



Brian Burton

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HEALTHICITY

MORE ABOUT ME

If money and location were no object, what would your perfect day involve?

Time with my wife, children, and grandchildren.

If you could go back to witness one historical event, what would it be?

Teddy Roosevelt's inauguration.

Which TV show or movie can you watch over and over and never get bored of?

Big Bang Theory.

The house is on fire and every person and animal is out safely – which item would you dash back in to save?

As many books from my library as possible.

Asked & Answered

THE SECRET SAUCE OF COMPLIANCE

What is your secret sauce for compliance?

People; building meaningful relationships at all levels of the organization, earning their trust, and delivering on expectations.

When this is accomplished, most compliance programs will develop a healthy speak up culture, which will demonstrate a cost-effective solution in managing compliance.

Are we winning or losing the fight on data security and privacy and why?

Losing most of the time; the cybersecurity threats are constant and while many organizations have robust and mature cybersecurity postures, the threat actors are adapting to our defenses.

Building stronger relations between the U.S. government and the public sector is paramount to long-term cybersecurity defense.

How do you “sell” compliance to other leaders?

Healthy, mature, and effective compliance creates organizational awareness and trust. This transcends to the employees, affiliated third parties and most especially the patients we aim to serve.

When we have effective compliance, this creates a culture of safety, which results in better patient outcomes and has immeasurable opportunities for the community.

To what extent is it the compliance leader's responsibility to oversee ESG at their company?

At a minimum, we need to be at the table and if there's no one hosting an ESG committee in your organization, consider initiating one from the compliance department. Ultimately a well-designed and mature compliance program will easily adapt to the organization's ESG mission.

Why did you decide a career in compliance was right for you?

I am passionate about creating cultures of compliance with the goal of improving employee experience and the ability to deliver superior care to the patients.

How significant are compliance certifications to doing the work?

I believe continuing education is of the utmost importance for a compliance professional, the regulatory environment and organizational cultures are in constant evolution. A compliance certification evidences a compliance professional's ability to monitor the world of compliance and change.

Compliance jobs often come with a high degree of stress – what is something practical for you to maintain a feeling of control?

Work/life balance, then dissecting and prioritizing risks appropriately. We won't always manage the risks with the correct priority, but pivoting, reevaluating, and developing the appropriate risk treatment is a progressive and iterative process.

We must break down the priorities into manageable components, delegate, and trust your people.

How important is data analytics to a compliance program in 2023?

Evaluating the right data should be a chief focus for most compliance programs. The ability to digest information and make informed decisions concerning the compliance program activities should be an emphasis for any compliance officer.

What is the best advice you ever received on how to run a compliance program?

Communicate - a compliance program in a silo is destined for challenges, some of which may be insurmountable. Become a trusted advisor and when you make mistakes, own them, learn, and adjust.

Finally, what in your opinion makes a successful compliance leader?

Experience, wisdom, zeal, and patience.

THE RESULTS

On LinkedIn, we asked...

Does your Compliance & Ethics program utilize A.I. in any way currently?

Yes	13%
We're exploring it now	24%
It's on our future roadmap	17%
Not in our plan	46%

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