

Compliance Today – July 2021

Have marketing help market your compliance program

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The first thing I think of now when a hospital compliance officers express the need to update their code of conduct or their compliance program is to involve the hospital's marketing department. If you don't have a marketing department, it might be the public relations or communications department.

The compliance department should really involve professionals trained in the messaging who have the skill sets to help promote the compliance program. This can be extremely helpful for not just written documents like the code of conduct getting a fresh new look but also the information about the compliance program on the intranet and/or internet websites.

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