Advanced Compliance Strategies

Taking the Existing Compliance Program to Another Level

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Seven Standard Elements of the Effective Compliance Program

- **Written standards and procedures**

- **Responsibility for Oversight of Compliance**

- **Effective Communications and Training**

- **Auditing / Monitoring and Employee Reporting Systems**

- Undertake Reasonable Steps to Respond Appropriately

- Employ Appropriate Disciplinary Mechanisms

- Exercise Due Care in the Delegation of Discretionary Authority

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Rules and Standards – Advanced Approaches

COMPANY A (before)

- **Code of Conduct**
  — Been around for years
  — Written by lawyers, for lawyers

- **Some Level of Distribution / Certification**
  — Most generally receive it
  — Some, but not all make certification

- **Some Level of Promotion**
  — Some, but not all know about it

- **No Other Avenues of Colleague Access**

COMPANY A (advanced)

- **Enhanced Code of Conduct**
  — New, fresh engaging look and feel
  — Written for the average colleague

- **Greater Scope of Distribution / Certification**
  — All receive it
  — Most, if not all, certifications electronic

- **Greater Promotion**
  — Articles, posters, giveaways, etc.

- **Code of Conduct Web-site**
  — FAQs, scenarios, etc.
  — Full text of underlying policies available

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Corporate Oversight – Advanced Approaches

COMPANY A (before)

- **Corporate Compliance Officer**
  - Corporate Compliance Officer
  - Decentralized support structure

- **Corporate Compliance Committee ???**

- **Other Compliance Group Support**
  - Many groups involved, but decentralized

- **CEO / CFO / Board Involvement ???**

COMPANY A (advanced)

- **Corporate Compliance Officer**
  - Corporate Compliance Officer
  - Deputy Corporate Compliance Officer
  - Regional / Site Compliance Liaisons

- **Corporate Compliance Committee**
  - Two-tiered system
  - One higher-level, workable group
  - One broader group; all compliance

- **Other Compliance Group Support**
  - More centralized, close relationships

- **CEO / CFO / Board Involvement**
  - Regular updates, copies of matters reports

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Communications and Training – Advanced Approaches

COMPANY A (before)

- **Ad Hoc Communications**
  — Decentralized, sporadic communications
  — Reaches some, but not all

- **Ad Hoc Training**
  — Decentralized, sporadic training efforts
  — Reaches some, but not all

- **No Advanced Strategies**

COMPANY A (advanced)

- **Comprehensive Communications Program**
  — Centralized plan, consistent message
  — Designed to reach all colleagues

- **Comprehensive Training Program**
  — More centralized, consistent training efforts
  — Cross-functional, business, legal, etc.
  — Designed to reach all colleagues

- **Worldwide Web-Based Training Program**
  — Standardized content, saves resources
  — Training based on specific responsibilities
  — Fills existing gaps, comprehensive coverage
  — Best possible record of compliance efforts

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Auditing / Monitoring and Reporting – Advanced Approaches

COMPANY A (before)

- **Open Door Policy**
  — Colleagues allowed to step forward
  — A written policy, without much more

- **Compliance Hotline**
  — An existing system, without much more

- **Auditing and Monitoring Functions**
  — Doing the job, but not coordinated

- **No Measurement of the Systems**

COMPANY A (advanced)

- **Open Door Policy**
  — Articles, posters, giveaways, etc.
  — Formal guidelines and procedures
  — Not just communication, but training
  — What to report? . . . RCIs

- **Compliance Hotline**
  — Articles, posters, giveaways, etc.

- **Auditing and Monitoring Functions**
  — Work w/ centralized compliance function

- **Measure the Systems**
  — Employee feedback, statistical analyses

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