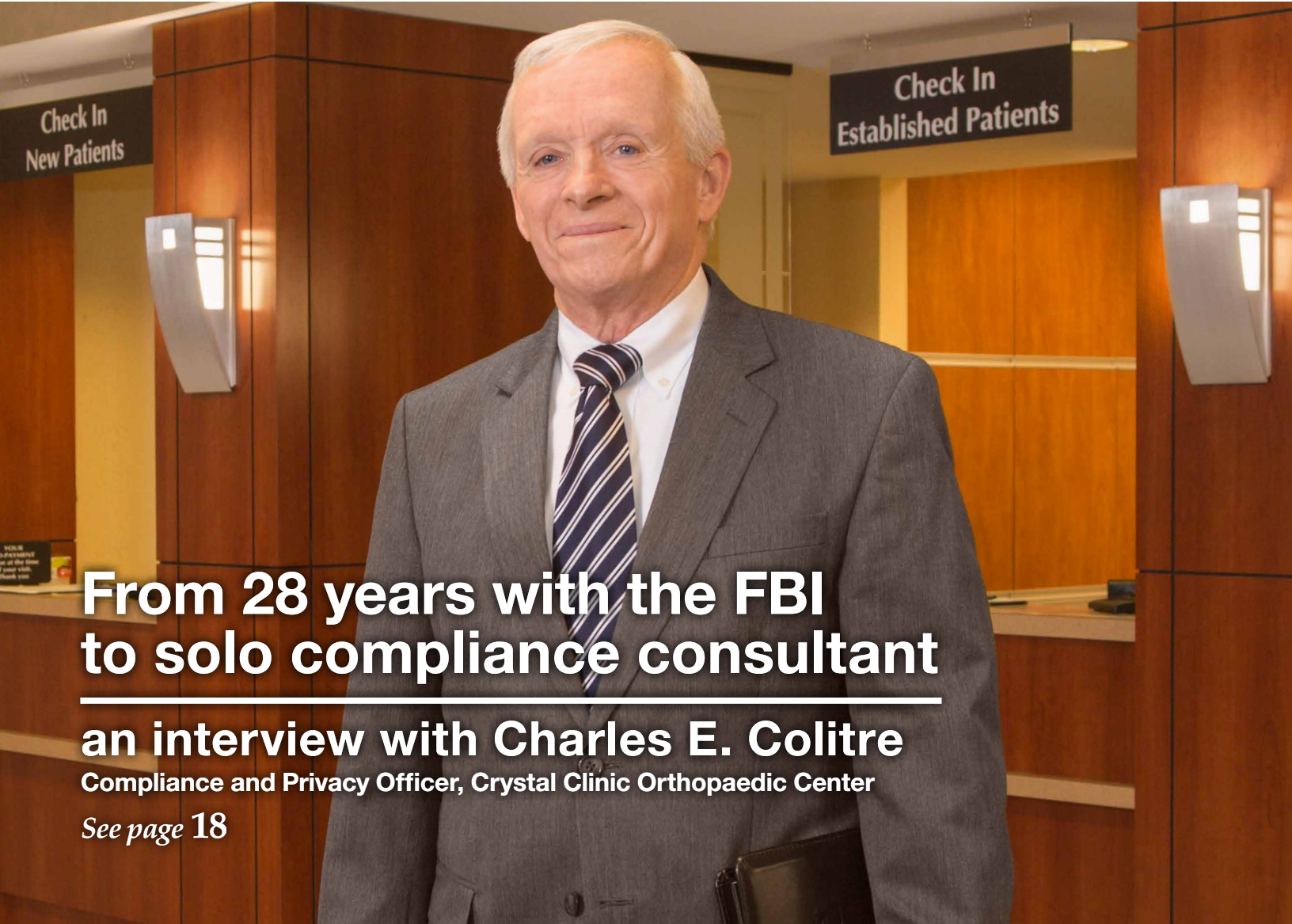


Compliance - TODAY

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by Nancy J. Beckley

February, and love is in the air: Time for pinning with Pinterest

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Remember the musical *Bye Bye Birdie*? Can you resist humming along with the lyrics:

What's the story, morning glory?

What's the word, hummingbird?

Have you heard about Hugo & Kim?

Did they really get pinned?

Did she kiss him and cry?

Did he pin the pin on?

Or was he too shy?



Beckley

“Getting pinned” takes on new meaning in the Pinterest social media platform, described on the Pinterest website as, “...a visual discovery tool that you can use to find ideas for all your projects and interests.” Don’t be fooled by the “crafty” feeling, because it’s an ideal social media app for collecting all types of compliance resources from around the web.

Pinning terms you need to know to get started: a *pin* is a linked image added to Pinterest; a *pinboard* is a collection of pins around the same theme; *pinning* is sharing content by placing it on your pinboard; *repinning* is reposting and sharing of someone else’s pin.

It’s easy to get started: Setup your account at www.pinterest.com, download the “Pin it” button for your browser, and set up some pinboards to collect your pins to. As you are surfing for compliance resources, start pinning with the

“Pin it” button in your browser. Assemble your pins into various categories—for example, collections for OIG videos, trainings and resources, HIPAA, or your favorite articles from the Medicare Learning Network. Next, save your pins to your pinboard of choice. You will likely be tempted to collect things of personal interest such as recipes, home decorating and improvements, cute animals, or all things about baseball spring training. (Full disclosure: I have a beagle pinboard.) Don’t forget to pick up the Pinterest mobile app in the iTunes App Store or Google Play Store so you can pin on-the-go. As with other social media platforms like Twitter and Facebook, you can follow your favorite people and continue to build upon your web-based resources for your favorite compliance topics.

How about sharing the love? After you have created your Pinterest account and pinboards and have pinned resources to share, add a “Pin it” button to your email signature and website so you can be pinned by others.

Head on over to www.pinterest.com/theHCCA and check out the HCCA compliance resources waiting to be pinned. Looking for resources on HIPAA, ICD-10, Affordable Care Act, compliance videos, Medicare/Medicaid, or the 2015 Compliance Institute? You will find them here. On the 2015 Compliance Institute pinboard, there is plenty to discover about things to do while at Disney for #HCCAcI. (Don’t forget to tweet!) Follow one board or follow all the boards. Head on over to the HCCA Pinterest boards—we’re waiting to be pinned! That’s the word, hummingbird! 🐦