

HCCA



HEALTH CARE
COMPLIANCE
ASSOCIATION

COMPLIANCE TODAY

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Meet

Linda Donoghue

**Chief Nursing/Operating
Officer, Jewish Geriatric**

Services

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By Roy Snell, CEO, HCCA

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**OIG ISSUES GREEN LIGHT
TO HOSPITAL "PAY FOR
QUALITY" ARRANGEMENT**

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HCCA is going green

HCCA conference attendees will NOT automatically receive conference binders. If you would like to purchase conference binders, please choose that option on your conference registration form. Attendees will receive electronic access to course materials prior to the conference as well a CD onsite with all the conference materials.

Feature Focus:
**Review of OIG Work
Plan FY 2009**

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Letter from the CEO

The Economy!

Many associations are feeling the pinch from the economic downturn. Many had money in the stock market and have lost millions. A recent survey showed that 11% of associations paid attrition for their fall annual meeting. That means they signed a contract for rooms and food/beverage and did not meet their commitment. These penalties can add up to hundreds of thousands of dollars.

Many associations have not diversified their product line, stunting their growth, which exaggerates the effect of the economic downturn. Some non-profit organizations have no reserve, and an economic downturn results in immediate cuts in staffing and member services.

We need to work hard to make sure we manage the impact of this economic downturn on HCCA and the services we provide to you. I will share with you what the Board and the staff have already done to prepare for the downturn and what we will be doing in the future.

The economy has already hit us, as it has hit everyone; however, we have built a strong reserve to ensure our long-term strength. Part of our reserve was invested in the building that we occupy. At this point, there is no indication that commercial real-estate of our type (small owner occupancy - medical) is as affected by this economy. Taking into consideration the money we have saved by not paying rent and the estimated appreciation in our building, we have made approximately 69% on our investment in our building in the last 3 years.

The rest of our reserves were in safe investments. Although we made only about 3% a year over the last few years, we did not lose millions as other organizations have. We have recently moved most of our savings into Treasury Bills which are insured by the government and protect us from bank failure. Our very wise Board and Finance Committee have put us at the head of the class.

We anticipate that 2009 and 2010 will be harder than 2008. We have made adjustments to our budget for 2009 to remove "unnecessary" items. What I mean by that is we have cut down on the things that would be helpful but are not critical to our members, mission, or strategic plan. We have cut the size and the use of color in our brochures. We are being more selective about whom to mail them to. We have done this in a way that we don't think will significantly affect our ability to serve the market. We have not raised the price of membership and many of our conferences for 8 years. A lot of this has been made possible because of the intensive marketing we do, which draws a lot of non-members to our products and conferences.

We have cut free drink tickets for receptions and are going to watch our food and beverage spending at conferences. We are making paper conference handouts optional, which will also help us in our efforts to be good stewards of the environment and of our member's money, because so many members end up not taking the binders home with them. These little changes make a big difference when multiplied over the several thousand attendees at our conferences, and are far preferable to eliminating an event.

The Board has also canceled one of its in-person meetings this year. There are many other examples. We are trying to take a little pain now so that we won't have to take a lot of pain later, should this economy really hit us hard.

Our membership is up from last year and might grow a little next year, due primarily to diversification. Conference attendance is our biggest area of concern. We estimate a 17% drop in attendance. We provide 50 conferences a year. About half of them are break-even events intended to provide the training our profession needs. The others provided revenues to fund other programs. We have cut a couple of the underperforming conferences and added a couple of conferences that we believe both serve our members' needs and will produce revenues. Our intent is to continue to provide the education and networking services we have in the past, but we will need to be even better stewards of our members' dollars to do so.

Fortunately, like our building and investment strategy, other decisions that were made years ago are also helping to cushion the impact of the struggling economy. We have diversified our association's revenue by starting the Society of Corporate

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Compliance and Ethics. This is essentially an HCCA for other industries. In the future, this will help us weather changes to the economy, because not all industries are affected equally in an economic downturn. This has also helped us have a greater impact on the profession and on the implementation of compliance programs. We have also diversified within healthcare by getting more compliance professionals from the Quality of Care and Research Compliance departments involved in HCCA.

We remain committed as well to providing value to our core membership.

- We will continue to invest in our social networking site to make it easier for you to connect and communicate with your peers and learn best practices. We are even opening up the site to non-members to bring in more and new ideas.
- We will maintain a full slate of conferences to bring practitioners together to learn from each other, regulators, and outside experts:
 - We have planned a full slate of nearly 120 break out sessions, 6 Industry Immersion sessions, and 4 general sessions with thought-provoking speakers for our 2009 Compliance Institute in Las Vegas.

- In addition, we have already calendared a national conference for the Managed Care industry in February.
- To meet the needs of local markets, we will maintain an active schedule of regional conferences for Atlanta, Orlando, Dallas, Anchorage, Columbus (OH), New York, Seattle, Los Angeles, Boston, Minneapolis, Indianapolis, Pittsburgh, Honolulu, Denver, Nashville, Louisville, and Phoenix.
- And to train the next generation of compliance leaders, we will be offering Academies in San Francisco, Dallas, Scottsdale, Chicago, Orlando and Denver.

One thing we would like to do is to avoid an increase in staff. In fact, we would like to take the opportunity to decrease slightly through attrition. This is where you may be able to help by taking advantage of our online (vs. fax) capabilities for renewing membership and ordering products. Online transactions cost far less to process.

- **Register online for conferences.**
- **Renew your membership online.**
- **Purchase products online.**
- **Buy Amazon books online from our website.**

Our Board has made great choices. They have put us in a financially sound position. They have invested wisely. They have adjusted our budget and spending to prepare for the future—all without sacrificing member services. We will still have two receptionists to answer the phone. Our goal is that no member call goes to voice mail between 7 a.m. and 5 p.m. CST. We will continue to make sure that the administration of our conferences is second to none. We will continue to execute our strategic plan to introduce technology, promote the profession, promote effective compliance programs, grow membership, provide quality services/products, and develop an effective succession plan.

We have no idea how the economy will fare, nor are we sure how it will impact us. However, we are sure that we have positioned ourselves well through good decision-making over the past several years. We are also confident that we have made the necessary adjustments to prepare for tough times, if they come. Don't hesitate to call me directly if you have any comments about our choices. My cell number is 612 709-6012 and my e-mail address is roy.snell@hcca-info.org. ■

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