



2021 NHCAA

Awards Program

November 17-18, 2021



NHCAA



Office of Integrity and Compliance Veterans Health Administration

United States Department of Veterans Affairs

Each year, NHCAA honors one nominee with its Excellence in Public Awareness Award. This year, we feel it's important to acknowledge a second nominee in this category by conferring an Honorable Mention.

NHCAA is very pleased to honor the Veterans Health Administration, Office of Integrity and Compliance within the United States Department of Veterans Affairs (VA) with the 2021 Excellence in Public Awareness, Honorable Mention Award for its meaningful work in raising awareness of health care fraud, waste, and abuse (FWA).

In 2020, the Veterans Health Administration (VHA), Office of Integrity and Compliance (OIC) launched its "Integrity in a Pandemic" campaign in response to new instances of fraud, waste, and abuse emerging as a result of the COVID-19 pandemic. That campaign effectively reached more than 350,000 employees across VHA, increasing awareness of pandemic related FWA, often appearing in the form of various scams involving supplies, vaccines, charities, telehealth, and treatments.

Ongoing FWA concerns, together with inconsistent compliance practices, led the OIC to launch a new awareness campaign in April 2021 targeting employees, VHA leadership and Veterans. The OIC conducted 12 virtual focus groups to help inform the design and messaging of the campaign. The goals established for the campaign are to: 1) foster a culture of integrity and FWA awareness; 2) improve understanding of who is involved in preventing, detecting, and addressing FWA; and 3) clarify how employees should report potential FWA.

The campaign emphasizes partnerships between the OIC and key stakeholders; mobilizing VHA Compliance Officers to communicate and educate staff and Veterans; and empowering VHA leadership and staff to recognize and report FWA. Tactically, the OIC employed a three-pronged communications campaign that includes identifying and using Campaign Ambassadors; harnessing the many communications channels of the VA for use in the campaign; and enlisting the help of leaders and influencers across VHA to educate their teams about FWA.

Office of Integrity and Compliance leaders and staff appeared in 17 virtual meetings with more than 2,500 leaders across VHA. Local Integrity and Compliance Officers were asked to report campaign impact metrics via SharePoint and upon submission of the award nomination, the multi-channeled campaign had achieved more than 750,000 "engagements" with VHA staff, Veterans, volunteers, and the public.

NHCAA commends the Office of Integrity and Compliance, Veterans Health Administration for prioritizing this important project that serves the public interest.

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**HONORABLE
MENTION**

National Health Care Anti-Fraud Association

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CONGRATULATIONS TO

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