LOOK INSIDE for highlights from the 2018 Compliance Institute and learn how you can be a part of next year’s!
by Gerry Zack

Welcome to the Special Edition of Compliance Today

Throughout this Special Edition of Compliance Today, you’ll find reports from HCCA staff and attendees on their experiences at the 22nd Annual Compliance Institute held in April at the Aria in Las Vegas. With more than 3,200 people in attendance, it was an awesome experience. If you couldn’t join us, reading through this issue will give you a sense of what it was like. And for those of you who attended, I hope reading this will bring back some fond memories.

The educational options were tremendous, beginning with 14 breakout sessions to choose from at the Sunday pre-conference. The education continued with 15 options for each breakout session at the main conference, coupled with informative and entertaining general session speakers. There’s never a shortage of regulatory, enforcement, and other developments in the healthcare sector, and the speakers at this year’s CI did their usual great job of keeping everyone up to date. The sessions on more timeless topics, like leadership, were every bit as valuable.

This was my first CI as HCCA’s Incoming CEO, so the networking opportunities were of particular importance to me. Whether it was at the official networking receptions or just in passing in the hallways between sessions, I was so happy to meet so many attendees, and to hear their words of encouragement and support. I found myself returning to the “tell Gerry what you like about HCCA” board throughout the conference, discovering new notes left by attendees each time.

But the highlight of the entire Compliance Institute for me was the moving tribute given by Debbie Troklus to co-founder and CEO Roy Snell, resulting in a standing ovation from a packed house.

It’s all covered here in this Special Edition of Compliance Today. Enjoy!

Gerry Zack (gerry.zack@corporatecompliance.org) is the Incoming CEO at HCCA & SCCE in Minneapolis, MN.
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by Margaret Hambleton

President’s message

“Wow! This is a really big deal.” That’s how Lloyd Dean, my boss and the CEO at Dignity Health, greeted me on Tuesday morning as he came into the ballroom to deliver one of the morning’s general sessions. Of course, I had let him know that there would be about 3,200 compliance professionals and others who support the compliance profession in the audience. But, until you see the room, it is hard to imagine—and perhaps a little scary for a CEO to think about—so many individuals devoted to compliance together in one place. I want to express my gratitude to Lloyd for taking the time to come to Las Vegas to speak. More importantly, I owe him my appreciation for all of his support for me and the entire Dignity Health compliance team.

I would imagine the Compliance Institute is a special time for every president of the Society of Corporate Compliance and Ethics (SCCE) & Health Care Compliance Association (HCCA). Although I had been to a number of Compliance Institutes in the past, I had never before been so much a part of the planning and, frankly, never realized how much planning there is.

It’s a bit of a wonder that so many moving parts can come together to ensure that the four days of the meeting take place without a hitch—or at least with only a few, small, manageable ones. My thanks to the HCCA staff for all of their hard work.

My special thanks to HCCA CEO Roy Snell for his leadership, friendship, and all that he has done through his many years of service to the Association. We are fortunate to have had his passion, energy, and dedication. I was grateful that (over his objections) we could pay tribute at the Institute to his work. We are also very fortunate to have Gerry Zack to take over when Roy steps down as CEO.

Recognizing Roy was an emotional moment for all of the 3,200 people at the meeting.

I think all of us in Compliance appreciate the opportunity the Institute gives us to see that we are not alone. Instead, we are a part of a large and growing profession that is dedicated to ensuring our organizations operate with integrity, and also dedicated to improving our own expertise and the expertise of our peers. This year, like every year, the Institute provided a remarkable program for learning, great opportunities to network and share best practices, a ton of vendors willing to share the latest tools and technology that support our programs, an opportunity to serve the community, and a fun fitness challenge (I felt like I walked miles and only made it to 89th place).

I am sad that the 2018 Institute has ended. I am glad, though, that we have this publication to share some of the many highlights of the meeting.

I hope you will share what you learned with your colleagues back in the office and continue to reach out to others in Compliance. You can always reach me at margaret.hambleton@dignityhealth.org. 📩

Margaret Hambleton is Vice President of Corporate Compliance at Dignity Health in Pasadena, CA.
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The 2018 Compliance Institute general sessions had a remarkably diverse, passionate, and inspiring set of speakers, which helped set the tone for conversation among the 3,200+ people registered for the meeting.

First up was Dan Levinson, the Inspector General (IG) from the Department of Health and Human Services. Always generous with his time, Inspector Levinson provided an update on the IG office’s key priorities as well as their expectations for compliance. He spent some time discussing the importance of data mining for compliance efforts—very interesting. Watch for his podcast on The Compliance & Ethics Blog (complianceandethics.org).

The second speaker on Monday morning was Scott Eblin, author of *The Next Level: What Insiders Know About Executive Success*. Scott’s talk focused on how compliance professionals can grow their skills and increase their influence. He also walked the audience through his intriguing Life GPS tools.

Scott will be returning in 2019 to address the topic of mindfulness.

Tuesday morning had an incredible mix of educational, emotional, and uplifting talks. The morning began with a tribute to Roy Snell, the soon-to-retire CEO of the Association. It left everyone in the room with a lump in their throat and many with a tear in their eye. Roy received a much-deserved standing ovation from the audience.

Kim Brandt, who recently left the U.S. Senate to become the Principal Deputy Administrator for Operations at CMS, had the difficult task of following up the tribute. She more than did so, sharing an overview of what CMS is doing, including many changes designed to make the life of compliance professionals easier. Not surprisingly, there was at least one roar of approval. Watch for a podcast from her too.

Kim was followed by a very different talk. Rashmi Airan held the audience rapt as she told the story of her life, her young practice as a sole practitioner, landing a key client, working on questionable deals, and the decisions she made that would lead to six months in prison.

Finally, Lloyd Dean, the CEO of Dignity Health, charmed and impressed the audience with his commitment to compliance, advice to them, and insights into the thinking of leadership. Among his many quotable insights: “We will not achieve what this nation needs to achieve in healthcare without what you do.”

In sum, the keynote sessions hit all right notes.

Adam Turteltaub (adam.turteltaub@corporatecompliance.org) is Vice President of Strategic Initiatives & International Programs at HCCA & SCCE in Minneapolis, MN.
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Thank you to the 100+ exhibitors who shared their compliance solutions this year at the Compliance Institute.

COMPLIANCE-INSTITUTE.ORG
The general sessions at the Compliance Institute always feature speakers that develop both the technical and soft skills necessary to be an effective compliance professional. The 2018 Compliance Institute included a speaker who made a series of bad decisions in her career that ultimately resulted in a one-year federal prison sentence. Rashmi Airan is an attorney who had destroyed a successful career by engaging in unlawful and unethical real estate transactions that could have been avoided by effectively practicing “ethical vigilance.”

Ethical vigilance is an active commitment to ethical decision-making. This is a simple concept in theory, but it is far more difficult to consistently follow in practice. We would all like to believe that we have an immovable moral compass. We would all like to believe that we would never suppress our gut feeling that tells us to do one thing while our peers and superiors urge us to pursue a different, less ethical path. However, all of us (even compliance professionals) are subject to the same pressures that besieged the speaker. The pressures of meeting goals, pleasing influential clients, balancing family and work, and achieving success are pervasive for all of us.

Compliance professionals are often thought leaders. We are expected to bring perspectives that others may not. Ethical vigilance prevents us from letting something slide when we know we shouldn’t. It prevents us from standing idle when we know we should speak up and ask the tough questions. It empowers us to recognize and act on red flags that we may otherwise suppress.

The reality is that we often hear our inner voice at the most inconvenient times. These are the times when we are most busy, distracted, or hurried. Ethical vigilance involves pausing, listening to our inner voice, reflecting, doing an ethical reality check, and making the best conscious decision no matter the consequence. This includes having the courage to recognize when thinking outside the box becomes thinking outside the law and speaking up.

The speaker encouraged all attendees to reflect upon whether there are any areas in our lives where we may be ignoring subtle red flags. These could be areas where we may be about to succumb to the pressures of a demanding work or family life. Ethical vigilance is one mechanism for continually being mindful of our inner voice and keeping our moral compass firmly in check.

David Berry (david.berry@unitypoint.org) is Director of Corporate Compliance and Risk Management at UnityPoint Health—Meriter in Madison, WI.
I have attended the HCCA Compliance Institute (CI) and have been in the Compliance profession for 20 years. During that time, I have always appreciated the generosity and collegiality of individuals in this profession but never more than at this year’s CI. Let me explain. I arrived in Las Vegas on Friday so that I could participate in the Volunteer Project on Saturday morning. I was scheduled to copresent a workshop on privacy and security incident response on Sunday afternoon.

On Saturday morning, my copresenter alerted me that he was stuck in Minneapolis due to weather. At that point, he still thought he would make our Sunday afternoon presentation. But I decided it would be a good idea to have a backup plan. Fortunately for me, there were two individuals who also decided to attend the volunteer event: Joan Podleski, the Privacy Officer for Children’s Health of Texas, and Don Ahart, an individual with security expertise who works for Hunterdon Medical Center in Internal Audit. I have known Joan for years and had worked briefly with Don as a client of CynergisTek. When I realized that my copresenter might not make it, I asked Joan and Don if they would be willing to fill in. They both graciously agreed that, if needed, they would heed the call.

My copresenter ultimately let me know he would not make it. Many of us who have been doing this for years are usually prepared to present on our own if needed. But for this particular topic and the fact that it was a three-hour session, I realized having multiple perspectives would be beneficial to the audience. I am extremely appreciative of Joan and Don’s willingness to set aside whatever they had planned to assist in presenting the workshop. With very little notice and no involvement in preparing the slide deck, they assisted with presenting the workshop. We got very positive feedback from the audience.

In my experience, compliance professionals in general are ready and willing to do what it takes to get the job done, to go above and beyond. These two individuals epitomize the compliance professional. When asked to step up, they did. If ever you are in doubt that you will have assistance from a fellow compliance professional, don’t doubt it; your colleagues will be there for you.

Marti Arvin (marti.arvin@cynergistek.com) Vice President of Audit Strategy at CynergisTek in Austin, TX.
HCCA’s 22nd Annual Compliance Institute, April 15–18 in Las Vegas, offered an outstanding range of educational and networking opportunities for healthcare compliance professionals. Leading experts covered current compliance issues, emerging trends, and practical takeaways. Here is a summary of highlights that I found most compelling.

**Power of data: Top priority**
Across sessions, presenters emphasized the power of data, particularly data trending and the importance of information governance to promote data-driven decision-making and breach prevention. Key points included:

- Use data to identify trends and reduce risk.
- Follow the complete lifecycle of data.
- Look at new service areas to fully vet risks.
- Understand the link between data mapping and PHI disclosure management.

Along with current trends, speakers summarized recent updates. Iliana L. Peters, Senior Advisor for HIPAA Compliance and Enforcement, HHS Office for Civil Rights, provided enforcement updates aligned with points from the 2018 HIPAA Summit. She added that more guidance can be expected for:

- Texting
- Social media
- Encryption
- HITECH minimum necessary
- Breach notice
- Whistleblower policy

She also confirmed the end of desk audits, as focused HIPAA audits take precedence over random audits. Trended data will determine the need for a full-scope audit. To that end, the OCR website now features compliance-friendly updates that help covered entities and business associates identify patterns and trends. Keep in mind that auditors and investigators are still looking for “the big juicy issue”—you had the data to prove it and didn’t take action. Again, the power of data prevails.

As an example, Rashmi Airan, ethics speaker, consultant, and former attorney, shared her experience of serving a prison sentence for compliance fraud involving illegal business practices by a client. She stressed following your gut if you sense wrongdoing. Investigate, document, and report.

**Compliance: the ethical compass**
On a similar note, Lloyd H. Dean, President/CEO, Dignity Health, offered enterprise guidance for businesses and healthcare organizations. Most important, any proposed business change that affects reimbursement should be shared first with Compliance—as the compass to mitigate risk. Ask the following questions:

- Does this change affect reimbursement?
- Are there any improper motives for doing this?
- Are you sharing PHI?
- Should other experts be involved in making this decision?
- How can compliance promote successful outcomes?
A final note
Access to data has changed the landscape of compliance, expanding the scope within a digital ecosystem. Conducting a compliance risk assessment and taking appropriate action is essential to greater data integrity, privacy, and security. Find your weaknesses and close the gaps—the power of your data depends on it. ⚫

The views and opinions expressed in this article are those of the author and do not necessarily reflect or represent the views, opinions, or policies of MRO Corporation.

Rita Bowen, (rbowen@mrocorp.com) Vice President of Privacy, Compliance and HIM Policy at MRO Corporation in Norristown, PA.

by Gerry Blass

Technical tools, artificial intelligence take stage at CI

The average amount of time an attacker can go unnoticed on an organization’s network is 265 days. An astounding and quite alarming statistic. So, it’s not surprising that the buzz at this year’s Compliance Institute was all about using intelligent tools to find and stop potential security violations and attacks.

From algorithms that recognize behavioral exceptions by employees, to technical controls that target a potential attacker on a network, some remarkable risk management tools took the limelight during the show.

We saw a variety of solutions now available to dramatically reduce that 265-day time frame, including security operation centers (SOC), honeypots, and more. A SOC can be either a team or a facility organized to prevent, detect, assess, and respond to cybersecurity threats and incidents, and to fulfill and assess regulatory compliance. And, a fascinating technique, honeypots are placed on networks like bait. To an attacker, the honeypot looks like a vulnerable server, but since no one is ever supposed to touch that server, alerts and alarms will immediately trigger if an attacker gets in.

In addition to technical tools with artificial intelligence, advanced governance, risk management and compliance tools, and mobile apps were center stage this year. From our conversations at the show, it’s evident that healthcare organizations are improving efficiency through compliance management, due diligence, and collaboration across the enterprise.

We are extremely encouraged to see the healthcare industry taking proactive measures to prevent cyberattacks—and avoid potential penalties and lawsuits due to any incidents. All in all, it was an exciting event! ⚫

Gerry Blass (gerry@complyassistant.com) is President & CEO at ComplyAssistant in Colts Neck, NJ.
It is hard to believe another Compliance Institute has come and gone. This year was exceptionally busy for me, because I not only had the opportunity to be a participant and speaker, but in addition, I was fortunate to share the experience with my wonderful and amazing ProviderTrust team!

The sessions were wonderful as always! I love starting Monday off listening to Daniel Levinson and hearing his message each year. I also enjoyed the presentation by Scott Eblin, who added his “yoga” touch and had everyone up and stretching. Next year I will add that to my session, if I have the pleasure of presenting again.

I was honored to help coordinate the post-acute track once again this year and am very thankful to the talented compliance professionals that shared their years of experience and compliance wisdom with the many post-acute participants. And thank you everyone who joined one of our sessions. This track gets stronger every year. I can’t wait to see what great sessions we will have next year. I have already had three different presentation recommendations shared with me for next year. Way to go, post-acute compliance professionals!

So, now that the 2018 Compliance Institute has come to a close, on behalf of myself and the ProviderTrust team, thank you to everyone that stopped by and said hello, and thanks to HCCA for another great conference. We can’t wait to see everyone next year! 🌟

Donna J. Thiel (dthiel@providertrust.com) is Chief Compliance Officer at ProviderTrust in Nashville, TN.
Order HCCA’s 2018 Compliance Institute
Session Recordings

HCCA recorded more than 100 sessions, complete with speaker handouts, at the 2018 Compliance Institute. Catch up on the sessions you couldn’t attend, or revisit sessions you attended and take your time absorbing the valuable knowledge presented.

compliance-institute.org
Questions? Jennifer.Parrucci@corporatecompliance.org
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Hear what your peers had to say about the 2018 Compliance Institute in Las Vegas!

“I found the quality of the speakers to be outstanding. Every session I attended also had very practical applications. Meeting compliance professionals from all of the various locations was great. I highly recommend the Compliance Institute.”

– Lynn Worley, Chief Compliance Officer at Signature Healthcare

“Thank you so much for the experience of a lifetime. I will be attending future conferences as a result of this wonderful experience.”

“Always a great conference. We will miss seeing Roy!”

“Braindate was an excellent addition to the agenda!”

“I loved the mobile app. It was easy to get at the information needed and to complete session evaluations.”

“Great conference and loved the fitness challenge.”

“I always walk away feeling refreshed, energized, and more knowledgeable.”

“Great conference, and my team is already looking forward to Boston!”

“As always, I left with so much information. I appreciate the information and resources that HCCA offers.”

“Good conference. I learned a lot and have more information to improve the processes our facility already has in place.”

“As always, I left with so much information. I appreciate the information and resources that HCCA offers.”

“So many great breakout sessions!”

“This was my first time attending this conference, and I will definitely come again.”

“Absolutely the best conference/institute program. Nice job, everyone.”

“As a first-time attendee, I was totally blown away with the total experience. Can’t wait for the next one in Boston!”

“The Compliance Institute remains my favorite conference by far! Networking with my peers, gaining new insights and knowledge.”

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“As a first-time attendee, I was totally blown away with the total experience. Can’t wait for the next one in Boston!”

“The Compliance Institute remains my favorite conference by far! Networking with my peers, gaining new insights and knowledge.”
As I headed off to Las Vegas for the 2018 Compliance Institute, I was experiencing what many of us compliance professionals feel at some point in our careers: burnout. It had been a tough winter in New England, and I felt I was standing on a cliff, poised to jump. With seven years of experience under my belt, my positive mind-set had been swallowed by what felt like the daily grind of my job and the varied challenges of my organization. I had begun to question whether or not compliance was the right fit for me.

Then I was approved to attend the 2018 Compliance Institute. I carefully reviewed the huge variety of sessions in the conference brochure, selecting sessions based on both benefit to my organization’s compliance program and sessions that would improve my knowledge base. I hopefully boarded my plane, heading west to warmer weather and the hope of reconnecting with my passion for compliance.

I kicked off my conference experience on Sunday morning with the first of two scheduled Braindates. Coordinated by Walter Johnson, a friend I had met at the 2013 CI and current board member of HCCA, I had the opportunity to learn how to become more engaged with HCCA and network with other like-minded people. What a great concept this Braindate thing was!

I could feel my energy level rising with the knowledge that I was in the right place to recharge and refocus my passion for compliance. I was now ready for three-and-a-half full days of sessions, speakers, networking opportunities, and great food! I was surrounded by “my people,” who, like me, were there to share their knowledge and successes, learn and, if needed, offer commiseration over shared barriers and ideas to overcome them.

The HCCA staff were always there offering help and directions, and as Wednesday approached, I was very tired, but not in the same sense as when I arrived. As I left for the airport, my mind was full of networking conversations, vendor visits, tools to improve my LinkedIn presence, and renewed determination that this career path I had chosen was indeed right where I wanted to be. I had reconnected with old friends, made some new ones, and was now reenergized to continue to share that knowledge and enthusiasm at my own organization. Thank you, HCCA, for another successful CI experience!

Patricia A. Kasmarek (akasmarek@smhc.org) works for Southern Maine Health Care in Biddeford, ME.
One of my most insightful moments at the Compliance Institute didn’t happen in a session, workshop, or lunch. It happened in the elevator. I’m a fairly social guy, and I enjoy striking up conversations, especially in Las Vegas, because this city draws interesting people from all over the globe. In one such interaction, I explained to someone that I was there for a healthcare compliance conference. He responded, “Compliance...that just seems to be everywhere these days.” I asked if he was in healthcare; he was not, but he said he was amazed at the emphasis being placed on compliance across all industries. We had arrived at my floor, and before leaving, I said, “Well, if we would all just act with ethics and integrity...” He looked at me and said, as the doors were closing, “But we don’t.” It was both a stinging indictment on our society as well as a motivator and an additional validation for my attendance at the conference. I walked to my room thinking: “And that, my elevator friend, is exactly why we have to be everywhere!”

I am fairly new to my role, and this was my first time at the Compliance Institute. It was eye-opening, with many “aha” moments and valuable insights. I was particularly impressed by the highly relevant content of the general sessions and the many workshop options that catered to every aspect of our profession. One of the most empowering benefits was being surrounded by like-minded professionals who could answer any question I was courageous enough to ask.

Personally, it reminded me of a time two decades ago when I was a member of the sales team for Air France in Chicago. We fought for market share to fill our single airplane at O’Hare, which was surrounded and outnumbered by hundreds of aircraft emblazoned with “United” or “American.” But when we flew to Paris for meetings, it was such a strength to see our airplanes everywhere instead. We knew we weren’t alone to fight our battle in Chicago. There is strength in numbers. Even if our group meetings are infrequent — and as we return to our small teams in large organizations — it is powerful to know that we have colleagues who are passionate and present... and, as my elevator friend said so well, who “just seem to be everywhere these days.”

Gregg M. Ellsworth, (gregg.ellsworth@christushealth.org) is Program Manager of Corporate Compliance & Privacy at CHRISTUS Health in Irving, TX.
by Walter E. Johnson

Something old and something new

This year, the Health Care Compliance Association hosted its 22nd annual Compliance Institute in Las Vegas. There were more than 3,200 compliance professionals in attendance to welcome Incoming CEO Gerry Zack and provide a standing ovation to cofounder and CEO Roy Snell for a job well done.

Attendance wasn’t the only segment experiencing growth. The learning tracks expanded to include Industry Immersion. Yoga returned as a conference fitness activity accompanied by a new fitness challenge, which encouraged attendees to engage in healthy activity with a step competition. It was a great way to keep moving. Several attendees became so committed to the competition that they decided to walk instead of attending breakout sessions.

It’s possible that a few are still walking around Las Vegas, because they haven’t realized that the conference ended. All jokes aside, this added another topic to discuss while networking. SpeedMentoring and SpeedNetworking returned along with a new networking opportunity called Braindates. For advanced networkers, Braindates provided a forum for attendees to discuss a topic for 30 minutes in a small group setting.

The combination of past favorites along with innovative twists added to the learning and networking experience. I look forward to attending and seeing everyone next year in Boston. 

_Walter E. Johnson_ (walter@wejohnson.org) is Director of Compliance at Kforce Government Solutions, Inc in Fairfax, VA.

by Joe Stefansky, Streamline Verify

View from an exhibitor

As long-time exhibitors, we always treasure the opportunity to meet so many of our clients and colleagues at the HCCA Compliance Institute, and this year the event was outstanding, with more than 3,200 passionate, compliance-driven professionals.

Interacting with healthcare compliance officers from a wide range of organizations (large and small) enables us to understand what their particular needs are so we can better serve them.

We are truly excited to participate in an event where we get a real pulse of the industry, as the tremendous insight gained serves as the catalyst for further innovation of our product.

_Joe Stefansky_ (joe.stefansky@streamlineverify.com) is Founder & CEO at Streamline Verify and ModWatch in Howell, NJ.
Expect continued complexity and change in federal and state compliance efforts

Mid April saw a great migration of healthcare compliance, privacy, and risk officers to sunny Las Vegas for the annual HCCA Compliance Institute. Wandering the halls of the event, you were likely to overhear people on their phones between sessions, urgently relaying what they’d just learned to their teams back home. This need to quickly disseminate information learned at the conference speaks to the quality of the conference content and the value of the speakers at the event.

One of my favorite things about events like this is the opportunity to hear from regulators themselves about what they’re seeing in the field, how organizations can do better when it comes to protecting sensitive data, and insights into where their attention will be drawn in the year to come. Two of my favorite sessions were the HIPAA Policy and Enforcement Update featuring speakers from OCR, and the State Enforcement session featuring the senior assistant attorney general for the Office of the Texas Attorney General. Both sessions dove into the recent enforcements by each regulatory body, and gave insights into where these regulators are looking and what they may focus on in the future — priceless knowledge, straight from the horse’s mouth!

Privacy and compliance professionals are tasked with a difficult job in a constantly changing landscape. That’s why these opportunities to learn and stay abreast of trends and emerging regulations can be so critical, and why we all continue to flock to events like the Compliance Institute every year.

Now here’s a word of caution: You can’t afford to limit your learning to once a year. Take the knowledge you gained at the Compliance Institute and implement it into your work year round. Make sure you’re staying on top of the latest regulations, subscribe to the OCR updates, and make the most of any chance you get to learn more about what’s out there. Because if there’s anything you can take away from this event, it is that change is the only constant, and it is on us to keep up.

I hope to see you all at next year’s event in Boston. ☝️

Dee Williams (dee.williams@radarfirst.com) is Sales Director-Healthcare at RADAR, Inc in Portland, OR.
As a first-time attendee at HCCA’s Compliance Institute, I was blown away by how many fellow healthcare compliance professionals there were! The energy among attendees, presenters, and exhibitors was contagious, and the vast amount of knowledge and experience at the conference was flowing from professional to professional during sessions, between sessions, at meals, on the escalator, etc. Everyone that I encountered was eager to make a professional connection and offer their experiences, solutions, and tools that have worked well for them. Each session that I attended was relevant, engaging, and enjoyable! One of my favorite quotes from this week (there were many!) from one of the pre-conference sessions was, “Compliance is my occu-passion,” and I thought, “Me too!” And there were 3,200+ others that share this passion for compliance at the conference. How exciting to share this “occu-passion” and all come together to learn and support each other. I am honored and excited to have had the opportunity to attend HCCA CI 2018!

Amanda Nijem (amanda.nijem@sgmc.org) is a Compliance Analyst in Administration at SGMC Campuses and Affiliates in Valdosta, GA.
CCA’s Compliance Institute always represents an amazing opportunity to talk to and learn from the best and brightest in the healthcare compliance field.

MD Ranger has compiled some key takeaways from this year’s institute:

1. Organizations making good-faith efforts in compliance are less likely to be sued
   Although the federal government makes the rules, it also knows that complying with its regulations and guidelines can be onerous and tricky. The OIG has indicated that healthcare organizations that make good-faith efforts to establish and maintain compliance programs, improve existing compliance efforts, and make compliance a priority at the executive level and across the organization will be viewed more favorably when under investigation for possible violations. In other words, instituting and following consistent policies for contract terms and approvals should be the foundation of a strong risk management strategy. Not only will organizations with well-defined compliance processes in effect face a lower risk of violations in the first place, but also if they do end up being investigated by the OIG, there is a lower risk of a government lawsuit.

2. Organizations can be under OIG investigation without knowing it
   Although typically no news is good news, *qui tam* whistleblower cases are sealed when initially filed. Hence, your organization could be under governmental investigation without your knowledge. There are more than 600 new *qui tam* filings every year! Organizations should be proactive in defining and complying with high compliance standards at all times. Organizations that operate under the assumption that an investigation is always possible will run a tighter compliance operation and be better prepared than organizations that assume it will never happen to them.

3. Compliance officers shouldn’t only focus on post-violation discipline
   Compliance departments need to be proactive in building relationships and spreading a culture of compliance throughout their organizations. If the compliance officer is only seen or heard from after violations happen or is viewed as the unwelcome “cop,” internal problems can develop and spiral out of control or lead to whistleblower lawsuits or government investigations. Engage physicians and executives directly in the compliance process, and make it clear how consistency and a clear process and standards protect everyone. Everyone should be aware of both the corporate and individual liability for violations. By putting a friendly and familiar face on compliance, you are one step closer to ensuring compliance and minimizing risk throughout your organization.

Daniel Oppenheimer (doppenheimer@mdranger.com) is Marketing and Operations Manager at MD Ranger Inc in Burlingame, CA.
As first-time attendees at the HCCA Compliance Institute, my team from the Eminere Group wasn’t quite sure what to expect from the conference. We thought that our message regarding the criticality of cybersecurity and IT risk management would resonate with some members of the Compliance community, but we weren’t sure how much exposure we would get with those people.

We were pleasantly surprised at each turn by the attendees and organizers of the event. From a full house on Sunday morning learning—and discussing—the importance of building an audit plan that addresses IT and cyber risk head-on, to another full room on Wednesday focusing on the specific area of identity and access management, we were pleased with the level of engagement of the session participants.

Between those two presentations, we had three days of meeting and interacting with participants on the exhibit floor. Even though we were late reserving our space and ended up in the far corner, we found the traffic flow strong. Being situated between headshots and the coffee/bar turned out well. People stopped for the Swedish chocolate, but ended up staying and engaging us in relevant and frank discussions.

Whenever we needed anything or had any questions, a member of the HCCA team was readily available to assist. We even had the opportunity to engage both CEOs, Roy and Gerry, in conversation. It’s clear in talking to Roy why this organization has been so successful, and Gerry gives the distinct impression that it is being turned over to the right guy.

As things were wrapping up, we awarded our door prizes—an Amazon Echo and Echo Dot—to two random visitors to our booth. Both were genuinely thrilled, putting a nice cap on an overall positive experience.

The Eminere Group will be back! Taking advantage of the pre-registration process, we were able to secure an even better location for our sophomore appearance next year. We look forward to working with Lori and her team again. We especially look forward to meeting more attendees as the intersection of compliance, health IT, and cybersecurity continues to gain focus from leading healthcare companies.

Tom Smith (tom.smith@emineregroup.com) is a Compliance Officer at Medical AR Management Services, LLC in Houston, TX.
The 2018 Compliance Institute Exhibit Hall was a success! This year we introduced a new format, occupying two Exhibit Hall spaces instead of one. This not only provided more space for exhibitors, but also gave attendees a bigger area in which to network. The exhibitors were all very excited to participate, handing out a lot of great information, advice, and goodies. The HCCA booth was very busy as usual. Highlights included caricaturists, who drew almost 500 people, and our prize wheel with everyone trying for a shot at their favorite giveaway. New this year, The LinkedIn Corner offered a one-of-a-kind opportunity for compliance professionals to learn how to take their LinkedIn profile to the next level. Experts from LinkedIn showed attendees how to improve their online interactions, build connections, and increase engagement on the site. Finally, complimentary headshots remained a popular stop, with headshots taken throughout the duration of the event. If you missed out on any of this, don’t forget to stop by our booth at HCCA’s 23rd Annual Compliance Institute, April 7-10, in Boston.

Liz Ray (liz.ray@corporatecompliance.org) is a Web Conference Planner at HCCA & SCCE in Minneapolis, MN.
Can’t beat these tweets!
This year’s Compliance Institute had plenty of busy little birds on Twitter using the official #HCCAci hashtag. Attendees, speakers, exhibitors, vendors, and staff combined to use #HCCAci more than 1,000 times.

Compliance and ethics professionals took to Twitter to network and interact with one another, share group photos and selfies, post quotes and pictures from their favorite sessions, and much more.

Sharing selfies
Attendees at this year’s Compliance Institute put their best side forward by sharing selfies of their time with new and old friends at the conference.

HCCA’s social media booth
There were several ways to get social at the Compliance Institute. Attendees wrote about their favorite parts of the conference in guest blogs for The Compliance & Ethics Blog, saw themselves become caricatures right before their eyes, and visited the LinkedIn Corner to polish their professional profiles.

Whether it was for professional purposes or just a little social media fun, attendees assembled to network, learn, and get social.

Doug Stupca (doug.stupca@corporatecompliance.org) is Social Media Coordinator at HCCA & SCCE in Minneapolis, MN.
Tweeting at the Meeting

Richard Moses @rmosesmedlaw - Apr 16
Looking forward to speaking at 11 AM on DPP Year 2; CPGs & Improving Quality P325...Join us! #HCCAI

Walter E. Johnsos @walter_johnson1 - Apr 18
A Chief HR Officer was just victim to become Chief Compliance Officer, also. Welcome to the profession! #HCCAI has great resources and thousands of members to help you be successful. You are at the right place. #HCCAI

Elizabeth @Bettyelayt2 - Apr 16
#CEO: Excited to see the 312 Compliance Agenda!

Lisa @lrapa - Apr 16
#CEO: All the here and we’re taken over the ‘megat’

Chelsea Gonzalez @CHCGonzalez - Apr 16
And CEO have we got hailing off-waking more about our diligence in acquisitions and partnerships.

Luluroe Donneta Horsemaker @Lulalucen - Apr 16
#HCCAI: “Leaders control the weather. You are helping to establish the climate.” – Scott Eblin. So true.

Bonnie Ann Sexton @bonnieanns - Apr 15
Where the journey begins. “Find a way to make the important measurable instead of making the measurable important.” Kristine Koontz #HCCAI

Ross Burns @BTLHCPLawyer - Apr 16
Breakfast with the HCCAI at Diner – at ARIA Resort & Casino

Minerva Mendoza @minervapgm - Apr 15
Great first session at HCCAI 15 ready to continue learning and growing

Tom Rager @TomRager - Apr 21
Another year of networking, collaboration, and goodtimes. These are my people. #HCCAI #312 #HCCAI #TweetingAtTheMeeting
If you didn’t download the HCCA Mobile App at the Compliance Institute, you were in the minority. With more than 2,700 downloads, we hit a record for most downloads during an HCCA event. Attendees were taking notes, messaging others, filling out session evaluations, and using the app to find their next session location. Some of the new features attendees had access to were Braindates, a scheduled networking meet up, and the fitness challenge.

The most used feature was still note-taking. Now that the conference is over, you can email your notes to yourself to save them or print them off:

1. Open the app.
2. Click on “Email My Notes”.
   Here you will see a list of all the notes you took with an image of the slide you took them on.
3. Click the “Email” link in the top right, type your email address in to the “To” field, and click send.

The email sends copies of the slides as images. If you are looking for a full copy of the slides as a PDF, go to www.hcca-info.org/CIhandouts.

Tracey Page (tracey.page@corporatecompliance.org) is Web and Special Project Coordinator at HCCA & SCCE in Minneapolis, MN.
Meet fast: SpeedNetworking and SpeedMentoring

SpeedNetworking helped launch the 2018 Compliance Institute. Dozens of compliance professionals were up bright and early (in Las Vegas, no less) for the 7:30 am start. Each participant had the opportunity to talk to seven compliance professionals in just one hour. As always, it gave each participant the opportunity to build out his or her network and meet new, friendly faces at the Compliance Institute.

At lunchtime, SpeedMentoring followed a similar format, with the opportunity to find a potential mentor or become one. The session was a big hit and completely sold out this year.

The receptions: Good food, better networking

Each year the HCCA hosts Sunday- and Monday-evening receptions at the Compliance Institute, and 2018 was no exception. The Exhibit Hall was packed both nights as conference participants took the time to get to know each other, reconnect with old friends, meet with exhibitors, and sample foods.

Always fun affairs, the receptions also provide an opportunity to share knowledge and war stories and, over a drink, form critical bonds with the broader compliance community.

So, if you plan on attending the Institute in Boston, be sure to reserve time for the receptions.

Adam Turteltaub (adam.turteltaub@corporatecompliance.org) is Vice President of Strategic Initiatives & International Programs at HCCA & SCCE in Minneapolis, MN.
The Compliance Institute (CI) continues to evolve, and I do too, along with the other attendees. At the CI, I am connecting with new compliance professionals, reconnecting with long-term compliance colleagues, and integrating parts of my network to other parts of my network. It’s a wonderful experience, and it’s the essence of our Association.

Not long ago, I attended my first CI. Although it has been several years, I remember the experience like it was yesterday. There were approximately 1,800 attendees, which was a milestone at the time. I attended sessions, focused on the certification exam, and exchanged one business card. In the Compliance 101 pre-conference session, Debbie Troklus and Sheryl Vacca requested attendees introduce themselves to their neighbors. Well, I had one neighbor, and thus, there is the one business card exchange. That’s the life of an introvert, which is a totally separate story.

As I reflect, I couldn’t imagine then that connecting with other compliance professionals is equally as exciting as learning new information at the CI. Before the next CI, I began participating on HCCA.net. This is where I met Kym Creekmore, Scott Intner, and Frank Ruelas. At the next CI, my network began to develop. I met fellow certification candidates Cindy Hart and Jodi Riddler. I attended the Volunteer Project for the first time and met Deb Gavron-Ravenelle, Patti Kasmarek, and Cate Gomez. We met daily for lunch and dinner. After the CI, we met monthly for more than a year. These meetings were helpful to each of us. Later that year, I attended the Basic Compliance Academy in Orlando. This is where I met Margaret “Meggie” Baker, Sue Marasi, Rhonda Gould, and several others that I remain in contact with.

As you can imagine, my network—as well as many other’s—continues to grow. The most exciting aspect of my growing network was integrating it this year. Members of my Basic Compliance Academy network had lunch with members of my HCCA.net network. A member of my Compliance Institute network enjoyed a conversation with a member of my European Compliance & Ethics Institute network. I hosted a Braindate that included representation from HCCA.net, 2013 Basic Academy alumni, and my 2013 CI group. This productive exchange of energy, ideas, and networks inspires my ongoing contributions to the Association, and I can’t wait to do this again next year.

Walter E. Johnson (walter@wejohnson.org) is Director of Compliance at Kforce Government Solutions, Inc in Fairfax, VA.
At this year’s Compliance Institute, HCCA was excited to offer an “up and coming” new way to network with other conference goers: Braindates, which offered a more targeted way to meet people and discuss topics relevant to what each attendee was looking for. The Braindates lounge was buzzing all three days it was open, and great connections were made. Here’s what some people had to say about their experience:

- “It was very valuable to talk about HIPAA at such a high level with experts from all over the country. We will keep in touch and be resources for one another in the future.”
- “The information that I learned from Tracy was very timely, applicable, and will definitely be used on Thursday once I am back at the office. I recommend it!”
- “Thanks to Braindate, I just got a job interview!”
- “Hila was where I was three years ago, and we learned from each other’s experiences. We offered each other ideas, and we will keep connected to help each other in our current systems and unique challenges.”
- “I hosted a group Braindate on ‘Laboratory compliance issues,’ and many people joined the conversation. We all exchanged email addresses to create a group for feedback to continue the discussion!”
- “I had a successful Braindate! It was great!”
- “I posted a topic about ‘Keeping head above water while having multiple roles.’ It has been interesting to discuss their experiences and mine. I’ve met with all new people outside of my network, and I’ve also shared experiences with a new member at HCCA.”

Taci Tolzman (taci.tolzman@corporatecompliance.org) is a Conference Planner at HCCA & SCCE in Minneapolis, MN.
The Compliance Institute’s annual Volunteer Project was held Saturday morning at Three Square food bank, a member of Feeding America. Three Square is the only food bank in Southern Nevada, providing assistance to residents in Lincoln, Nye, Esmeralda, and Clark counties. They source wholesome food, raise funds, and rely on volunteers to help support their programs. For every dollar donated to Three Square, 94 cents goes back to those in need. Three Square estimates that one in seven residents of these counties is food insecure. This equates to more than 279,000 people who do not have enough to eat. Forty percent of the people served by the Three Square partners are children.

We had 49 Compliance Institute attendees, staff, and board members gather for breakfast before boarding a bus to the Three Square facility. After receiving a tour and information on the Three Square programs and the people served, we packed bags of nonperishable food items for the Mobile Grocery Giveaway. The bags are distributed at local schools to supplement the diets of low-income families.

In all, we packed six pallets, weighing 9,500 pounds, for a total of 432 bags. The bags consisted of shelf-stable packaged foods, including vegetables, soups, canned chicken, pasta, peanut butter, jelly, and macaroni and cheese. For more information about Three Square programs, visit threesquare.org.

Amie Mayo (amie.mayo@corporatecompliance.org) is Chief Marketing Officer at HCCA & SCCE in Minneapolis, MN.
by Jill E. Burke

2018 CI Silent Auction

This year’s Silent Auction at the Compliance Institute was the best yet, with a grand total of $26,760 raised to benefit America’s Fund. We were amazed by the incredible generosity and creativity of the donors and the intense bidding competitions that went on right up to the last second. We appreciate everyone’s participation, and if you didn’t get a chance to stop by this year, don’t miss it in 2019! It was once again our honor to support America’s Fund and the great work they do for our veterans.

Contact me for information on donating to our 2019 Silent Auction.

Jill E. Burke (jill.burke@corporatecompliance.org) is a Conference Planner at HCCA & SCCE in Minneapolis, MN.

by Adam Turteltaub

Podcast time

The Compliance Perspectives podcasts, which are available at The Compliance & Ethics Blog (complianceandethics.org), have been a huge hit with more than 8,000 listens in March 2018 alone. If you haven’t listened in yet, give them a try.

The Compliance Institute provided an excellent opportunity to add more to the library. By the time you read this, there should be more published from Health and Human Services Inspector General Dan Levinson, Kim Brandt, and several other Compliance Institute speakers.

You’ll find the podcasts by clicking on the Categories link and scrolling down (complianceandethics.org). Or just type the word “podcast” into the search box.

Adam Turteltaub (adam.turteltaub@corporatecompliance.org) is Vice President of Strategic Initiatives & International Programs at HCCA & SCCE in Minneapolis, MN.
REGISTRATION OPTIONS

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First-time members only. Does regularly $295 annually, increasing to $325 in 2019—register now to save!

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*Free only with paid Monday & Tuesday conference registration.

Registration fees are as listed and considered net of any local withholding taxes applicable in your country of residence. TOTAL $

Dietary Needs Request

- Gluten Free
- Vegetarian
- Vegan
- Kosher-Style (no shellfish, pork, or meat/dairy-mixed)
- Kosher (Rabbiter certified)
- Dairy Free
- Other (Please specify) (write in)

PAYMENT OPTIONS

- Check enclosed (payable to HCCA)
- Invoice me
- I authorize HCCA to charge my credit card (choose card below):
  - CREDIT CARD:  
    - American Express
    - Discover
    - MasterCard
    - Visa

Due to PCI Compliance, please do not provide any credit card information via email. You may email this form to helpteam@hcca-info.org (without credit card information) and call HCCA at 888.580.8373 or 952.988.0141 with your credit card information.

Credit Card Account Number

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MAIL your registration form with check enclosed: HCCA, 6500 Barrie Rd, Suite 250, Minneapolis, MN 55435

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Save the Date

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APRIL 7–10, 2019
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