



# Compliance - TODAY

February 2016

A PUBLICATION OF THE HEALTH CARE COMPLIANCE ASSOCIATION

WWW.HCCA-INFO.ORG



## Managing FCPA risks in healthcare

an interview with Tom Fox

Principal, Advanced Compliance

See page 16

23

**ACO compliance:  
Get the basics right  
for eligibility  
requirements**

Cristine Vogel

29

**With Medicare's  
Sustainable Growth  
Rate defeated, what can  
providers expect?**

Julia M. Leo

38

**Too close for comfort:  
Employees (and their  
families) as patients**

Kimberly Danielson and  
Walter E. Johnson

47

**Compliance  
and managing  
EHR risks, Part 1**

Cassandra  
Andrews Jackson

by Nancy J. Beckley

# In a SNAP: Now you see it, now you don't!

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

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

*Good morning Mr. Phelps. [Insert desperate situation.] Your mission, should you choose to accept it, is [insert mission]. As always, should you or any member of your I.M. Force be caught or killed, the Secretary will disavow any knowledge of your actions. This tape will self-destruct in five seconds. Good Luck, Jim.*

— *Mission Impossible* TV series, 1966–1973

Once again in the digital era and Web 2.0, what's old is new and what's new is old. Or at least the concept behind the Snapchat app seems to suggest it is. I downloaded the Snapchat app from the iTunes store and quickly went through the screens to add



Beckley

required information. I granted permission to access my photos and address book. It seems that of the more than 500+ contacts of mine, less than a dozen had a Snapchat account that could be detected. The app took me through creating a “snap” and a “chat” with directions on how to take a photo or video, add a caption, and set the time that it is available before it disappears. *(This picture will self-destruct in 10 seconds, Mr. Phelps.)*

Snapchat leaves it up to the user to take a quick screen shot in order to memorialize the chat before it self-destructs. Practicing your timing on this might be in order, if you are looking to use this feature.

Of note to compliance professionals, Snapchat announced in a blog post (April 2015) their first transparency report, which they describe in a blog post as a “comprehensive look into the data requests we receive from governments around the world.” Snapchat acknowledges that most users use Snapchat for fun, but that “it’s important that law enforcement is able to investigate illegal activity. We want to be clear that we comply with valid legal requests.” I am wondering, do the DOJ and OIG have Snapchat accounts?

Snapchat leaves it up to the user to take a quick screen shot in order to memorialize the chat before it self-destructs.

Snapchat is available for iOS ([itunes.apple.com](https://itunes.apple.com)) and Android ([play.google.com](https://play.google.com)). You’ll know the app by its logo—appropriately, a ghost. When you get a friend request, the ghost turns from white to yellow. Download the app and surprise the teenagers in your family with a friend request. According to Snapchat, it is the best way for advertisers to reach 13–34 year olds and maybe for parents, too! The Snapchat support site provides guidance and screen shots on using the app.

*Thank you, compliance officers, for your attention, this column will self-destruct in 10 seconds. ☺*