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Using technical safeguards to thwart phishing attacks

an interview with Adam Greene

Partner, Davis Wright Tremaine

See page 16

23

Who's minding
the store? Under-
standing supervision
requirements

Maryann C. Palmeter

32

Compliance in a new,
value-based care world

Daniel Esquibel,
Ryan Haggerty, and
Peter A. Khoury

39

What is
the "right"
observation
rate

Ronald L. Hirsch

45

Quality cancer
registry data:
How accurate
is your data?

Candice Morrison-General

by Nancy J. Beckley

Score!

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Oh, somewhere in this favoured land
the sun is shining bright,
The band is playing somewhere,
and somewhere hearts are light;
And somewhere men are laughing,
and somewhere children shout,
But there is no joy in Mudville—
mighty Casey has struck out.

—Ernest Lawrence Thayer
“Casey at the Bat”

Who doesn't like sports? Whether you are in the office pool for the Super Bowl, filling brackets for the Final Four, playing in a fantasy league, or just enjoy Kevin Costner baseball movies (Kevin Costner football movies, Kevin



Beckley

Costner golf movies, or any Kevin Costner movie), sports surround us. We talk sports at the watercooler; use sports language to describe business (and perhaps compliance) strategy; and wear sports watches, sports shoes, and sport shirts—even if we don't play sports.

The popular sports app *theScore* “creates mobile-first sports experiences, connecting fans to what they love through an addictive combination of real-time news, scores, fantasy information and alerts while creating and curating content that is mobile optimized, comprehensive, customizable and seamlessly shareable.” This is my longest-standing app and, arguably, my favorite for keeping up with my teams and players.

Use the app without an account (or sign up via email or your Facebook account to connect) to save your teams, leagues, and players across devices, including your desktop. The app has everyone from traditional NFL and MLB leagues, to NASCAR, NASL, and special “leagues,” such as NCAA March Madness, MLB All-Star Games, and the various tennis and soccer leagues. Select those leagues you want to follow (favorite them with a star) and set which notifications you want to receive. Subscribe to breaking news for each league, so you can get alerts in real time.

Whether you are in the office pool for the Super Bowl, filling brackets for the Final Four, [or] playing in a fantasy league... sports surround us.

Are you following certain players? No problem—set the notifications at the player level. Touchdown Packers! Bases loaded Brewers! Home run Ryan Braun! These will all trigger notifications to my smartphone, and in turn with one click, I can post to Facebook, tweet out to the Twitterverse, or send a text. This app connects with Apple Watch so, in the flick of a wrist while in a business meeting, you can unobtrusively get a home run notification for an afternoon ballgame.

Head on over to the Apple Store or Google Play Store, download the app, select your teams, and setup all your alerts. Little did Thayer know when penning his famous poem, when “mighty Casey has struck out,” “there’s an app for that!”
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