



# Compliance TODAY

April 2014

A PUBLICATION OF THE HEALTH CARE COMPLIANCE ASSOCIATION

WWW.HCCA-INFO.ORG

## Gearing up for future challenges

an interview with Tom Twinem

Director, Corporate Compliance / Privacy Officer  
Children's Hospital of Wisconsin

See page 16

25

**Medical directorship arrangements: Increased government enforcement and best practices for compliance**

Wade Miller and Kimyatta McClary

31

**Establishing a baseline compliance pulse for hospital and physician groups: Evaluations by outside counsel**

Ann Bittinger, William J. Holahan,  
and Caroline Kubovy

43

**Advanced practice providers: Top three compliance problems**

Carolyn Buppert

49

**OIG 2014 Work Plan explores new compliance projects**

Nathaniel Lacktman

by Roy Snell, CHC, CCEP-F

# To heck with political correctness

*Please don't hesitate to call me about anything any time.  
612-709-6012 Cell • 952-933-8009 Direct  
roy.snell@corporatecompliance.org*

**\*D**ucking under desk\*  
Writing an article criticizing political correctness would be, well... politically incorrect. But I am going to try to make a point about political correctness while living to write another day. To begin



Snell

with, this has nothing to do with political correctness relating to sex, politics, religion, etc. I am talking about "business decision political correctness." Political correctness has a negative side effect in business decisions. Part of the reason we have so many scandals (that people knew about for a long time but didn't fix) is because we may have taken political correctness too far.

What is the opposite of political correctness? The politically correct answer would be political incorrectness. However, the real answer might be honesty. To fix compliance problems, we need honesty. There are executives who spend all day trying to *look* good rather than *be* good. They advise up-and-comers to be politically correct (i.e., tell people what they want to hear).

I am not suggesting that people be coarse, rude, or constantly complaining. I am suggesting that we need to worry more about being honest than about being politically correct. In the case of Penn State University the politically correct thing to do was to not

offend the Coach, Athletic Director, President, or the football program in general. At Enron the politically correct thing to do was support all accounting decisions that helped make the financials look good, even if they were potentially illegal.

I am not suggesting being a jerk. Every time I write about stepping up to problems and being honest, I get an email saying "thank you." The author of the email has been offending everyone in their life because they are rude, insensitive, and constantly complaining. They

I am not suggesting  
that people be coarse, rude,  
or constantly complaining.  
I am suggesting that we need  
to worry more about being  
honest than about being  
politically correct.

think my article vindicates them. I do not advocate being a jerk. Honesty is not an excuse for rudeness. I am simply suggesting that political correctness has gone too far, and that important, honest, and difficult business conversations are being stifled. It is possible that the politically correct thing to do is occasionally be "politically incorrect" and stand up (graciously) to potential business problems. ☺