



**Building a
consistent
approach across
broad enterprises**

an interview with
R. Brett Short

by Marci J. Moore

USACS's Corporate Compliance and Ethics Celebratory Week

- » Use Corporate Compliance and Ethics Week to promote your compliance program with fun, interactive programming.
- » Choose a theme to promote a specific area of your compliance program.
- » Include activities in which all employees can participate.
- » Recognize your employees for the good work they are already doing to promote compliance and ethical behavior.
- » Incorporate your company's values into the events and mobilize your workforce to benefit the greater community.

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What better way to educate employees and get your company involved in your compliance program than to celebrate Corporate Compliance and Ethics Week! Our Corporate Compliance and Ethics Week journey began in 2016, the first year we instituted a company-wide program.



Moore

US Acute Care Solutions (USACS) is an integrated acute care company that serves more than six million patients through emergency, hospitalist, and observation medicine. We embrace a series of principles called the "House Rules" that are the keys to our success: (1) Commitment to Shared Success; (2) Passion About the Company's Mission; (3) Willingness to Embrace Change; (4) Data-Driven Decision-making; (5) Empowerment to Act; and (6) Accountability for Results. The USACS Compliance & Ethics department assists in this effort by guiding

employees on doing the right thing the right way when the path is unclear.

For starters

With healthcare providers and employees located across the country, we wanted to design Corporate Compliance and Ethics Week activities in which everyone could participate. In preparation for the celebratory week, the Compliance & Ethics team created a committee to brainstorm a focus for the event week. A major goal was to communicate that the Compliance & Ethics department's role is to work with employees and not against them. We delegated different tasks to each committee member after the weekly schedule of activities was finalized.

For starters, we reached out to our director of Corporate Communications to help compose a company-wide email to be distributed prior to the event week. The email outlined the planned activities and invited employees to participate.

To promote USACS's new Ethics hotline, we selected a theme of "Speak Up, We're

Listening” in an invitation to all onsite employees to join the Compliance & Ethics department for “Coffee with Compliance.” The kickoff event welcomed employees to free coffee and donuts. Compliance & Ethics department team members greeted employees and distributed small gifts that promoted the week’s theme: earbuds with the company logo on the case and magnets with the contact information for the new hotline.

Keeping with the “Speak Up, We’re Listening” theme, we created and distributed an animated video explaining how to reach the Ethics hotline and when to use it. We also created hotline posters and hung them in breakrooms at our corporate headquarters, as well as our offsite locations.

The fun stuff

The Corporate Compliance and Ethics Week committee planned special activities to include all employees; USACS believes everyone is equally responsible for compliance. We encouraged employees to complete online ethics training modules to be entered to win a prize. Everyone was provided the opportunity to complete a scavenger hunt that required them to search through the USACS Code of Conduct for answers. Winners were given a credit amount to the USACS store for the purchase of company gear.

USACS has established company core values, including the importance of a “Servants Heart.” In keeping with this value, we collected food and clothing donations to support a local food bank and shelter.

Contest winners from the various activities were announced at the close of our week, along with a big thank you to everyone who made our event week such a success.

It’s a wrap

In conclusion, we wanted Corporate Compliance and Ethics Week to:

- ▶ Promote our Ethics hotline so that employees feel confident that USACS provides a safe method of communicating questions and concerns;
- ▶ Recognize the hard work of everyone in the company; and
- ▶ Raise awareness of commitment to doing the right thing the right way for company-wide shared success.

We also requested feedback to help us better understand how the event week was received. The consensus from those who participated was that people enjoyed participating in the activities and found the week a fun way to encourage employees to be compliant.

We’re already planning how to make this year’s Corporate Compliance and Ethics Week even better! ☺