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.

Calin Elardi

Compliance Project Manager, Sound Physicians

- Highly skilled compliance expert
- CHC, CHPC, CCEP and CCEP-I certified
- Compliance Project Manager for Sound Physicians
- Second year, Executive MBA at University of Nevada Las Vegas Lee Business School
Kristy Grant-Hart
Spark's London-based Founder and CEO

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

- Author
- Consultant
- Speaker
- Professor
- Former Chief Compliance Officer
- Lawyer

Avoid

BORING!
Not Impactful
Too Legalistic
Repetitive
Lengthy
EASY
TOO
NOT RELEVANT
Repetitive

IMPACTFUL
Baby Boomers

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

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?
Finding the Real Motivation

- Fear for Self
- Competitive Edge
- Fear for the Business
- Noble Cause

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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