Welcome Class!

Welcome to Session W20, Happily Ever After Requires Work: Effective Training for Ongoing Employee Engagement.
Allow me to begin by introducing myself.
My name is Kym Creekmore. I really hope all of you have enjoyed your time here in Las Vegas.
I’m here with Janine Fadul and Brenda Manning to discuss strategies to help you make your organization’s compliance training more engaging.
This is an interactive session so we encourage you to participate throughout.
You thinking what I’m thinking?

Introduction
Part I
Evaluate Your Training

SAME SONG SAME VERSE?

MAKE IT COUNT WHEN YOU HAVE THE ATTENTION OF YOUR AUDIENCE
You never get a second chance to make a 1\textsuperscript{st} impression.

New Hire Training

Don’t let it be an awkward first date.

- Getting to know you moment
- Breaking the ice
- Friend or Foe?
Make a Connection

• Use table tents
• Have staff introduce themselves if time permits

Be Relatable

• Walking the Walk
• Are you only known as the “HIPAA Police”? 
• Are you approachable?
• Do you look like the FBI roaming the halls?
Be Relatable

Role Modeling
• Are you representing what you preach or merely giving out empty platitudes?

Storytelling
• Offer a way for others to connect with the concept of “Compliance”

Explain the “Why”

Why?
• Organization has a compliance program
• Team effort vs. “something compliance does”
Annual Required Learning

Role Based

- Focused on areas that affect them
- Ask compliance champions for suggestions (focus groups)

Annual Required Learning

Same training every year?

Show some love
Annual Required Learning: *Keep it relevant*

**Ideas**

- “Ripped from the headlines”
- Games
- Cartoons
- Quizzes

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**Games**

- A “form” of Jeopardy
- Family Feud
- Pre-Quiz
- Q & A during Training with sweet rewards

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**Nursing home operator to pay $650,000 after cell phone with patient records stolen**

*Phil Brahmn*

*July 05, 2016*

*Federal authorities react strongly when patient privacy data is put at risk.*

A stolen iPhone containing the medical records of more than 400 nursing home patients will cost the former owner of several nursing homes $650,000 under a federal settlement.
HIPAA Cartoons

"It's our new security software. That's what happens if the system detects unauthorized access to patient records."

"Hey Doc, the Chief says posting pictures of your patients on your social media wall may be unethical and violates their privacy."

Have a Break
Part 2
Evaluate Your Audience

TEACH IN A WAY THAT SPEAKS TO THEM & IS APPLICABLE TO THEIR JOB

BE ENGAGING, INJECTING HUMOR & FUN WHEN APPROPRIATE

New Hire Training

• Everyone gets the same message
• Don’t become robotic in the message
• Warmth and a little bit of humor go a long way
• Watch for signs of disconnect, questions, boredom
Teach Policies in a Memorable Way

Annual Required Learning

- Train in department groups
- Use fun themed slides
- Ripped from the headlines-updates
Bankruptcy Trustee in Zombie Lab Scandal Seeks $41-million in Paybacks

The suits unveil the massive scope and sordid details about the kickback scheme

• by Larry Husten, CardioBrief June 13, 2017

Thousands of doctors are being sued by the trustee representing the creditors of Health Diagnostic Laboratory (HDL), the bankrupt laboratory company. The trustee is demanding that the doctors and others named in the suits repay more than $40 million in illegal processing and handling (P&H) fees, a key part of the elaborate illegal scheme that fueled the company’s explosive growth and ultimately led to its bankruptcy and demise.

Communicate Effectively. Don’t Just Talk.

What are your goals as a Compliance Professional when communicating?
Different Learning Types

Visual
- Like to see the relationship of concepts
- Charts
- Graphics
- Pictures

Auditory
- Like to hear information versus read it
- Audience participation
- Ask questions

Different Learning Types

Reading / Writing
- Prefer to read the information or write things out
- Handouts
- Quizzes

Kinesthetic
- Hands on learners
- Audience participation / role play
- Fidgety
## Generational Differences

<table>
<thead>
<tr>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials / Gen Y</th>
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</thead>
<tbody>
<tr>
<td>• Prefer face to face communication</td>
<td>• Email is #1 tool</td>
<td>• Different types of technology</td>
</tr>
<tr>
<td>• Tell them about the mission / company vision &amp; how they fit in</td>
<td>• Be direct</td>
<td>• Be positive!</td>
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<tr>
<td></td>
<td>• Use short sound bites</td>
<td>• Don’t talk down to</td>
</tr>
<tr>
<td></td>
<td>• Avoid jargon</td>
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</tbody>
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## Seat at the Table

- Create strong ties with other departments & peers
- Build a sense of community
- Forge trust
- Encourage a multidisciplinary approach
Part 3
Don’t Stop There

CONTINUE TO ENGAGE YOUR STAFF THROUGHOUT THE YEAR WITH HIGH FREQUENCY, LOW BANDWIDTH MESSAGING.

MAKE SURE THEY KNOW WHERE & HOW TO FIND YOU
Animation Software: Engaging Monthly reminders

Animation Software: Thank your staff with pizazz
Compliance Corner Newsletter / Blog

- Good News
- Reminders
- Upcoming Events
- Press
- New regulations / requirements

National Compliance & Ethics Week

- First Week in November
- Anniversary of US Sentencing Guidelines

Ideas:
- Have a Theme
- Live Events
- Online Activities
- Mascot Contest
- Scavenger Hunt
- Crossword Puzzle
- Educational Videos
- Jeopardy
- Live the Code Contest
- Check HCCA.net for ideas
Games

Meme Generator

- Make free memes using apps available online or on your cellphone
- Consider having a theme
- Have a contest!
Do It Yourself Violation Videos

Ideas from HCCA.net

Compliments of Cinda Kropka on HCCA.net

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THIS DOCUMENT IS NOT CONFIDENTIAL BUT IT COULD HAVE BEEN.

CONGRATULATIONS!

You've just found a Golden Ticket. And by finding it, you're entitled to a fabulous prize. All you need to do to get it is report this Golden Ticket by using our process for reporting misplaced confidential information.

HERE'S WHAT TO DO

Click on this box to edit it, and type up your company's process for handling unattended information.

For example, should employees:

Call the Ethics and Compliance Hotline?

Report it to their manager?

PDF a copy to a designated email address?

Whatever it is, make sure you include the same description in your email announcing the Golden Ticket activity in order to drive a consistent message.

That's it! Once you're done, just sit tight—we'll get you your prize soon.
Compliance Program Messaging

Be Consistent

• Posters
• Messaging
• Blog
• Email signature

Sample Hotline Poster
References

• Sinek, Simon. (Sept. 2009). Start with why – how great leaders inspire action. Available at: https://www.youtube.com/watch?v=u4ZoJKF_VuA

• Nakano, Chelsi. (Apr. 2016). The Four Different Types of Learners and What They Mean to Your Presentations. Available at: https://blog.prezi.com/the-four-different-types-of-learners-and-what-they-mean-to-your-presentations-infographic/

• Hipaacartoons.com

• Animations made using PowToon Business Plan

• Meme made using the Generator app for iPhone

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