

Report on Medicare Compliance Volume 30, Number 6. February 15, 2021 Training Flyer on Social Media and Cartoon Caption Contest

By Nina Youngstrom

Here's an example of a training flyer that compliance and privacy officers can distribute and post to keep HIPAA at the top of people's minds, said Margaret Scavotto, president of Management Performance Associates in St. Louis, Missouri. She calls the flyers HIPAA moments, and she said clients post them on bulletin boards and microwaves, above water fountains, and even in bathroom stalls. The HIPAA moment on social media is a quick reminder of the risks.^[1] There's also an example of a cartoon caption contest she developed. "The purpose of the Cartoon Caption Contest is to engage employees with tough compliance and HIPAA topics in a fun way and boost compliance knowledge," Scavotto said. "The compliance officer or privacy officer distributes the cartoon caption page and asks employees to write a caption. When all the captions are submitted, the compliance or privacy officer picks a few favorites to share with the organization," along with the explanation of the relevant compliance or HIPAA issue. Contact Scavotto at mcs@healthcareperformance.com.

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