



Compliance - TODAY

October 2014

A PUBLICATION OF THE HEALTH CARE COMPLIANCE ASSOCIATION

WWW.HCCA-INFO.ORG



**To protect and serve,
not police and intimidate**
The importance of interpersonal skills
for compliance professionals

an interview with Margaret Hambleton
Vice President - Audit and Compliance,
Corporate Compliance Officer
Dignity Health

See page 16

27

**Building an auditing
and monitoring process:
No need to start
from scratch**

Melissa Morris

33

**Maximizing
the use of the OIG
FY 2014 Work Plan**

Janice Anderson and
Gregory Lindquist

41

**Proceeding with caution:
Third-party service
vendors and compliance**

Stacey H. Jacobson and
Dhara Satija

49

**UPICs
are coming:
Will you be ready?**

Cornelia M. Dorfschmid
and Lisa Shuman

by Nancy J. Beckley

YouTubing your way to compliance training

Nancy J. Beckley (nancy@nancybeckley.com) is President of Nancy Beckley & Associates LLC, a rehab compliance consulting firm in Milwaukee, WI.

[in](#) /in/nancybeckley [tw](#) @nancybeckley [g+](#) +NancyBeckley

Do you ever need to get a quick training module out to physicians or staff? Is this the type of training or message that doesn't need a formal sign-in sheet, the expense of a buffet lunch, the scoring of a quiz, or even the formality of a learning management system? The recipe is as easy as assembling content in PowerPoint or Keynote, recording it with an audio/visual screen capture program such as Camtasia, producing it in a video format, and then publishing it to your YouTube channel.



Beckley

Let's just say that you needed to deploy a quick training video to provide clarification on a Medicare documentation requirement. Maybe you want to clarify for staff Medicare's DME Proof of Delivery to ensure proper documentation and billing is in place for each delivery method. Create a short slide presentation with a focus on key requirements. Rather than clogging up the slides with tiny print, you can send out the CMS requirements with the link to your YouTube video, along with a sample of your customized Proof of Delivery form and applicable company policy. Setup the narration in the slide notes, and begin recording to capture the slideshow while you narrate. Move the finished product into Camtasia, add an intro slide, and clip in a 20-second audio at the beginning and at the end. I tried this, and the whole process took about an hour to produce, including a few practice recordings. The viewing

time was about 8 minutes. No muss, no fuss. I see a lot of advantages:

1. Production can be in multiple video formats.
2. A variety of sizes can be setup for computers, smartphones, and/or tablets.
3. The message can be deployed quickly.
4. Add music to spark interest. Compliance training does not have to be boring!
5. YouTube is a format that your workforce likely utilizes socially.
6. Add a quiz or a survey and post privately, and for free, to www.screencast.com.
7. Survey and quiz results can be reported.

...as easy as assembling content in PowerPoint or Keynote, recording it with an audio/visual screen capture program..., producing it in a video format, and then publishing it to your YouTube channel.

Surf on over to the HCCA YouTube Channel at www.youtube.com/compliancevideos. Get some ideas from the "talking heads" expert videos, or catch up on Dan Levinson's keynotes from the Compliance Institute. A must see is the "compliance babies" video.

Do you have a general interest compliance training video to share? The HCCA website is awaiting its arrival. (Sorry, we can't accept promotionals.) Contact Kortney Nordrum, Digital Content Editor for SCCE/HCCA, at kortney.nordrum@corporatecompliance.org or 952-405-7928. I'll see you there! ☺