



# Compliance TODAY

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## The keys to more effective internal investigations

an interview with Marita Janiga

Executive Director of Investigations  
National Compliance, Ethics & Integrity Office  
Kaiser Permanente

See page 16

25

Communicating  
protected health  
information via  
text messaging

Joan Feldman and  
William Roberts

31

Embracing  
340B Reform:  
What's in store  
for 2016?

Kyle A. Vasquez

41

Is the compliance  
officer practicing  
law without a  
license?

Paul P. Jesep

46

CDI programs:  
Promoting quality and  
physician engagement  
for success

Steven A. Greenspan and  
Ralph Wuebker

by Nancy J. Beckley

# #HCCAcI—What happens in Vegas, stays in Vegas! (Whoops! Except your Tweets!)

**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

It's another year, another HCCA Compliance Institute, and another TweetUp! It is no secret that the social media platform of choice at the CI is Twitter (#HCCAcI), but this year, there is an opportunity to try some different social media apps in addition to tweeting all the live action.



Beckley

How about getting the Periscope app and going live (be sure to be in the back of the room and whisper) during one of the keynotes? Your Twitter followers who aren't at the CI get a chance to see a quick, live segment. Line up some colleagues with the Periscope app beforehand, and let them know that you will be "up scope" for live reports from the CI. Be sure to connect your Periscope and Twitter accounts, so your Twitter followers will be notified that you are "up scope." As you are live on Periscope, you will see the Twitter handles of everyone who is joining the live feed scrolling up. Be sure to set the app to record for later viewing, and also to take a practice run before hitting Vegas.

If you are looking for a "What happens in Vegas, stays in Vegas" opportunity, you might want to try the Snapchat app. Snapchat leaves it up to the user to take a quick screen shot in order to memorialize

the chat before it self-destructs. Poof! Practicing your timing on this might be in order if you are looking to use this feature. (See the February *Connectivity* column).

As you get ready to pack your bags, be sure to download HCCA's Compliance Institute app and set up your laptop or tablet with TweetDeck so you can organize a #HCCAcI column. Then check out the latest HCCA postings on Pinterest ([www.pinterest.com/thehcca](http://www.pinterest.com/thehcca)). Whether you are at the CI or not, we all can join in by watching the Twitter feed and following the official #HCCAcI hashtag on Twitter, or alternatively via TweetDeck, where it is easy to organize a dedicated #HCCAcI column.

If you are looking for a  
"What happens in Vegas,  
stays in Vegas" opportunity  
...try the Snapchat app.

Once again I ask you to join me at the official #HCCAcI TweetUp on Monday evening, where we will all be watching the Twitter feed, counting the tweets, and hoping for a door prize. I am wondering if @walter\_johnson1 will win big again? What are the odds? 🍀

*P.S. Exhibitors, don't forget to tweet us about your door prizes and booth numbers. Vegas, baby!*  
[@nancybeckley](#)