How a former respiratory therapist breathes compliance into healthcare operations

an interview with Kimberly Kellar Kirk
Compliance Coordinator, Fairfield Medical Center

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by Nancy J. Beckley

Point, click, and snap!

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Ever wonder what those little pixelated square black and white codes are? Ever wonder why people take pictures of them? Smartphones and tablets (and even "phablets") are getting bigger and better, smartwatches have been added to the mix, and there is an endless possibility for not only healthcare use, but compliance focus.

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It seems one of those endless possibilities of smartphone apps led the New York Office of the Medicaid Inspector General to create a Quick Response (QR) code to bring the user, not only to their website, not only to the page on excluded providers, but right into the provider data entry form! What could be easier when you have a need to check an excluded provider while you are enjoying a day at the New York State Fair? No need to be a compliance officer; any citizen can check to see if their doctor or provider has been excluded. That is social media connectivity at its compliance best.

QR codes, when used effectively, drive the user to a targeted location, most often a website landing page that provides specific information. This saves the user from having to type a long website address on their smartphone and provides quick and immediate access—just the type of access that we expect from our smartphones, tablets, and now smartwatches.

Grab your smart device, launch the QR scan app, and your camera is activated with an on-screen guide/lines to help you line up the QR code and bring it into focus. Hold the device steady until the QR scan app can read

the code in front of it, then click and snap! You have now been delivered a quick response. *(Note: You might need to download the app from Apple's App Store or Google's Play Store.)*

> Grab your smart device, launch the QR scan app…then click and snap! You have now been delivered a quick response.

With the redesigned HCCA website and the sleek and updated HCCA*net* social network site, we have included our own QR code that is right here on this page. Tempting, isn't it? Got your smart device ready?

We invite you to point, click, and snap your way to the HCCA*net* forum. Point your smartphone at the QR code, open up the scanning app, click to focus, and snap! Compliance discussions are awaiting your arrival. Do you have a question to ask, a product you need advice on, or do you just want to lurk?

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