



Welcome to the Compliance Wave Virtual Open House!

TODAY'S AGENDA

- Compliance Communication Case Studies
- Special Guest: Wanda Miller
Manager of Compliance Education and Communication at Bristol-Myers Squibb
- Brief Library Demo
- Q&A

Case Studies

Fortune 500 Energy Company

Industry

Energy

Employees

16,000+

Global Reach

Multiple Languages
North & South America

Public or Private

Public

“[Our compliance messages] got lost in the wash...”

– Compliance Manager

“We learned from our internal web team that [certain days] are the best days to send messages”

– Compliance Manager



*“The optional videos, up to this point, have been viewed **9,000** times...we’ve had [many] positive reviews”*

– Compliance Team

- Dramatically increased engagement
- Many positive and ***unsolicited*** reviews
- Employees reported much more pleasant experience

“I have so much more time now. Instead of creating [materials] from scratch, I can just [use a tool from the Library].”

– Compliance Manager



Industry
Technology

Employees
11,000+

Global Reach
Offices in 40+ Countries

Public or Private
Public

***Needed to provide
a greater variety of
communications to
reach a large,
international
workforce***

CA's Annual Code of Conduct Attestation and Conflict of Interest Disclosure Opens Today

Deadline for completion: Friday, November 6, 2015 - 8PM (ET)

Don't delay – do it today!

For questions, contact compliance@ca.com



“I’m currently putting together 3 or 4 slides of content [from the Library] to share with our Senior Sales managers to include in their PowerPoint materials for when they meet with their teams.”

– VP of Business Practices and Compliance

Within the first month of Membership, CA identified 6 new communication channels to reach employees and manage the compliance program across many regions

- Live Meetings
- Email Signatures
- Intranet
- LMS
- Newsletter
- Internal TV System



Bristol-Myers Squibb

Industry

Pharmaceutical

Employees

25,000+

Global Reach

Offices in Asia, Europe,
Latin America, and North
America

Public or Private


Public

Wanda Miller

*Manager of
Compliance Education
and Communication*

Intranet Integration

inSite | Corporate | Enterprise Services | GMS | R&D | Commercial | Our Markets | Resources | BMS Services Central | How Can I



COMPLIANCE & ETHICS

Compliance and Ethics

US Compliance and Ethics

Compliance Committee (Restricted Access)

inSite > Compliance and Ethics > Compliance Wave

Who we are

U.S. Compliance and Ethics

Related Communities

Related Links

External Compliance & Ethics References

Reality Check Archives

Reality Check News Articles

Compliance and Ethics Contacts

Principles of Integrity

Third Party Standards

Rx Compliance Report Archives

Contact Us

Hello and welcome to the BMS Compliance Wave site!

Compliance Wave is the **largest online library** of **compliance communications** in the industry, empowering Compliance & Ethics professionals to conduct multi-modal, multi-channel, multi-lingual campaigns to leverage behavior-change science and increase the effectiveness of their compliance programs.

The Compliance Wave library includes an extensive range of relevant, ready-to-use, and easy-to-customize tools that include: videos, articles and cartoons, mini-training modules, posters and brochures, case studies, and more.

Here at BMS we encourage the use of these materials and will be sharing them with many departments within BMS. To reduce the redundancy of use, we ask that you please fill out the form below prior to distributing items from the Compliance Wave Library.

Compliance Wave Usage Form

We also encourage you to check out the history of use within BMS prior to distributing any materials within your target audience by clicking the usage history.

If you do not have access and would like to request an account please contact [Wanda Miller](#).

Governance

http://surveywizard2.bms.com/Ti

Compliance Wave usage fo...

File Edit View Favorites Tools Help

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Page Safety Tgols

Compliance Wave usage form

Page 1 of 1

Compliance Wave usage form

Please complete this form when you are ready to distribute any of the Compliance Wave items in the library.

* = Required Question

1. User Name*

2. Department

3. Topic of the Item to be used

4. Format of the Item

Please select all that apply.

☐ PDF

☐ Video

☐ PPT

Presented By: Compliance Wave

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Reality **Reality Check**
Compliance & Ethics Newsletter
July XX, 2015 DRAFT No. 4

In This Issue:

Third parties sometimes offer our employees gifts, prizes, tickets, travel, and meals as tokens of gratitude for our business. Is it acceptable to accept these items? We regularly communicate about this topic in Reality Check and in our Annual Gifts reminder, but there continues to be some confusion on this topic. How well do you know our Policy? Do you understand it well enough to apply it to specific circumstances?

Can you correctly answer the following questions? If offered to you by a client, third party, or customer, is to acceptable for you to keep:

	YES	NO	MAYBE
1. Tickets to a regular season professional baseball game?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Tickets to the World Cup, the Super Bowl or a playoff game?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. An iPad or other tablet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. A lavish meal at a five star exclusive restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. A \$15 iTunes gift card?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Paul McCartney concert tickets in a private suite with catering?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You should have 1 "yes", 4 "no" and 1 "maybe" as your answers. In this issue of Reality Check, we will provide examples to help you make good decisions about the gifts and entertainment that they may be offered in the course of business and to help you correctly answer the questions above.

Principles of Integrity at BMS

The BMS Principles of Integrity are clear that we should seek to avoid situations that present conflicts between our personal interests and those of the Company. It also reminds employees that even the appearance of a conflict of interest can damage the Company's reputation and our own. Our business decisions will be governed by good judgment and objectivity not by our personal interests. If you are unsure whether a potential conflict of interest exists, seek guidance from management, the Law Department, or Compliance & Ethics.

Policies and Directives: BMS has procedural documents that provide employees guidance on their roles and responsibilities with regard to Conflicts of Interest:

- [The Principles: Our 2014 Standards of Business Conduct and Ethics](#)
- [BMS-CP-005_Conflicts of Interest](#)

BOHICSLAND™

BEFORE ACCEPTING A BUSINESS GIFT, ANSWER 4 QUESTIONS:

"1) HOW WILL IT APPEAR FROM THE OUTSIDE?"

NOT PROBLEM. I HAVE NO WINDOWS.

"2) WILL I BE EMBARRASSED IF ANYONE FINDS OUT?"

NOPE. IT'S A GREAT GIFT.

"3) DOES IT HAVE A CLEAR BUSINESS PURPOSE?"

I'M COUNTING ON IT.

"4) DO YOU KNOW IN YOUR HEART IF IT'S RIGHT TO ACCEPT IT?"

OKAY! I JUST ANSWER 3 OUT OF 4?

“...positive overall feeling that we don’t have to be so serious all of the time to get the message across.”

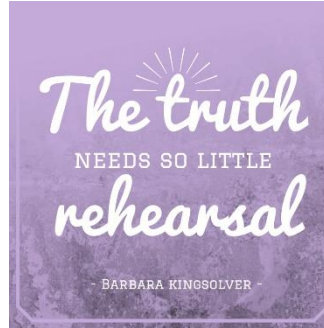
– Wanda Miller, Manager of Compliance Education and Communication

More Examples from Members

"I do a compliance 'Thoughtful Thursday' each week on a different topic. I sometimes will use a Compliance Wave video or cartoon to further enhance my message.

I also embed your [Compliance Brief videos] and cartoons into larger training presentations."

- Director, Compliance and Privacy Officer at BioTelemetry



"We have implemented a tip of the week and highlight some of the items we get from Compliance Wave...the cartoons, [Integrity Squares], etc."

- Compliance Officer, Cambia Health

"...we use the Kids on Compliance: Fairness & Honesty vignette in our presentations with our New Hires weekly. The reaction has been extremely positive and sets a very nice tone for those coming on-board."

- Corporate Compliance Manager in the Healthcare and Hospital Industry

Quintiles “The Wave” Newsletter



Fortune 500 Energy Company

- Monthly articles
- Embeds videos
- Comic strips on TV screens
- Two-way communication initiatives: *Ethics in Story*
- *Know the Code* Mini Modules



*“Typically this course [on Insider Trading] is not our most popular, much of the survey feedback is that it is ‘**hard to understand the topic**’ and ‘**this doesn’t apply to me**’.*

*This year’s comments were all about the video and how much people liked it! **It’s the highest rated course for 2015**, both for content and delivery!”*

– Compliance & Ethics Consultant

US-Based Laboratory Services Management Company

"I would show the situation slide, then ask what factors, laws, other facts may be relevant in this situation.


[The] audience would either ask clarifying questions, have some idea or know right off the bat what was incorrect. Typically, [however], they didn't know all the issues."

Compliance Scenario 2 – Sharing a password

Situation	Questions for consideration
<p>Jennifer has to pull patient data from the hospital's system to load into our LMS system and her password request has been delayed for no valid reason. She is on a time crunch and has to input the data or her department will miss deadlines to present live, validated data to the client.</p> <p>Her co-worker Sarah said, "Use my password. We do the same job and it's only a data warehouse, not a live production system."</p> <p>Jennifer uses the password to pull large patient files to populate the system and makes the deadline.</p>	<p>What factors may have clouded judgement here?</p> <p>Do you think this would have violated our policy?</p> <p>What other issues or violations do you see with this situation?</p> <p>What would we do?</p>

*"I actually find this part of my job **fun** but it's all about finding the time, which Compliance Wave has given back to me."*

– Chief Compliance Officer, US-Based Laboratory Services Management Company



HomeCompany InfoSuggest New MaterialsSupportMy Account ▾Logout

Search Our Library:Welcome Back, Chris Faherty

Enter search terms...Search

Browse Our Library:

Communication Assets

Training Tools

Videos

Toolkits

Newsletter Templates

Healthcare Compliance

Back to Basics Guides

Global Premium™

Complete Library

New Video Available!

Anti Money Laundering

Back to Basics Guides


Struggling with implementing resources into your presentations, emails, or newsletters? Learn some tips and tricks to make compliance communications even easier.

Videos Coming Soon!


Welcome to the Library!

You now have access to largest multimedia communications Library within the Compliance and Ethics marketplace. This extensive range of relevant, ready-to-use, and easy-to-customize media includes access to 2,000+ communication tools (from traditional print to interactive modules) that cover more than 75 Compliance and Ethics topics that impact local, national, and global employees and third parties.


Featured Communication Tools



10 NEW Compliance Briefs!




Introducing Integrity Squares




Kids on Compliance

Available Member Services



Video Customization – CW Custom

Click to Learn More



Advisory Package – CW Accelerate

Click to Learn More

Meet your Engagement Team

We're here to help! My name is **Chris Faherty** and I lead our Member Engagement Team. Our sole purpose at Compliance Wave is to ensure you're receiving dedicated support. We're happy to provide short demonstrations of the Library, discuss translation needs, answer questions, and even provide simple tips on assembling holistic communications programs. Please feel free to contact me at any time (cfaherty@compliancewave.com). Check out a few helpful resources below...

Member Success Guide

Communications Channel Checklist

Distributions Channel Infographic



Questions

Thank You