



# Compliance - TODAY

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## An Outlaw in Compliance

an interview with John Outlaw

Compliance Officer – Hospital Affiliated Physicians  
McKesson Business Performance Services

See page 16



25

Physician  
arrangements:  
The missing link

Gail Peace

31

How to be  
a compliance officer:  
Tips for new members  
of our profession

Kim E. Greene

37

The law firm  
business associate:  
New liabilities create  
conflicts of interest

Barry S. Herrin

43

Validity  
versus  
representativeness

Chun Liu

by Nancy J. Beckley

# iTuning with podcasts: Movin' and groovin' to compliance

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• Tunes is not just for music. Remember the introduction of the portable pocket media player nearly 15 years ago? Now in addition to rocking while doing your morning workout, you can watch high-definition movies and listen to podcasts. In fact, you don't have to be exercising to do so. Catch the latest by logging in to iTunes on your iPhone, iPad, MacBook, or PC. For those sporting the new Apple Watch, what could be easier than a flick of the wrist?



Beckley

Apple recollects the various different ways that their original "music player" evolved over the years.<sup>1</sup> For example, on the iPod history page, they show a photo of Colorado Rockies' pitcher Jason Jennings with a sample of the iPod that he and his teammates used to scout opposing batters during the 2006 season. Apple also notes that incoming freshmen at Duke University receive iPods as part of an initiative to distribute lectures and other course materials electronically. Apple hits one out of the park by taking us to outer space to show a picture of astronaut José Hernández as he listens to his iPod in orbit while aboard the Space Shuttle Endeavour.

Just getting started with podcasts? Head on over to your iTunes account and click on

the podcasts link. Enter your search criteria (e.g., compliance or physical therapy) and you will see a variety of podcast series that address the topic. Don't be fooled by the album covers—that is how podcasters represent their brand. Click on the album cover and voila! The podcast episodes that are part of the series will appear. Enjoy easy listening or, alternatively, download the podcast. If you like what you hear, then subscribe to the series. You will get notifications when new podcasts are uploaded.

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Now that you have the hang of it, are you starting to contemplate your own podcast series? A HIPAA update series, including a BYOD (bring your own device) podcast? A compliance education series refresher? Fun podcasts as part of annual Corporate Compliance & Ethics Week festivities? As you are contemplating, don't forget the album cover, as well as the intro music. After all, most will be listening to podcasts on iPhones. As for me, I can't wait to twist my wrist and test out my newest gadget. What's on your watch? ☺

1. [www.apple.com/pr/products/ipodhistory](http://www.apple.com/pr/products/ipodhistory)