

PURPOSE

The purpose of the Standards of Conduct is to communicate the expectation of ethical conduct. Charles Cole Memorial Hospital (CCMH), its employees, Medical Staff, volunteers, and agents must be committed to carrying out health care operations consistent with the CCMH Mission, Vision, Core Competencies, Guiding Principles, and these Standards of Conduct. We are dedicated to following a high ethical standard of individual conduct as well as acting as responsible corporate citizens. The Corporate Responsibility Program is intended to:

PROMOTE GOOD CORPORATE CITIZENSHIP IN FULFILLING THE
FUNDAMENTAL CARE GIVING MISSION TO PATIENTS AND TO THE
COMMUNITY

IDENTIFY AREAS OF RISK IN PATIENT CARE PRACTICES OR
BUSINESS OPERATIONS

PREVENT AND DETECT BEHAVIOR OR PRACTICE
INCONSISTENT WITH THESE STANDARDS OF CONDUCT

COMPLY WITH FEDERAL, STATE, AND LOCAL LAWS

As you read through these Standards of Conduct keep in mind that “we” and “staff” is intended to reference the Board of Directors, Medical Staff, employees, volunteers, and authorized agents of Charles Cole Memorial Hospital, Cole Care, Inc., and Hendorn, Inc. and that “patient” is intended to also encompass our “residents” and “clients”. This booklet contains information about the foundation of our Corporate Responsibility Program – our Standards of Conduct.

MISSION

A mission statement describes why an organization exists. Our Mission at Charles Cole Memorial Hospital is to improve the health and well being of our region.

VISION

A vision statement describes a future state that, if achieved, should ensure that the mission is sustained. Our vision for 2010 is to be the regional source for superior patient outcomes and service satisfaction.

CORPORATE PHILOSOPHY

Corporate philosophy statements describe competencies by which the organization will conduct its business affairs that will produce long term successful results. Charles Cole Memorial Hospital leaders will:

- Pursue evidence-based clinical quality measurement and “best practice” execution.
- Recruit and retain the “best” talent.
- Actively engage in Board, management, physician leadership development and succession management.
- Promote collaborative, team-centric care delivery and decision making.
- Exert discipline in decisions related to service and program management and market development.
- Exemplify and sustain a culture of integrity, mutual respect and commitment.

GUIDING PRINCIPLES

Guiding Principles guide and direct the behavior and conduct that is expected in the performance of duties or activities in the fulfillment of the mission and vision. Charles Cole Memorial Hospital’s Guiding Principles are:

COMMUNICATE – The successful delivery of care and services is largely dependent upon effective communication among staff, customers, patients, and residents of the community. The exchange of information must be timely, effective, concise and complete

CREATE AN IMAGE – We will take pride in our facility and ourselves, show respect for our customers and each other through displaying a professional manner, appropriate expressions, neat and appropriate appearance, and maintaining the facility’s appearance.

MAINTAIN SAFETY – Maintaining safety is the responsibility of all staff. We will adhere to and enforce policies that relate to the safety and well being of our patients, visitors, employees and environment. Accidents are the result of actions and attitudes which **we** can eliminate.

HONOR ONE ANOTHER – Courtesy, dignity, and respect are fundamental expectations of all staff. We are expected to represent Charles Cole Memorial Hospital in a positive, caring, and professional manner at all times.

QUALITY OF CARE

CCMH believes in patient-centered care and care that is evidence-based. Care that is patient-centered considers patients' cultural traditions, their personal preferences and values, their family situations, and their lifestyles. It makes the patient and their loved ones an integral part of the care team who collaborate with health care professionals in making clinical decisions. Patient-centered care ensures that transitions between providers, departments, and health care settings are respectful, coordinated, and efficient. When care is patient-centered, unneeded and unwanted services can be reduced. Care that is evidence-based considers the scientifically based methods for rendering care.

We treat the person rather than just the disease.

We allow patients to participate in decisions regarding their care by providing them with access to information about their care in a manner that they can understand.

We respect and maintain the dignity of every patient and strive to provide care in a manner sensitive to cultural differences and individual desires.

We provide appropriate care based on the patient's Medical need, without regard to race, religion, national origin, age, sex, disability, or ability to pay.

We provide medically necessary care that is properly documented in the patient's medical record.

We maintain competencies related to our job responsibilities and exercise appropriate judgment and objectivity when providing patient care.

We report situations that compromise quality through the appropriate, established channels and correct such situations as soon as possible.

We recognize that the quality of care we provide is a component of our corporate compliance program.

PATIENT SAFETY

Our first obligation as a healthcare provider is to “do no harm”. CCMH uses a systematic, coordinated, and continuous approach to maintain and to improve patient safety. We believe in and promote safe system design.

We recognize that we will all make mistakes and that systems may fail. We strive to design robust systems around healthcare providers and incorporate fail safe approaches in patient care such as double checks, redundancy, checklists, and reminders. We use tools of root cause analysis and failure mode analysis in the design of safe systems.

We work as a team. Together, we can create barriers to errors and system failures. Everyone’s voice needs to be heard – patients, families, physicians, and employees.

We promote simplifying and standardizing patient care practices to reduce the risk of error through consistent practice.

We recognize that errors usually occur due to breakdowns in systems and processes and expect reporting whether, or not there has been harm. We strive to create a learning environment where everyone feels free to report errors. We seek to balance system design and individual accountability in a manner that best supports safe system design and our Guiding Principles.

LAW S, R E G U L A T I O N S A N D S T A N D A R D S

CCMH strives to operate in accordance with all laws, regulations, and standards. These laws, regulations, and standards apply to areas such as adherence to Dept of Health regulations, Federal Conditions of Participation, and other laws and regulations addressing patient referrals, employment, physician relationships, billing and payment practices, discount arrangements, the environment, and dealing with payors and regulatory agencies.

We refrain from any conduct that may violate federal or state laws, including those related to federal program fraud, abuse and false claims.

We prohibit any type of payment for or receipt of money or benefits for the purpose of inducing referrals in violation of the anti-kickback statute, Stark physician self-referral law or other federal or state statutes or regulations.

We recruit, hire, train, promote, assign, transfer, lay off, recall and terminate associates based on an evaluation of work performance, their own achievements, experience and conduct without regard to race, religion, national origin, age, sex disability, or ability to pay.

We provide colleagues with the necessary training and education to perform their duties in accordance with applicable laws, regulations, and standards.

We establish relationships only with those individuals or entities who have not been excluded from participation in federal healthcare programs.

We make certain that reports or other information required to be provided to any federal, state or local government agency are filed accurately and in conformance with the applicable laws and regulations to the best of our knowledge and understanding.

We do not engage in activities that jeopardize the tax- exempt status of the organization, including certain lobbying and political activities, or activities that further the private or personal interests of an individual rather than our charitable purpose. We refrain from activities that violate the antitrust laws.

We follow applicable environmental, health and safety requirements in the planning and operation of our facilities.

We report any practice or condition that we believe may violate laws, rules or regulations, safety standards, internal policies and procedures or Standards of Conduct, to appropriate levels of management in a timely manner.

We take steps to ensure that billing and coding are in compliance with our policies and with federal and state laws and regulations, and are supported by appropriate documentation, including the medical record.

BILLING PRACTICES

We create accurate and truthful patient bills and submit accurate claims for payment from any payor, including Medicare and Medicaid, commercial insurance or our patients. Not only is it the right thing to do, but federal and state laws require accuracy in healthcare billing.

The False Claims Act is a federal law that makes it a crime for any person or organization to knowingly make a false record or file a false claim with the government for payment.

“Knowingly “ includes having actual knowledge that a claim is false, or acting in “deliberate ignorance” or “reckless disregard” as to whether a claim is false. Examples of possible false claims include billing Medicare or Medicaid for services that were not provided, billing for a higher-level service than the service actually furnished (upcoding) or billing for services that were not ordered by a physician.

Financial Penalties to the organization for submitting a false claim can total as much as three times the amount of the claim plus fines of \$5,500 to \$11,000 per claim. In addition to fines and penalties, an individual or organization that violates the False Claims Act is subject to an exclusion from participation in federally funded healthcare programs.

The False Claims Act contains provisions that allow individuals with original information (i.e., information not already the subject of legal proceedings or activities that have already been publicly disclosed) concerning fraud involving government programs to file a lawsuit on behalf of the government programs and, if the lawsuit is successful, to receive a portion of recoveries obtained by the government.

The Federal False Claims Act protects an employee from being fired, demoted, threatened or harassed by his or her employer for providing information in good faith to a False Claims Act investigation or lawsuit.

The Program Fraud Civil Remedies Act (“PFCRA”) provides federal agencies, including the agencies responsible for federally funded healthcare programs, with administrative remedies

against individuals and organizations that knowingly submit a false claim for payment, or knowingly make or use a false record or statement to get a false claim

Our Corporate Responsibility Program supports compliance with these federal and state laws by:

- Monitoring and auditing to prevent or detect errors in coding or billing.
- Educating staff and, where appropriate, contractors or agents that they are responsible for reporting any concern about a possible false claim.
- Investigating all reported concerns and correcting any billing errors discovered.
- Protecting those who report concerns in good faith.

HUMAN RESOURCES

CCMH strives to maintain a work environment where staff are treated honestly and respectfully; where their health and safety are protected; where they are motivated to reach their potential; where they are given the opportunity for personal and career learning and advancement; where they are provided with opportunities to participate in decisions that affect their working conditions; where they are provided with the tools necessary to do their jobs well; and where there are safe and adequate procedures for resolving conflicts.

We do not tolerate any form of harassment or discrimination.

We seek to be a responsible employer by providing opportunities for professional satisfaction, pride of work and career growth.

We keep colleagues informed of activities and events that effect their specific work environment and performance of their job duties.

We provide training opportunities for associates to assist them in obtaining and maintaining certifications or licensures necessary for the performance of their job duties.

We function in an environmentally responsible manner, providing for the health and safety of our associates as well as our patients and the community.

We provide a grievance process to report and resolve conflicts without fear of retribution.

The information provided above does not encompass all Human Resource policies and procedures. A copy of the Human Resources Policies and Procedures Manual is available from the HR Dept, and is found on General Server 2.

B U S I N E S S A N D E T H I C A L P R A C T I C E S

CCMH is committed to ethical business conduct and integrity. Staff are expected to represent CCMH professionally and honestly and must not do anything that purposely defrauds anyone, including the government, of money, property or services. Record keeping and billing for services provided to patients must be accurate, timely and lawful. Reasonable steps are to be taken to preserve and protect CCMH assets by making prudent and effective use of its resources, and properly and accurately reporting its financial condition.

We do not engage in unethical or illegal activities in the pursuit of business opportunities.

We act in good faith and in the best interest of CCMH at all times in the performance of our job duties.

We appropriately document the care that is provided.

We submit claims only for medically necessary services and supplies ordered by a physician or legally authorized individual and provided to the patient.

We do not steal or misappropriate confidential or proprietary information belonging to another person or entity.

We use resources and assets only to further the operation of CCMH.

We do not offer, give, solicit or receive any form of bribe, kickback, or other improper gift or payment.

We make certain that payments and other transactions are properly authorized by management and properly documented in the books and records.

We prepare all financial documents, including financial statements, cost reports, accounting records, expense reports and time sheets accurately.

We deal with payors and regulatory agencies honestly and accurately.

C O N F I D E N T I A L I T Y

In keeping with the Health Insurance Portability and Accountability Act (HIPAA), state regulations, and professional ethical guidelines, CCMH staff must maintain the privacy and security of protected health information, including demographic information that can be used to identify the patient. Staff are also expected to keep confidential information about other colleagues and the proprietary business practices of the organization.

We protect and respect the confidentiality of our patients and their medical information.

We only reveal personal or confidential information concerning patients for legitimate patient care purposes, unless authorized by the patient or otherwise permitted by law.

We only share confidential information regarding the operations to CCMH staff when they have a legitimate need to know the information in order to perform their job responsibilities.

We will take precautions to maintain and manage intellectual property, including patents, trademarks, copyright and software, to protect its value.

We will maintain confidential information, including financial data and related information, in a confidential, secure manner.

CONFLICTS OF INTEREST

CCMH staff are expected to act in a manner that is in the best interest of the organization and the patients it serves. Staff may not use their positions to profit personally or to assist others in profiting in any way at the expense of the organization. In any situation where our outside interests conflict with those of the organization, we must disclose the conflict in accordance with organizational policy.

We avoid engaging in any activity, practice or act that appears to conflict with the interests of CCMH.

We do not solicit or accept money, gifts, favors, services, entertainment or other things of value unless permitted by organizational policy.

We abstain from any decision or discussion affecting CCMH that might represent a conflict of interest when serving as a member of an outside organization or board.

We do business only with individuals and companies based on the best interests of CCMH.

We will avoid any appearance of impropriety when dealing with clinicians and referral sources.

We prohibit the disclosure of proprietary and confidential information related to CCMH to any unauthorized person or entity, or the use of such information for private benefit.

We avoid outside employment, consulting arrangements or personal investments if they interfere with our job responsibilities or unduly influence the decisions we are required to make on behalf of CCMH.

CORPORATE RESPONSIBILITY LINE

We may face circumstances that can leave us wondering which path to take, which choice to make, and how to make it. This is particularly true when we are confronted with challenges to our ethical and legal standards. Who can we ask for help?

A CONFIDENTIAL RESOURCE FOR COMMUNICATING YOUR CONCERNS

As responsible staff, it is our right and duty to report what you, in good faith, believe may potentially violate laws, policies or procedures, rules or regulations, by-laws, or the CCMH Standards of Conduct. It isn't a question of betraying confidence. It's a question of the continued respect and viability of our organization and professional responsibilities. You may speak with the Corporate Responsibility Officer and/or your supervisor, manager, or Senior Leader.

The Corporate Responsibility Officer is an individual in your organization that is charged with the day-to-day operation of the Corporate Responsibility Program and who works in concert with the Compliance Committee, Senior Leadership, or other or Medical Staff in assuring efficient and effect operation of the Corporate Responsibility Program.

What is the Corporate Responsibility Line? The Corporate Responsibility Line is an additional means of communication available to all CCMH staff. You can call this telephone number 24 hours a day, seven days a week, or use the internet or Meditech MOX system to report information you may have regarding a possible violation of laws or our Standards of Conduct to the Corporate Responsibility Officer.

What kinds of violations should I report? In your work you may observe actions that appear to be illegal, unethical or violate our Standards of Conduct. These actions should be reported because of the potential consequences for our organization. The following are examples of situations that should be reported:

- Discrimination/Harassment
- Dishonest Communication
- Violations of patient privacy

- Conflicts of Interest
- Inappropriate Gifts, Entertainment and Gratuities
- Stealing or Misuse of Assets
- Fraud, Abuse or False Claims
- Environmental, Health and Safety Violations
- Improper Use of Proprietary information
- Business arrangements that promote improper referrals

What happens when I call the Responsibility Line? Your call to the Corporate Responsibility Line is answered by the Corporate Responsibility Officer. If not available, you can leave a voice mail.

Do I have to give my name? No, the Corporate Responsibility Line is a confidential resource provided to you for disclosing information about potential ethical and legal violations. However, we encourage you to leave your name as that often helps us with our investigation.

What if I don't know all of the details? You can report anything that concerns you. Even if your information is incomplete, it could help keep a serious situation from developing.

Are calls ever recorded or traced? No, call tracing and recording devices are never used.

What happens after I call? The Corporate Responsibility Officer will review, investigate and, when appropriate, take corrective action, alone or with appropriate Hospital personnel and/or Medical Staff.

Do I have to call during normal business hours? No, the Corporate Responsibility Line is available to take your call any time of day or night, any day of the week.

Will I suffer any retaliation from my organization or CCMH for making a report? No, you should feel comfortable providing information, in good faith, about possible legal or ethical violations to the Corporate Responsibility Line without fear of retribution. We can assure you that no adverse action will be taken against you by your organization or CCMH based on a good faith complaint.

CONCLUSION

Our Mission, Vision, Core Competencies, and Guiding Principles, along with our Standards of Conduct and Corporate Responsibility Line, provide the foundation for our Corporate Responsibility Program.

As evidence of your commitment to the CCMH Standards of Conduct and Corporate Responsibility Program, please detach the Receipt and Acknowledgement form at the perforated line and sign and complete the form.

Please return this form to the Corporate Responsibility Officer. This lets us know we are all committed to carrying out the operations of CCMH in an ethical and legal manner.

References:

- Ascension Health System, St. Louis, Missouri
- Federal Sentencing Guidelines, Chapter 8
- OIG Model Guidance's for Hospitals, Long Term Care, Physician Offices, and Home Care
- Institute of Medicine Report, Six Aims of a Clinical Healthcare System
- Fundamentals of Corporate Compliance in Healthcare, Devin Schindler, Hala Heim, 2007 ASHRM Annual Conference
- Institute for Healthcare Improvement
- Implementing the Just Culture Model in Pennsylvania, a Statewide Initiative, October 16, 2007, The Just Culture Community

RECEIPT AND ACKNOWLEDGEMENT

As a Board Member, employee, Medical Staff member, volunteer, or agent employed by or associated with CCMH, Cole Care, Inc., or Hendorn, Inc., I am committed to upholding the highest standard of individual ethical and legal business practices. I will not tolerate illegal or questionable activity and promise to take whatever steps are required by the Corporate Responsibility Program to identify, report, and prevent such activity.

I acknowledge that I have received my personal copy of the Standards of Conduct and agree to follow them. I understand that compliance with the Standards of Conduct and the Corporate Responsibility Program is a condition of my continued employment or association with CCMH.

Signature

Print Name

Charles Cole Memorial Hospital/Cole Care, Inc./Hendorn, Inc.

Date