WHITE PAPER

Validated Communications: The Key to Compliance Success

Regulatory and compliance demands are proliferating in the healthcare environment. Whether you are delivering and confirming understanding of HIPAA policies or educating physicians on focus areas to achieve EHR meaningful use – delivery and validation of your communications is the foundation of your compliance-related efforts.

Healthcare organizations must achieve two goals:

1) deliver compliance communications to affected team members inside and outside the organization (staff, partners, non-staff team members), and

2) demonstrate the effectiveness of these compliance communications.

What Doesn't Work… and Why

How are organizations currently delivering compliance communications? Here are some common tools:

- **Email.** If you're using email, you have no way of measuring the effectiveness of your communications. And email does not provide for easy retention, retrieval, nor reporting. Emails do not typically provide message order and prioritization, serial delivery, due dates, accountability, validation, and analytics. Emails can be easily ignored or deleted.
- **Learning Management System.** If you're using an LMS, you're probably encumbered with system complexity, a course-only delivery format, and a challenge to deliver real-time communications. Also, authorization to push information through an LMS is limited and often not in the hands of clinical leaders.
- **Paper.** If you're relying on paper, you have scores of manual processes, a reporting tabulation nightmare, and the risk of data loss with no backup.

In summary, the above tools are likely to increase the time and money you spend on compliance and fall short of meeting your requirements.

Concise, Targeted, Validated Communications Are Key

New software solutions are better suited to delivering and reporting on your compliance communications. These solutions allow you to deliver validated communications to achieve and measure compliance.

Optimize Content and Delivery

When creating and delivering your communications, consider the following recommendations to help ensure your message is targeted and easily digestible.

- **Deliver the right information to the right people** – it may seem obvious, but consider how often you typically receive information that isn't really applicable to you. By organizing your communications by channel (a group of users organized by job role, business area, etc.), you ensure the content is more likely to be read. And, you help all your users cut down on 'information overload'.
- **Drip campaigns** – research shows that information and education dripped out over time is more impactful and better retained. A drip message campaign allows you to 'chunk' communications and send these out over time.
- **Microlearning and spaced learning content** – use microlearning content (small knowledge chunks) and spaced learning (chunks delivered over time) to help with retention.
- **Prioritization based on due date** – leverage tools that allow your consumers to automatically see their priorities based on the most meaningful data – the due date.

The right software solution will help you 'chunk', space, and prioritize content – putting you on the right path to validate your compliance communications.

Capture and Report Results to Measure Effectiveness

The right software will allow you to report on your communications and help you assess effectiveness – and your team's readiness. For example, you can view:

- On-time, average score, and completion percentage rates for all messages across your entire organization
- For specific channels and campaigns, percentage of the recipient group that have read your message
- For knowledge checks and assessments, the average score and the score per user
- On-time completion percentage rates

A Sample Scenario – Step-by-Step

Let's walk through an example using a scenario that was common for many healthcare organizations in 2015: the extension of the ICD-10 implementation deadline.

Your team may have been prepared for the original deadline, but then you needed to maintain the energy and momentum amongst your team members to get them across the new finish line. Here's a set of winning steps to address just such a scenario.

Let's take a look at the steps:

1

Revisit your timeline.

- Update your schedule based on the October 2015 deadline, and plan for ongoing communications and refresher training.
- Revisit your budget. What costs can be deferred? What new budget must be requested?

2

Define momentum communications and refresher training needs.

- Harvest content from your original change communications, and plan a subset and timing for this 'maintain momentum' campaign. Ensure you are planning regular touch-points with affected staff.
- Retain your full training curriculum – you will need this for new employees.
- For your current team, you probably don't need to repeat courses or classroom training. Instead, focus on high-risk codes, and create additional 'lab' opportunities for practice.

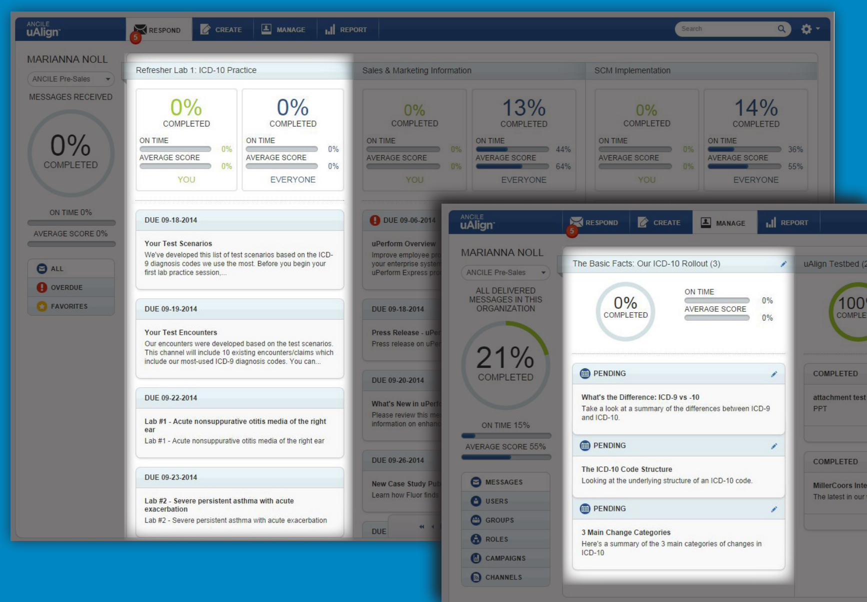
3

Setup your channels and your campaigns.

Segment your users by role or functional area to help you send targeted communications.

Decide the timing of your campaigns.

- Remember - you want to deliver refresher training close to the point at which it will be needed.
- For your momentum campaign, ensure you are delivering regular 'drip' messages to inform and engage.



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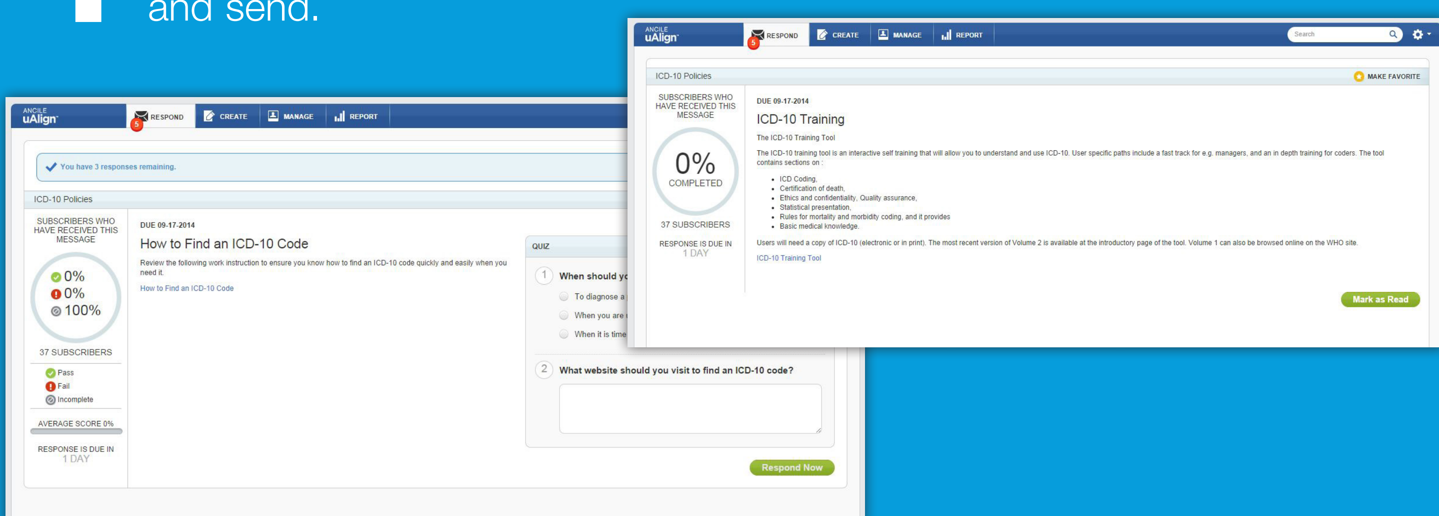
Build your messages and send.



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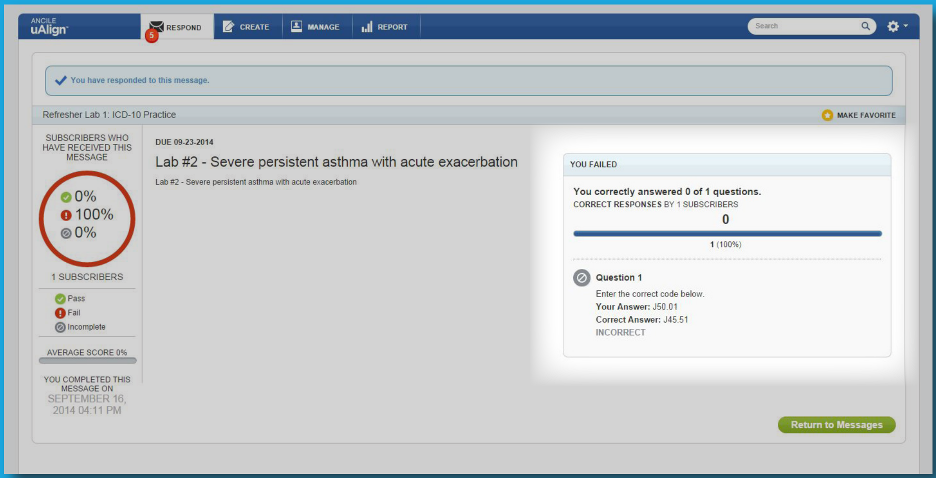
Monitor results.

Where is extra help or remediation needed?



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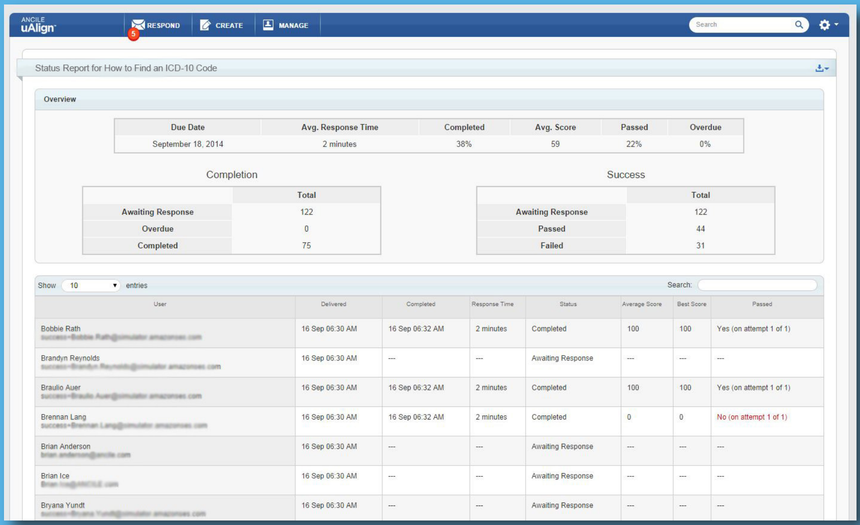
Begin reporting on results to stakeholders.



By combining the above steps with the right software solution, you can:

- Deliver communications that are “just in time, just enough, just for me” for your team members
- Validate communications to confirm readiness and report on effectiveness
- Minimize infrastructure investment and ensure you meet your users whenever/wherever with zero-footprint, cloud-based, mobile device support

Take the Next Step

Compliance often comes down to communication – getting key information to the employees responsible for equipment, a process, or a task. The conclusion of this communications process is validation – ensuring that employees ‘got it’.

ANCILE can help you be confident about the effectiveness of your compliance communications. Visit us at **www.ancile.com**, or email **info@ancile.com** to get started.

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