

# Yeah, but what's in it for me?

**Making training and communications  
Impactful, Relevant, and **Fun!****

## Covered Entities and Business Associates under HIPPA

- The HIPAA Rules apply to **covered entities and business associates**.
- Individuals, organizations, and agencies that meet the definition of a **covered entity** under HIPAA must comply with the Rules' requirements to protect the privacy and security of health information and must provide individuals with certain rights with respect to their health information. If a covered entity engages a **business associate** to help it carry out its health care activities and functions, the covered entity must have a written business associate contract or other arrangement with the business associate that establishes specifically what the business associate has been engaged to do and requires the business associate to comply with the Rules' requirements to protect the privacy and security of protected health information. In addition to these contractual obligations, business associates are directly liable for compliance with certain provisions of the HIPAA Rules.
- If an entity does not meet the definition of a covered entity or business associate, it does not have to comply with the HIPAA Rules. See definitions of "business associate" and "covered entity" at 45 CFR 160.103.



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- Highly skilled compliance expert
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*"An accomplished compliance professional and true expert in her field."* – Risk Universe Magazine

- Author
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## GENERATIONAL INSIGHTS

by Cam Marston

### Baby Boomers



### Gen-X



### Millennials



### Baby Boomers

- Will call meeting to “get everyone on the same page”
- Highly value “Face Time”



FaceTime



## Generation X

- Can be overly direct- to the point of seeming to abandon common courtesy
- Avoid sugar coating
- Think that the things that boomers call meetings about could be handled in a brief email.

OOPS!  
DID I JUST  
ROLL MY EYES  
OUT LOUD?

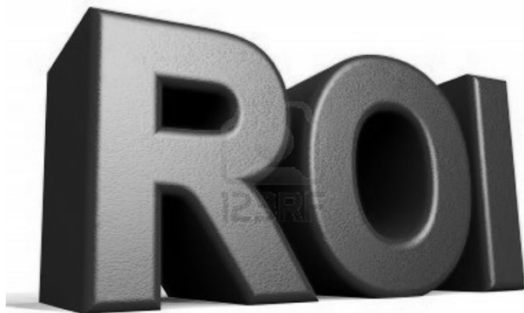
## Millennials

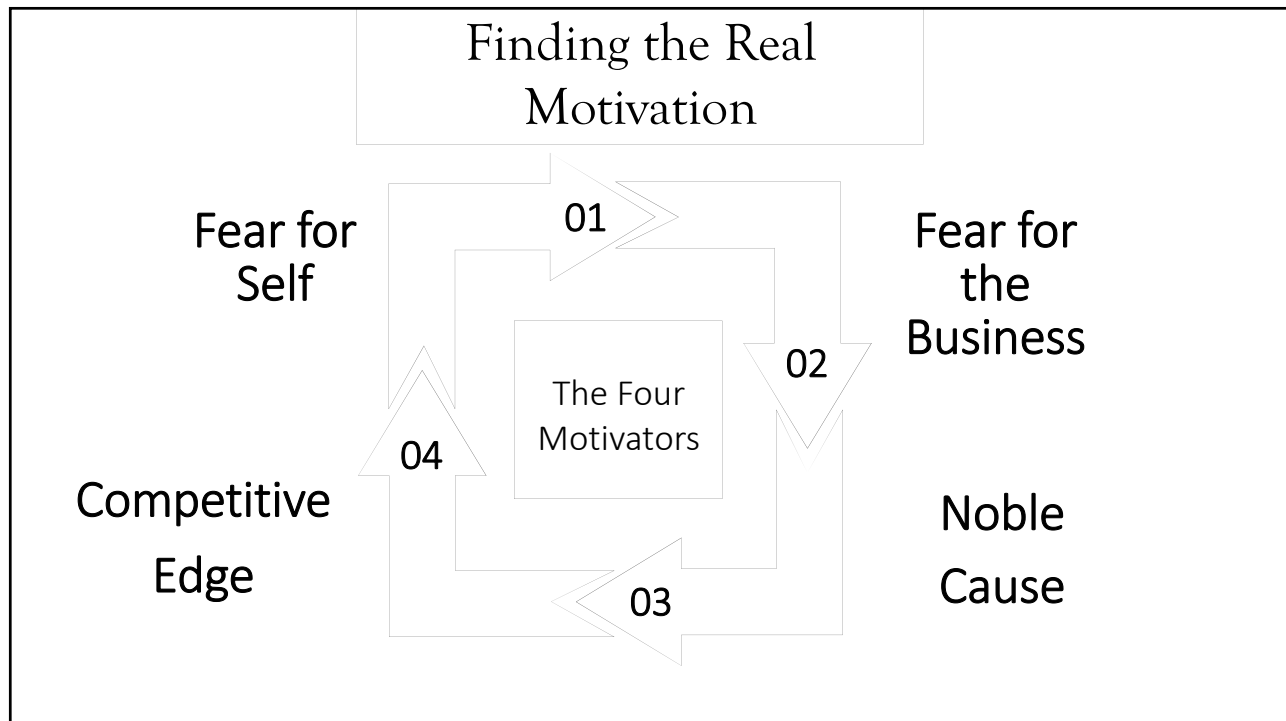
- Often seen as disengaged
- Always looking at their phones
- Can be perceived as rude
- Enjoy the “social aspect” of the workplace



# RELEVANT

What's my return on investment?



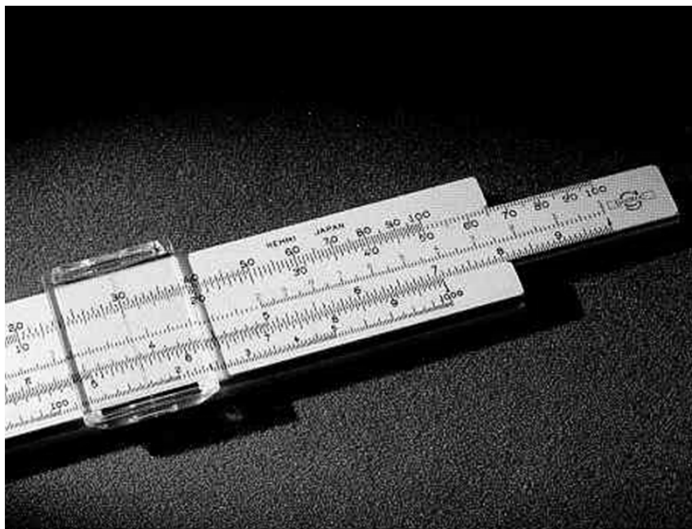


## Story Telling – It's how people learn



- Engages imagination
- Creates anticipation
- Physical response

## Slide Rules



- Pictures
- Key Messages
- Background
- Font



## Top Three Tips

- Tailor to the Risk Profile
- Sell the benefits, not the features
- Respond to objections before they are voiced



# FUN!

## Fun!

- Short burst training
- Multiple-format options



### How do you like to learn?

- \* Just the facts ma'am
- \* Videos and graphics make it come to life
- \* I'm feeling competitive
- \* Real-life scenarios please

## Fun!



- Interactive
- Gamification

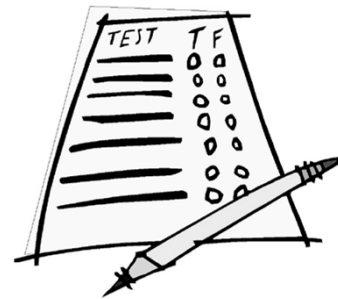
# Fun!



- Competition – both with self and in teams in the group
- Colorful, fast-paced

# Fun!

- In-person where possible
- Specific to the individual's learning needs:
  - Evaluation
  - Opt-out training



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## We're a Covered Entity



Business Associates



In Writing






# Thank you!

Let's Stay In Touch!

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