



ETHICS OFFICER ASSOCIATION  
*Dedicated to promoting ethical business practices*

*[www.eoa.org](http://www.eoa.org)*

# Integrating Ethics into a Compliance Program



National Congress on Health Care Compliance  
February 8, 2002

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Ethics Officer Association



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# Ethics Officer Association



- ⌘ Non-profit, non-consulting, cross-industry association for individuals responsible for their organization's ethics and compliance initiatives.
- ⌘ Current membership 778.
- ⌘ Conferences, training, peer-to-peer sharing.
- ⌘ Collaborations with the U.S. Sentencing Commission, the World Bank and developing a Business Conduct Management System Standard.

# EOA Members from the Health Care Industry




- ⌘ Abbott Laboratories
- ⌘ AdvancePCS
- ⌘ Aetna Inc.
- ⌘ Allina Health System
- ⌘ Anthem Inc.
- ⌘ Becton Dickinson
- ⌘ Beth Israel Deaconess Medical Center
- ⌘ Blue Cross and Blue Shield
- ⌘ Boston Scientific Corporation
- ⌘ CareGroup, Inc.
- ⌘ Caremark Rx, Inc.
- ⌘ CHRISTUS HEALTH
- ⌘ CIGNA Corporation
- ⌘ Eisai Company, Ltd.
- ⌘ Excellus, Inc.
- ⌘ Fresenius Medical Care of North America
- ⌘ HCA
- ⌘ Health Care Service Corporation

# EOA Members from the Health Care Industry



- ⌘ Health Net, Inc.
- ⌘ Human Services Consultants Management, Inc.
- ⌘ Humana Inc.
- ⌘ Kaiser Foundation Health Plan, Inc.
- ⌘ Marriott International, Inc.
- ⌘ Medtronic, Inc.
- ⌘ Memorial Health University Medical Center
- ⌘ Merck & Co., Inc.
- ⌘ New Dimensions in Health Care
- ⌘ Novartis Corporation
- ⌘ Ohio Presbyterian Retirement Services
- ⌘ OhioHealth
- ⌘ Oxford Health Plans, Inc.
- ⌘ Pfizer Inc.
- ⌘ Providence Health System

# EOA Members from the Health Care Industry



- ⌘ Province Healthcare
- ⌘ Quest Diagnostics
- ⌘ Quintiles Transnational Corp.
- ⌘ SmithKline Beecham
- ⌘ Summit Pointe
- ⌘ Tenet Healthcare Corporation
- ⌘ Texas Health Resources
- ⌘ Truman Medical Centers, Inc.



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# EOA Member Survey

Ethics Officer Association



## ⌘ Profile of Responding Organizations

- ☒ Average 32,400 employees
- ☒ Average \$9.5 billion annual revenues
  
- ☒ Average: first adopted written code of ethics 1992
- ☒ Average: first created position of ethics officer in 1995

# EOA Member Survey

Ethics Officer Association



## ⌘ Profile of Responding Organizations

“Had significant influence on commitment to ethics”

☑ Ensuring commitment to company values	76%
☑ Reduce risk to company from misconduct	75%
☑ To establish a better corporate culture	68%
☑ To be recognized as socially responsible	54%
☑ To avoid future scandals	48%
☑ Response to Sentencing Guidelines	47%

# EOA Member Survey

Ethics Officer Association



## ⌘ Profile of Responding Organizations

Preferred term to describe initiative:

- ☒ 40% Ethics
- ☒ 24% Compliance
- ☒ 20% Business conduct
- ☒ 9% Business practices

# EOA Member Survey

Ethics Officer Association



## ⌘ Profile of Responding Organizations

### Description of Company's Initiative:

- ☒ 86%      Combination of compliance & values based
- ☒ 7%        Entirely values based
- ☒ 6%        Entirely compliance based

# EOA Member Survey

Ethics Officer Association



## ⌘ Profile of Responding Organizations

### Description of Company's Initiative:

- ☒ 71% Integrating ethics throughout organization
- ☒ 58% Ethics program accepted & understood by employees
- ☒ 37% Moving from compliance to a more values-based approach



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