



Compliance TODAY

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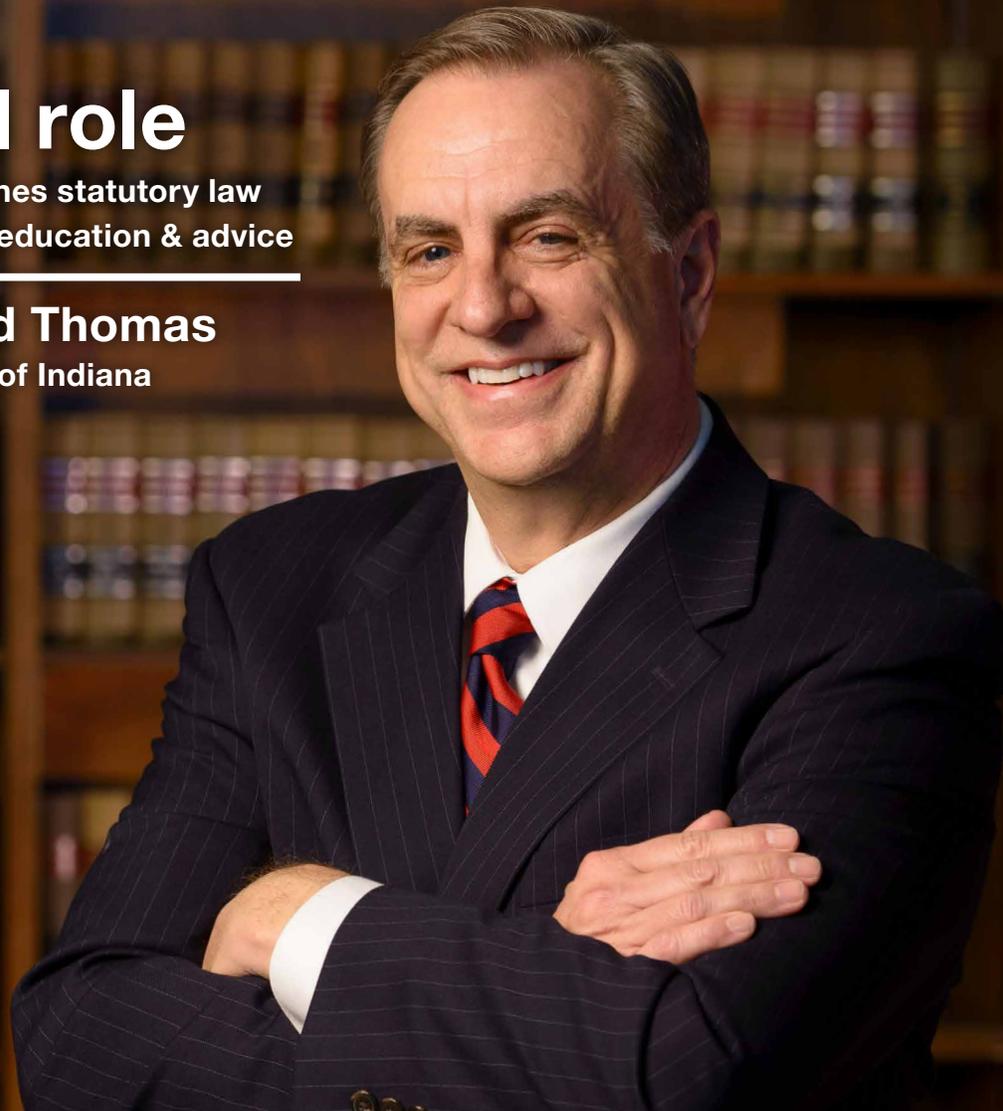
A unique dual role

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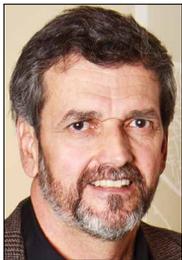
Do you Twitter?

Please don't hesitate to call me about anything any time.

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Twitter is a great way to send pictures of what you're eating, and it provides a way to criticize everything from the Olympics to the government. As with many new internet tools, they start out in the hands of early adopters who tend to be on the fringe.



Snell

But much like the internet, Facebook, chat rooms etc., Twitter has developed a second purpose in life... helping people in business.

It's not about getting followers or tweeting about food for me. I would forget about getting followers or even tweeting. You don't even need to use your real name. Twitter has been valuable to me because I can keep up on the news in our profession. If you use Twitter's search function—with keywords like compliance, compliance programs, compliance officer, etc.—you can find many links to recent articles or blog posts about our profession. I have set up Google Alerts with keywords such as compliance and do my own searches on the internet, but Twitter is different. With Twitter you get news that has been searched for and filtered by trained compliance and ethics professionals. More important stuff surfaces on Twitter searches as opposed to all the noise you see on a Google search or Google Alert.

Many compliance professionals share links on Twitter to things they have found

on the internet. Many very experienced compliance professionals are sending many valuable tweets each day. You can filter them by searching on keywords such as compliance, settlement, FCPA, etc. Or you can go to the Twitter profiles of people like Donna Boehme or Tom Fox and just read their recent tweets. They send a couple dozen a week, and the information is always fresh and valuable.

With Twitter you get news that has been searched for and filtered by trained compliance and ethics professionals. More important stuff surfaces on Twitter searches as opposed to all the noise you see on a Google search or Google Alert.

As CEO of SCCE and HCCA, I try not to have much fun on Twitter, so that I appear to be professional. However, I could not resist tweeting the other day that my daughter woke up this morning and said, "You know how you have to love me no matter what..." Later I tweeted that, "I was looking for my right hand glove... found it in my left hand, serious case of the right hand not knowing what the left hand was doing." If you Tweet long enough, you can't help but have some fun, so it has that going for it too. ☺