



Captain IntegritySM

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Dear Compliance Officer:

Greetings. My name is Captain Integrity. I think you should recruit me to be part of your organization's compliance team. Why? Because my lighthearted approach to compliance education makes those within your organization want to read and learn that critical information you need them to know. Simply stated, I can make compliance education fun!

That's right! With me on your team, your organization can use "compliance" and "fun" in the same sentence!

As a compliance expert, I have been specially trained to educate employees and others associated with your organization (including physicians). With me by your side, we can promote a culture of compliance for your entire organization.

How can I do this for your organization? You can use me as your compliance program's super hero.

For example, you may have tried those "Ask the Compliance Officer" or "Compliance Corner" articles in your employee newsletter. Now imagine Captain Integrity educating your constituents in a monthly picture strip where my fellow assistants will identify a compliance concern and I, Captain Integrity, will provide education on how to address the compliance concern. See the example to the right:



This is definitely an educational tool people will read! See the backside of this letter for more details.

What about a Captain Integrity screensaver? Every day I, Captain Integrity, can provide meaningful compliance reminders to your employees through a fun and eye-pleasing screensaver. An example of some of the screensaver frames are pictured below:



Also, your organization can license me, Captain Integrity, as the official super hero for your compliance program. All training materials, e-mails, and other forms of communication with your constituents can have my likeness! Your constituents will have smiles on their faces when they receive items from your office with my picture. There is simply no better way to continue to encourage compliance in your organization than by using me, Captain Integrity, to continue to drive home the point that compliance is needed, without compliance being perceived as negative or from the "dark side." Because with Captain Integrity, compliance is fun!

I have included with this letter information regarding this exciting opportunity for you and your organization.

Let me help you make your program more exciting and recognizable in your organization! Contact me today by phone at **(574) 247-8789** or by e-mail at CaptainIntegrity@CaptainIntegrity.com. You can also see me at CaptainIntegrity.com.

I hope to hear from you soon!

Sincerely,
Captain Integrity

Which would your employees read?



This...

Written by a compliance/privacy officer.

HIPAA

The privacy provisions of the Health Insurance Portability Accountability Act of 1996 ("HIPAA") apply to health information created or maintained by healthcare providers, health plans, and healthcare clearing houses ("Covered Entities") who engage in electronic transactions. Covered Entities are required to comply with the HIPAA privacy rule on April 14, 2003. HIPAA creates national standards to protect individual medical records and other personal health information. Covered Entities will be required to implement new policies and procedures to comply with HIPAA. Violations of a patient's privacy rights will be subject to significant civil and criminal penalties.

In general, pursuant to the HIPAA requirements, a healthcare provider will be required to provide information to patients about their privacy rights and how their information can be used, adopt clear privacy procedures, train employees so that they understand the privacy procedures, designate an individual to be responsible for seeing that the privacy procedures are adopted and followed, and secure patient records containing individually identifiable health information so that they are not readily available to those who do not need them.

or this!

Captain IntegritySM

What is this HIPPO thing?

Got me. Some new government program maybe?

Did you read it?

I'm not going to read it. Let's get Captain Integrity!



It's HIPAA, the Health Insurance Portability and Accountability Act.

HIPAA requires us to keep patient information private and secure.

Same information, but in a fun-to-read picture strip!