How to Change the Perception of Compliance from Obstacle to Business Partner

HCCA Compliance Institute
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For sale: baby shoes, never worn.
“The Six-Word Memoir”

Since then, Six-Word Memoir project has become a global phenomenon and a bestselling book series. Six-Word Memoirs have been featured in hundreds of media outlets from NPR to the New Yorker, covered on tens of thousands of blogs, and, as of Summer 2012, can be found inside 1 million Honest Tea bottle caps.

Hundreds of thousands of people have shared their own short life story at sixword.net as well as in classrooms, churches, and at six word events across the world. The Six-Word Memoir series exemplifies the best of SMITH Magazine’s storytelling mission: popular, peripatetic, inspirational, and addictive. From speed dating to panel games, to conferences and staff retreats, Six-Word Memoirs have become a powerful tool to inspire conversation and grow social ties in a fun and simple way.

“You just don’t know operations...”
Building Strong Relationships

Hypothetical

• A year ago you were hired as the compliance officer for ABC hospital. Since then, you’re finding out that “Ryan”, the COO, is not a fan of compliance. Sitting in meetings he doesn’t acknowledge you are in the room, even when you’re speaking. He makes comments such as “you’re just an obstacle” in response to compliance questions you have raised. He has also said “you just don’t know operations” in response to solutions you have presented to his service line projects.

• What steps could you take to build a stronger relationship with Ryan?
Takeaways...

• Build stronger relationships through:
  - rapport, trust, and supporting your leaders.

• To overcome defensive leaders:
  • Be engaged to their business; and
  • Be empathetic to their challenges and interests.

Compliant and Business-Friendly Solutions
Hypothetical

• Ryan, the COO, comes to you and says. “The CEO wants to get more aggressive with new service lines. She and I have been talking about developing a ‘Vascular Clinic’ with some of our employed cardiologists and some of our interventional radiologists. We feel having both these specialists working collaboratively to staff the clinic will provide a comprehensive approach to patient care. Since the cards are employed, we know we can market them, but we want to be able to market the IR docs through our website and other media campaigns at no cost. Can we do this?”

Takeaways...

• Make sure you understand the proposal. (basic questions, regurgitate, etc.)

• Appeal to their interests, not their positions.

• Understand the politics around you and the issue you’re resolving.
Gaining Respect and Buy-in to Compliance

Gaining Respect and Buy-in Hypo

• ABC hospital has decided to build a new freestanding emergency department ("FRED") located ten miles from the main campus. The new facility is scheduled to open in three months. The CEO has contacted you in a panic because she realized there has been a steering committee in place for a year, but neglected to invite you. EMTALA compliance questions are now being raised. She has asked you to respond to the questions and has now invited you to their meetings going forward.

• What steps could you take to improve earlier buy-in to compliance?
Gaining Respect and Buy-in to Compliance...

• Know **their** business.

• Know **how** decisions are made in the organization.

• When consulting...lead with “Maybe?” instead of “No!!!!!!!!”

Questions?

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