCCA



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COMPLIANCE TODAY

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Meet

**Debbie Troklus,
An HCCA Founding
Member, President
of the Compliance
Certification Board,
and Assistant Vice
President, Health
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Health Sciences Center**

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**Feature Focus:
The board of
directors' role
in overseeing
compliance program
effectiveness**

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KEEPING CURRENT

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Letter from the CEO



Making a difference in Cuba

CNBC Havana – By Jeff Franks

Castro has also launched a fight against widespread corruption that he says is choking the Cuban economy. Before his speech, the National Assembly approved creation of the Comptroller General's Office, with powers to audit and control all government and economic activities.

For years I have said that the real benefit of compliance and ethics programs is related to its impact on our economy. You can't run an effective economy when people are allowed to lie, cheat, and steal. As reported by CNBC, Cuba has just figured this out. Corruption has caused those who know the right people or have the most money to be rewarded. Now Cuba is going to reward those who work the hardest, provide the best services, or create new products. What a concept.

There are a lot of reasons to be proud to be in the field of compliance and ethics. However, I think we don't often take a look at the big picture. The big picture is that we make a difference to our economy. We make a difference to our standard of living. We make a difference to those who want to be treated fairly. We make a difference to those who want to be reward for their hard work or superior service. We

make a difference to those who don't want their innovations stolen. We in the compliance and ethics profession make a big difference. It is a cause that is worth fighting for.

Cuba will fight corruption for years. They are way behind. It will take a great deal of effort to get the corruption out of their system. After the government and the enforcement community in Cuba do all

they can do, as they have in the US, they will ultimately want to do even better. They will adapt compliance/ethics programs so that the problems can be fought where they should be fought—at the source—through effective, in-house compliance/ethics programs. They will want to go beyond setting laws and then chasing and catching a few of the offenders.

The big picture is that we make a difference to our economy. We make a difference to our standard of living. We make a difference to those who want to be treated fairly.

We will be there to help them with their compliance and ethics programs. We will be there to help them with the development of their compliance/ethics professionals. Cuba's economy will be more effective. They will be considered a safer business partner. The global economy will become more effective. We will all benefit from another country respecting the rule of law and implementing effective compliance and ethics programs. ■