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Tweet me up! Getting social at the Compliance Institute

- » HCCA attendees were able to download an application for smartphones and tablets that contained the schedule, handouts, speaker information, and space for recording notes.
- » Attendees and exhibitors started tweeting with the #HCCAcI hashtag a month before the Compliance Institute, creating excitement, anticipation, and camaraderie.
- » 1,621 tweets were sent during the conference from Saturday through Wednesday, with 295 different users tweeting.
- » Inspector General Dan Levinson's TED Talk-like keynote generated a burst of tweets by attendees as well as the official Twitter account of the Office of the Inspector General.
- » Attendees took to Twitter to stay updated on the U.S. Senate vote that delayed implementation of ICD-10, as well as to voice their opinion on the delay.

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The Twitter hashtag for the Health Care Compliance Association Compliance Institute (#HCCAcI) couldn't have been more social. Tweeting (sending message of ≤ 140 characters on a smartphone or tablet) got started prior to everyone's arrival in San Diego.



Beckley

A new app (application for smartphones and tablets) was revealed: 1,380 downloads to iOS devices (829 on iPhone, 531 on iPad) and 246 to Android devices—clearly compliance is Apple-oriented. (An apple a day keeps the OIG away?) The app contained virtually the entire conference, including the agenda, handouts, slide presentations, speaker profiles, exhibit hall layout, and profiles of the all the sponsors and vendors. I even found a recipe for Hummingbird Cake. LOL (laughing out loud).

Real excitement began when @RoySnellSCCE announced a pre-conference "Tweet-Up" contest to generate excitement, publicity, and compliance camaraderie. @Frank__Ruelas got

busy organizing special #HIPAA get togethers. In years past, he has organized early morning walks—and managed to win an iPad with tweets. @Capt_Integrity promised selfies (a picture you take of yourself with the front-facing camera on your smartphone, then post to Twitter) at his booth for those stopping by, and didn't disappoint.

Monday morning kicked off with keynote address by @OIGatHHS Inspector General Dan Levinson, friend-at-large of compliance officers. Tweeters went crazy during the keynote, and the OIG public relations folks joined in the fray, getting "down and social." His TED Talk-like keynote animal slides dazzled us with this year's compliance message: tree frogs, urban crows, honey bees, hawks, elephants, an American Eagle, and the like. @OIGatHHS had the most retweeted message (other tweeters forwarding the message to their Twitter feed), and altogether chimed in with over 100 tweets before, during, and after the Institute. Dan framed his last slide "Elephant" as a reminder not to forget the OIG's social media resources available via Twitter, YouTube, and Podcasts. A YouTube video, transcript, and

podcast of his keynote are all posted to the @OIGatHHS website.

@NancyBeckley (that's me!) was top tweeter and @Capt_Integrity was not far behind, by 82 tweets. However the Captain's reach was only 9,216: 96 followers x 96 tweets; whereas my reach was 159,488: 896 followers x 178 tweets. (But who's counting?) In close pursuit: @TomiHagan, @FairWarning, and @theHCCA. Altogether during the Institute, 295 different tweeters generated 1,621 tweets, with 375 tweets on Monday being the top day!

News on the sustainable growth rate (SGR) bill and Senate vote built anticipation and, ultimately, confirmed ICD-10 would not be implemented in October 2014 as planned. The #HCCACi Twitter feed lit up with our coder attendees, and I bet you can guess what their tweets were about!

So what's the fun in tweeting for me (since you asked...)? Well, I got to say howdy to friend @ceckenrodt (Connie Eckenrodt) before she arrived, send a message out to former @theHCCA Social Media Maverick (and now Privacy Officer) @ericnewman, and finally meet new friend and new tweeter @bonniejeans (Bonnie Ann Sexton). I saved my timeline using TOPSY (topsy.com) and find that I memorialized some great one-liners and takeaways to supplement my notes in the app.

I'm a consultant, so my non-existent IT department does not have a policy on BYOD (Bring Your Own Device, meaning using your personal smartphone for work), and furthermore, I don't have a policy against tweeting during business hours; in fact, it's encouraged (by me!). OK, so you work in a law firm, hospital, or skilled facility, and policy won't let you BYOD or use social media during business hours. Not to fret. Fire up your smartphone, get a Twitter account, and upload your new professional photo courtesy of @theHCCA, like

I did (<http://twitter.com/nancybeckley>). Take a peek now and then, when you can, and pick some folks to follow (add someone to your Twitter feed by clicking on the *Follow* button on their profile) and begin to tweet. Warning: If you're thinking of chumming up with @OIGatHHS, they only post, they don't reply to tweets. @CMSSGov tweets a lot, and some of the Medicare Administrative Contractors (MACs) do also. There are a lot of Tweet Chats (an organized period of time, usually an hour, where a virtual tweet session takes place with everyone using same hashtag, organized around a topic, and coordinated by a leader) to get involved in. I routinely participate in a Tuesday evening Tweet Chat on #SolvePT. I learned a lot this year by following @Cascadia (Sherry Reynolds) as she tweeted from the HIMS conference. By next year's Compliance Institute, you will be a pro. You'll meet new compliance colleagues and find your targeted groups of compliance folks and compliance resources.

What was my favorite tweet at #HCCACi? Actually it was from tweet pal, compliance maven @DonnaCBoehme ("There's No Crying in Compliance! <http://bit.ly/1gecV66> #CCOs must choose correctly. pic.twitter.com/XtBeRuteaJ"). Of course, the picture tells the story: Tom Hanks screaming at Madonna in the movie, *A League of Their Own*. Donna is a great compliance professional to follow as you get started and connected.

Well, I didn't win the contest to get my picture on the "Cover of the *Rolling Stone*" (well, actually *Compliance Today*, but who's counting?), but my social experience was highlighted by a post-keynote interview with Dan Levinson on *RAC Monitor's* live broadcast. Now *that's* social. (I am pleased to report that no one watching our live broadcast stepped forward with a self-disclosure). Breaker-Breaker-One-Nine: Hope to be tweeting with you @Disney next April. 📱