



Compliance TODAY

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20 years of HCCA

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where it has been, and where it is going

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Managing Director, Aegis Compliance and Ethics Center;
Co-founder, Health Care Compliance Association

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by Nancy J. Beckley

In an instant with Instagram

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Kodachrome

They give us those nice bright colors

They give us the greens of summers

Makes you think all the world's

a sunny day, oh yeah

I got a Nikon camera,

I love to take a photograph

So mama don't take my Kodachrome away

— Paul Simon,

"Kodachrome," from his 1973 album,

"There Goes Rhymin' Simon"

Remember your first camera? I had a Kodak Instamatic and thought I was in seventh heaven for capturing all the memories of my junior year aboard to Europe. Looking back, I'm not quite sure what was "instant" about the Instamatic. You still had to purchase a cartridge, pop it in the camera, and when you reached the end of the allotted pictures, you had to take it to the photo shop for developing in order to see the finished product. In fact, I used a drive-by photo shop, which today is likely an upscale coffee driveup!



Beckley

Fast forward to today's social media and a new definition of "instant" becomes reality. Your smartphone is now your camera. In an instant, you can capture any image or video and instantly post it to all your social media accounts, including Facebook, Twitter, Tumblr, and Flickr using Instagram. Head on over to the Google Play Store or the Apple App Store and download your copy of

Instagram. It's easy to get started, once you select your Instagram identity. Open the app, select a photo or video from your smartphone's library, then at the next step, choose one of the filters (no need for special lenses or Photoshop) to transform the image instantly — within each filter there are enhanced settings giving you the nice bright colors and the greens of summer as Paul Simon mused in 1973.

This summer is a great opportunity to capture photos and short videos with your smartphone...

This summer is a great opportunity to capture photos and short videos with your smartphone, as well as for exchanging Instagram photo and video posts with friends and family. Yes, "selfies" are allowed. While the Instagram app is seemingly designed for sharing photos and memories only with family and friends, this is a chance to practice and perfect Instagram skills in preparation for recording memories of your 2015 Corporate Compliance & Ethics Week celebration (this year, CC&E Week is in November). The types of activities and staff engagement or training exercises and compliance skits during CC&E Week offer the perfect chance to capture and share the moments with your very own selected, professional, work and compliance family.

Instagram saves all the photos that you "process" to your "camera roll." You can then sync with your computer and print your photos, and save your drive-throughs for a morning latte! Head on over to Instagram and all the world's a sunny day! ☺