

HCCA

COMPLIANCE TODAY



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Meet

Greg Burkhart

Chief Compliance & Ethics Officer
Sentara Healthcare

PAGE 14

Also:

**Hospitals hit hard in
recent government
enforcement actions**

PAGE 52

Earn CEU credit

SEE INSERT

**Using adult learning
styles in compliance
education**

PAGE 9

Feature Focus:

**OlG's Open Letter on the
Self-Disclosure Protocol**

PAGE 46

Letter from the CEO



The CHC credential is invaluable

The Certified in Healthcare Compliance (CHC) credential has been developed and maintained by Debbie Troklus and we are very grateful for her efforts. Many other very dedicated compliance professionals have helped Debbie with this very arduous process over the past 9 years. They are due a lot of credit. I have been waiting 9 years to say that the CHC credential was invaluable. I have always wanted to declare that the CHC credential was invaluable; however, I felt we needed to wait until the industry said it was so and totally embraced it. No other industry outside of health care has a compliance credential that is as widely accepted. Health care has embraced the CHC credential. We should be very proud.

We have never attempted to push CHC certification on anyone. We never sought the endorsement of anyone. We endured some criticism along the way, such as "This is beneath me," "Who are you to judge us?" and "Who has endorsed this?" We always did what we thought was best for the profession and turned the other cheek. Whenever you attempt anything of any real value, there are a lot of critics. The credential was developed with expert outside credentialing consultants and members of the compliance profession. We felt we had done a good job and that, in time, it would be clear to everyone. The lack of appreciation made the work a little harder, but it made this moment a lot sweeter. The critics are very quiet now.

By the end of this year, there will be 2,000 people with the CHC credential. We are not stopping there. We have developed our first subspecialty area credential for research compliance professionals. We are just now completing the advanced certification for health care compliance professionals. It started to occur to me that the CHC certification had really arrived the day I got a call that started like this: "I have interviewed for a job and the CHC is a job requirement. I need to know how to get certified right away."

In 2008, 21% of our member's organizations required the CHC credential for their Assistant Compliance Officers. In 2008, 58% of our member's organizations preferred CHC candidates for their Assistant Compliance Officer position. CHC certification was also preferred or required in similar percentages for compliance professionals, auditors, coders, trainers, generalists, and attorneys. As the compliance industry continues to grow, employers are increasingly hiring certified compliance professionals, because the certification shows that these professionals have the required commitment and training.

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Outside lawyers, consultants, government officials, academics, and many other professionals outside of the Compliance department have earned the credential. Many other people within the Compliance department have received the credential, including educators, auditors, generalists, and attorneys. The CHC

credential has been accepted by the compliance profession.

We have branched out into other industries with the development of the Certified Compliance and Ethics Professional (CCEP) credential. It is designed for compliance and ethics professionals who are practicing in any industry. People from other countries have become certified, and the international interest is amazing. We will have 500 compliance and ethics professionals who have earned the CCEP by the end of the year. We are receiving the same criticisms we received with the CHC. It's a little harder to take the second time around. We are a little more confident about our future than we were the first time. However, we must still wait until the CCEP credential has been more widely accepted before we declare it is firmly entrenched in our profession. We can wait. ■