

## Compliance Today – May 2018 Reputation Risk – It's more complicated than that

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Please feel free to contact me anytime to share your thoughts.

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For starters, let me say that I agree with the premise that reputation risk is very real. And in the healthcare sector, it is more important than in most other entities.

However, I think that when it comes to managing risk in general, and compliance risk in particular, reputation risk is often misunderstood. Some organizations consider it a category of risk. Some list it as a risk event. Others list it as a consequence of another risk event. None of these treatments really accurately capture what reputation risk is.

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