

# HCCA



HEALTH CARE  
COMPLIANCE  
ASSOCIATION

# COMPLIANCE TODAY

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**Interview  
with  
Martin  
Winter**

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# Letter from the CEO

ROY SNELL

**“The  
Compliance  
Institute is  
coming to  
Chicago on  
April 25-  
28th.”**

This is our largest meeting of the year with over 100 speakers and 1000 attendees. I thought I would share some interesting stories from past meetings.

It's a wonderful meeting but my favorite stories are related to some things that did not go exactly as planned. One of those stories related to the announcement of the certification program. Debbie Troklus and several

other very dedicated people had worked very hard on the development of the program. They had sought the advice of a preeminent certification development firm. Then they brought it to the members in a business meeting at the Institute. About 200 members were in attendance.

I was President at the time and introduced the panel of people that had done all of the work. As I invited Debbie Troklus to the microphone I noticed that we were short one chair on the dais and I felt that this was their moment, not mine so I walked off the platform and walked out in the hallway. At the end of the meeting Brent Saunders walked up to me and said, “Where the hell were you?”

I asked Brent why he cared where I was. I thought it would be well received that I did not sit there and take credit for their work. I wanted them to receive all of the fruits of their efforts. He slapped an audio tape in my hand and said “Just listen to this! We got creamed. They ripped us apart.”

Up until this point I had been there for all of the good and bad moments. I clearly missed something big. I really couldn't imagine what all the fuss was about and had to suppress a grin for my good fortune. Apparently the compliance professionals thought the requirements for certification were too stringent. They wondered, “who did these people think they were to determine who should become certified in “their profession.”

A few adjustments were made to the certification program and peace was restored to the village. Subsequently people have become more comfortable with the process. They have seen for-profit groups put “Compliance Certification Programs” together that were essentially awarded for buying their book or going to their conference. Members are now proud of their certification program.



There were other smaller disasters; for example, the time I chaired an “Expert Panel.” As I sat down I realized there was something terribly wrong. I looked to my left and there was nothing but men and I looked to my right and there was nothing but men. I looked out into the audience and saw a scene out of a Steven King novel. I braced for negative feedback and the audience did not disappoint me.

Another time I forgot to ask the panel to give their opening remarks. I went straight to questions. We were three questions into the hour and fifteen minute session and I leaned to the panelist to my right and confirmed my error. He looked panicked. He said, “It's not too late, just ask us to do it now.” I had a moment to think as the current question was answered. I told the audience that I had forgotten to ask for the opening remarks but there were a lot of hands in the air during the last request for a question. I suggested that we try to go the whole way with just their questions. We never did get to them all. It was one of our best panels ever.

There was also the time that Debbie Troklus twisted her ankle just before a four-hour workshop. It was so painful she passed out for a minute. Her ankle swelled. We got her a bar stool. She never missed a beat; she looked so natural. Later her ankle was x-rayed and it was discovered to be broken. What a trooper.

A lot of people go to great lengths to see the Institute goes well. It's not always perfect but it is always outstanding. I hope to see you in Chicago next April. ■