

HCCA COMPLIANCE TODAY

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HEALTH CARE
COMPLIANCE
ASSOCIATION

Jeff Sinaiko

President,
Sinaiko Healthcare

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Special Focus:
**Celebrating
National
Corporate
Compliance
and Ethics
Week**

SAVE THE DATE!

HCCA
2007
CHICAGO
COMPLIANCE
INSTITUTE
April 22-25, 2007
www.compliance-institute.org
(888) 580-8373

**Earn CEU
credit**

SEE INSERT

**Non-Emergency?
Exit!**

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Also:
**Credibility:
Priceless,
and it must
be earned**

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Letter from the CEO

Member Satisfaction Survey

From time to time the Health Care Compliance Association (HCCA) conducts member satisfaction surveys. This is a very valuable tool. The results we've received from these surveys help to determine HCCA's strategic plans. HCCA conducted such a survey in 2006, and close to 1,000 members responded. We want to thank everyone who participated. In this article I will cover both the comments about what we do well, as well as where we could improve.

Roy Snell

What we learned

We were pleased to learn the value that you place on HCCA's monthly magazine, **Compliance Today**; on HCCA's national, local, and audio conferences; on developing programs that offer continuing education credits, and on the benefits of HCCA providing networking opportunities.

We discovered that we are doing a good job of keeping you informed about important issues and about HCCA activities, particularly the Annual Compliance Institute (by the way, this year it is being held April 22-25, 2007 in Chicago, IL). Close to 90% reported that e-mail communication was preferred over other forms of communications.

Suggestions

The survey provided an opportunity for members to make suggestions for improving existing services and activities. We received many good suggestions and would like to let you know the efforts we are making to respond to them.

In an effort to address the needs of our new compliance officer members, we have begun publishing a "Compliance 101" column in each issue of **Compliance Today**. To make certain we are meeting your needs, please do not hesitate to contact Margaret Dragon (e-mail: margaret.dragon@hcca-info.org, Tel: 781/593-4924) with articles or topics for this new column.

You also expressed the need for easy access to continuing education to maintain certification. Beginning with the November 2006 issue of **Compliance Today**, one continuing education credit (CEU) is being offered for reading a designated article and completing the accompanying quiz—this offers a potential of 12 CEUs per year.

Some of you reported concerns about the number of e-mails sent by HCCA, and in response, we have significantly reduced the number of member e-mails being sent by about 50%.



If you have any other subjects you would like covered, or if you have any questions or comments, please feel free to contact me at 612/709-6012 or e-mail roy.snell@hcca-info.org. Some members may think that I am too busy to discuss individual questions or concerns. Let me assure you that nothing is more important than staying in touch with the membership. Please do not hesitate to call or e-mail.

It has been suggested that we add the location of jobs listed on our "Career Opportunities" Web page. We have substantially altered this section of our website for easier accessibility, and we are also listing the job location, when the posting organization will allow.

There have been questions about the amount of marketing that we do and the number of brochures that we distribute. Some concern was expressed about duplicate brochures and costs involved. We buy or trade for many lists from vendors and publishers. There are many methodologies to eliminate duplicate names, but if we are too stringent, we could eliminate the most current address, or eliminate people with similar names.

Some associations send their members one brochure for the annual meeting. They have no duplicate copies because they use their membership database and no other lists. Because of their conservative approach, they have few, if any, nonmembers attending their meetings. We have as many as 30% nonmembers attending our meetings. This additional audience helps provide additional funding that benefits our membership. Many people give their extra brochures to someone who would not otherwise have attended. Some do not respond to the first copy, but will respond to the second copy. Overall, our methodology puts us amongst the highest-attended association annual conferences. The additional marketing costs are overwhelmingly offset by the increased income. Financially, we are way ahead as a result of our strong

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marketing program. In fact, much of our 10% annual membership growth is a result of our marketing strategy.

A few members questioned Board of Director turnover. Each year we conduct a Call for Nominations to the HCCA Board of Directors. The nomination committee carefully reviews the nominations and is careful to make certain that 50% of those on the ballot are new and have not served on the Board before. At the moment, 50% of the Board have served less than three years. Every Board struggles to make sure that they have a balance of new and experienced Board members. So far, we have been very successful. We will continue to try to keep a balance of new and experienced Board members.

We are reviewing suggestions for networking opportunities and more advanced topics during HCCA's Annual Meeting, the Compliance Institute. We are planning to provide further networking opportunities and advanced topics at this year's meeting. There will be no didactic lecture during these sessions. There will be small discussion groups. If all goes well, we will continue to expand these opportunities.

More local networking opportunities were also suggested. At this point, we offer 17 local education and networking meetings. We will have a total of 32 meetings this year. The national average for associations our size is seven meetings a year. Many have no local meetings. Most organizations can't support the additional 25 meetings a year we do because of their financial position. We will continue to examine the possibility of additional meetings.

Specialty conferences were mentioned by some of those surveyed. We do offer specialty conferences to our members. For example, in 2006 we offered the Medicare Part D conference, the Research Compliance Conference, the Physician Compliance Conference, and

we introduced the Audit & Compliance Committee Conference. In 2007, we will offer specialty conferences such as:

Audit & Compliance Committee Conference

February 26–28, 2007

Chapparel Suites Resort, Scottsdale, AZ

Quality of Care Compliance Conference

September 30—October 2, 2007

Radisson Plaza Warwick Hotel Philadelphia
Philadelphia, PA

Physician Practice Compliance Conference

October 3–5, 2007

Radisson Plaza Warwick Hotel Philadelphia
Philadelphia, PA

4th Annual Research Compliance Conference

October 31—November 2, 2007

Chicago Marriott Downtown Magnificent
Mile Hotel, Chicago, IL

Medicare Prescription Drug Part D Compliance Conference

December 9–11, 2007

Renaissance Harborplace Hotel
Baltimore, MD

We also increased the number of ***Compliance Academies*** in 2007:

February 5–8

Argonaut Hotel
San Francisco, CA

March 19–22

Hilton Dallas Lincoln Centre
Dallas, TX

June 4–7

Chaparral Suites Resort
Scottsdale, AZ

August 20–23

Wyndham Chicago
Chicago, IL

November 5–8

Disney's Contemporary Resort
Lake Buena Vista, FL

December 10–13

The Westin Horton Plaza
San Diego, CA

2007 Advanced Academies

June 25–28

Hyatt at Fisherman's Wharf
San Francisco, CA

October 22–25

Renaissance Harborplace Hotel
Baltimore, MD

We want to thank you again for your feedback. As you can see, it has helped us determine our program agenda. Please do not hesitate to contact us with additional comments or concerns.

We will also be covering some other questions raised by the membership, in dedicated articles throughout the year. One of these articles will cover the HCCA services that are available, but not widely known. We will also have an in-depth article on the Society of Corporate Compliance and Ethics.

If you have any other subjects you would like covered, or if you have any questions or comments, please feel free to contact me directly at 612/709-6012 or e-mail me at roy.snell@hcca-info.org. Some members may think that I am too busy to discuss individual questions or concerns. Let me assure you that nothing is more important than staying in touch with the membership. Please do not hesitate to call or e-mail. ■