



Compliance TODAY

August 2014

A PUBLICATION OF THE HEALTH CARE COMPLIANCE ASSOCIATION

WWW.HCCA-INFO.ORG

Congratulations, John!

Winner of the Compliance Institute's
"#HCCAcI" Twitter contest for 2014

an interview with John H. Fisher, II
Health Care Attorney, Ruder Ware

See page 16



27

**Pitfalls and risks
underlying the EHR
incentive programs**

Alexis Gilroy, Kristen McDonald,
Robert Sherman, and
Matthew Bowles

33

**Mobile devices
and medical apps
in the healthcare
workplace**

Theresamarie Mantese and
John R. Wright

43

**The mistake
and reality of
one-size-fits-all
compliance
management**

Brian Santo

49

**The art of
communication
and the
compliance
message**

Bret S. Bissey

by Nancy J. Beckley

Data never sleeps

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

It seems like Twitter users never sleep. Are you tempted to take a peek at my Twitter feed in the middle of the night?

It seems it's during "off" times the most interesting tweets come through. Take Twitter user [@Domotalk](#)'s tweet: "Data Never Sleeps 2.0."¹



Beckley

The tweet links to an infographic showing the amount of data generated every minute. The infographic notes, "With each click and share, and like, the world's data pool is expanding faster than we can comprehend."

Some popular social media platforms have been around for a while, and the amount of data electrifying wires every minute is amazing:

Email: 204,000,000 emails/minute

Google: 4,000,000 search inquiries/minute

Twitter: 277,000 tweets/minute

Facebook: 2,460,000 shares/minute

YouTube: 72 hours of new video uploaded/minute

As a compliance officer, you have likely drafted a social media policy offering guidance into your organization's use of email, Google searches, Facebook, and the like. A good policy covers use of social media on company computers, tablets, and smartphones, but is also inclusive of use of social media as a representative of your organization. Some Twitter users' profiles list their employer, but note, "opinions mine." It seems like a conflict of interest that should be addressed in your policy. Even better social media policies address the inherent issue of bringing your own device to work (BYOD), becoming increasingly popular in the smartphone era.

Since data never sleeps, it is important to make sure that social media compliance policies don't fall asleep. New, lesser known social media platforms are emerging all the time, as these statistics from Domo show:

Vine: 8,333 videos shared/minute

Tinder: 416,667 swipes/minute

Instagram: 216,000 new photos posted/minute

Pinterest: 3,472 images pinned/minute

Pandora: 61,141 music hours listened/minute

If you have a Marketing department, they may already be using many of the social media platforms in the new style of content marketing. People in your community may be "pinning" directly from your website with tips on health, nutrition, and disease management. Aurora Healthcare in Milwaukee has live-tweeted surgical procedures and tweets health tips to 14,000+ followers.

Hospital physicians, nurses, and other clinicians walking down the hallway may be listening to Pandora or their favorite playlist—but before you jump to conclusions, keep in mind their iTunes playlist can include a variety of professional podcasts available for free.

The good in all of this for compliance officers is the vast amount of resources emerging for reference material, ideas for compliance training, and compliance officer camaraderie. The challenge is emerging compliance policies to cover the exponential growth of social media and data sharing platforms.

Do you have a social media policy to share? The HCCA library is awaiting its arrival—email them to: webmaster@corporatecompliance.org. ☺

1. See <http://bit.ly/11Ra7Pb>