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Seeking buy-in: Try selling compliance without selling compliance

by Jay Anstine

As compliance officers, we are continually placed in positions to influence the actions of others. For example, we conduct investigations, advise leadership, and educate staff—which all play a significant role in obtaining buy-in from our healthcare leaders.

Unfortunately, we have perception issues when it comes to our roles in the organization. Before we utter a single word, we're often viewed as an obstacle—like a grown-up version of a hall monitor. That doesn't mean the perception can't be overcome. We just need to work at it. Let's focus on how we communicate a compliance message—"do this" or "don't do that." If we want to improve buy-in, then we need to interact with our healthcare leaders in a way that sells compliance without "selling" compliance.

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