



Multimedia in Government

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OIG.HHS.GOV/Recovery



Stop Medicare Fraud

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Mission

The mission of the Office of Inspector General (OIG), as mandated by Public Law 95-452 (as amended), is to protect the integrity of Department of Health and Human Services (HHS) programs, as well as the health and welfare of the beneficiaries of those programs.

OIG has a responsibility to report both to the Secretary and to the Congress program and management problems and recommendations to correct them. OIG's duties are carried out through a nationwide network of audits, investigations, evaluations and other mission-related functions performed by OIG components.

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OIG MOST WANTED FUGITIVES



WANTED

DIXAN & ALFREDO BARCELO

[Brothers accused of falsely billing Medicare \\$4.8M+ at Fla. clinics >>](#)

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REPORT FRAUD

What's New

October 21, 2013


Podcast: Family Day Care Home Providers and State Health and Safety License Requirements

October 18, 2013

 [2014 Spring OIG Legal Extern Position](#)

Montana State Medicaid Fraud Control Unit: 2012 Onsite Review

October 15, 2013

 [Advisory Opinion 13-13](#)

Latest Enforcement Actions

October 18, 2013; U.S. Department of Justice
Operators of Michigan Adult Day Care Centers Convicted in \$3.2 Million Medicare Fraud Scheme




October 18, 2013; U.S. Attorney; District of Connecticut
Greenwich Doctor Pays \$300,000 to Settle Allegations under The False Claims Act

October 18, 2013; U.S. Attorney; District of Kansas

Indictment: Wichita Chiropractor Defrauded Health Insurers

October 17, 2013; U.S. Attorney; Southern District of New York

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Recent Podcasts

Family Day Care Home Providers and State Health and Safety License Requirements

October 21, 2013

Tammy Levesque, a senior auditor for the Office of Audit Services, is interviewed by Cathy Warren, auditor for the Office of Audit Services in Boston.

- [Listen to the Podcast](#)
- [Read the Related Report](#)
- [Read the Transcript](#)



First Level of the Medicare Appeals Process

October 3, 2013

Maria Maddaloni, a team leader for the Office of Evaluation and Inspections in Boston, is interviewed by Joyce Greenleaf, Regional Inspector General for the Office of Evaluation and Inspections.

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September 2013 OIG Update

September 30, 2013 Podcast

Mike Kane, Office of External Affairs, discusses enforcement actions, OIG's testimony on Capitol Hill, and reports that were released in September 2013.

- [Listen to the Podcast](#)
- [Read the Transcript](#)
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Transformed Medicaid Statistical Information System

September 19, 2013

Nicole Hrycyk, a team leader for the Office of Evaluation and Inspections in Chicago, is interviewed by Ann Maxwell, Regional Inspector General for the Office of Evaluation and Inspections.

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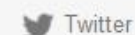
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Inspector General Introduces Compliance Training Vide...

10,120 views 1 year ago



Compliance Oversight for Health Care Leaders

8,163 views 2 years ago



Tips for Implementing an Effective Compliance Prog...

8,128 views 1 year ago

A high-angle, close-up photograph of a person's legs standing on the edge of a diving board. The person is barefoot, and their legs are tanned. The diving board is a light-colored, textured material. Below the board, the water of a swimming pool is visible, with bright sunlight creating a shimmering, rippling effect on the surface. The text "Taking the plunge" is overlaid in a bold, italicized, black font across the lower-middle portion of the image.

Taking the plunge

**What do you
hope to build?**



**Get approval from
agency leadership &
resolve security
concerns**





Determine **security requirements** for new equipment, hard drives and social media accounts

Match resources with media goals

- **Time**
- **Effort**
- **Staff**



Do you need to hire someone?

- Skill Set
- Experience
- Temperament



New equipment needs & limited budgets



Estimated start-up costs

Video Cameras: \$100 - \$3000

Audio Recorder: \$100 - \$300

DSLR Still Camera: \$500 - \$2000

Off-Network Computer: \$1000+

Portable Hard Drives: \$400+

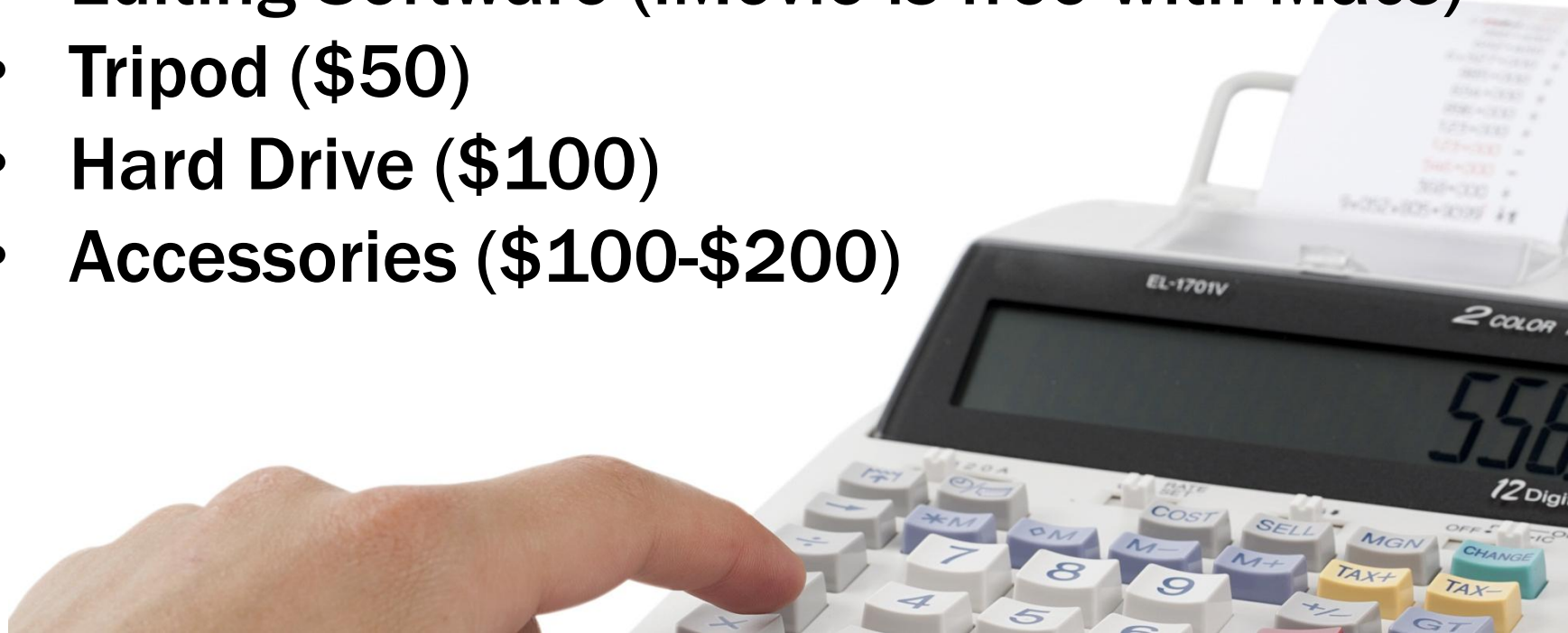
Editing Software: \$600+

Accessories: \$100-\$500



Sample **Low Budget**

- Flip Camera/Camcorder (\$100)
- Audio Recorder (\$100)
- Point and Shoot Still Camera (\$150)
- Off-network Computer (\$1000)
- Editing Software (iMovie is free with Macs)
- Tripod (\$50)
- Hard Drive (\$100)
- Accessories (\$100-\$200)



Start simple

don't bite off more
than you can chew



**Follow the success
of others**

**Don't re-invent
the wheel**

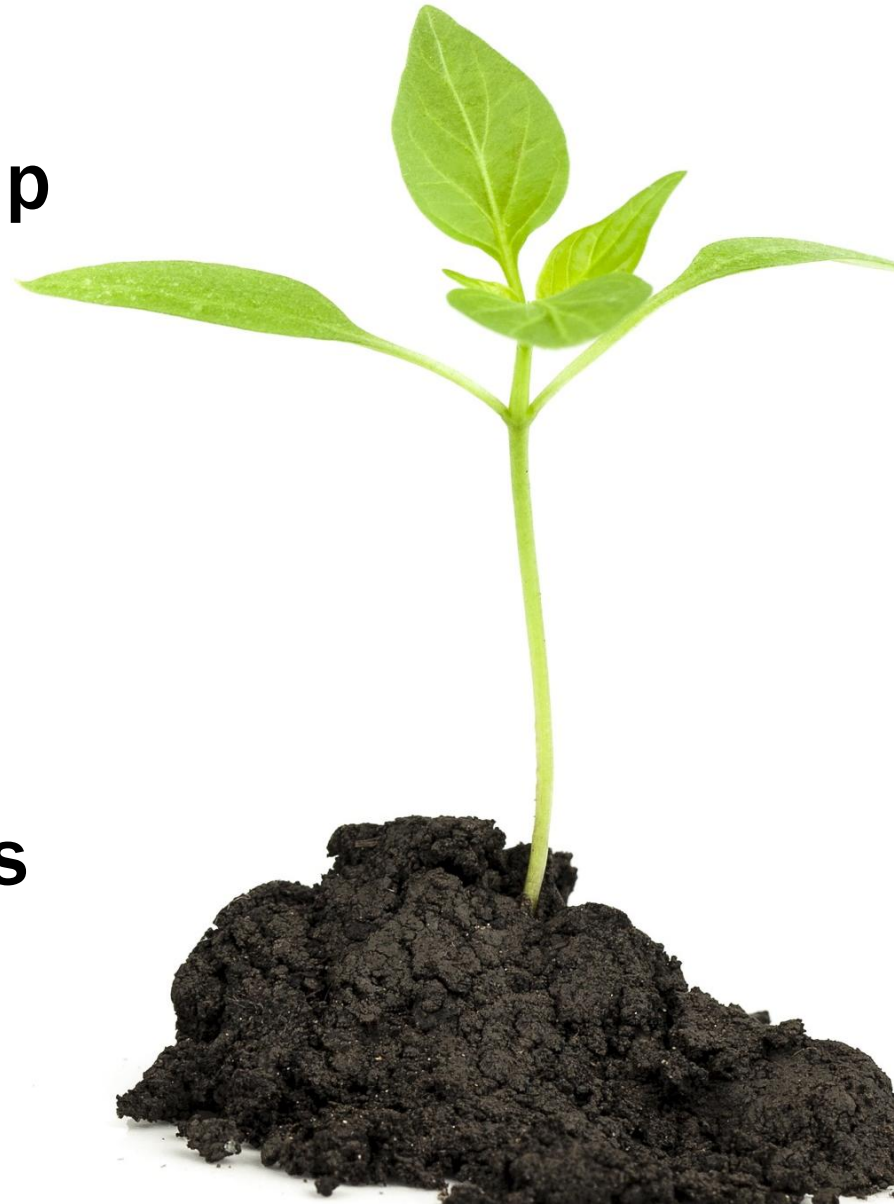


**Figure out what processes work best
for your organization**



How did HHS-OIG start?

- **Support from leadership**
- **Hire a multimedia specialist**
- **Determine duties and responsibilities for new/current employees**



How did HHS-OIG start?

- Aimed for 1 podcast per month
- Videos for external website
- Internal video messages from the IG
- Photos & videos to build up 'stock' library



Content for **OIG's Website**



Requirements

- Title
- Description
- Thumbnail image
- YouTube embed code
- Transcript (508 compliance)

Content for **OLG's intranet**



**What are the
requirements to
post to your
intranet?**

Maintenance

Troubleshooting

Upgrades (software,
applications, etc)

General upkeep
(web content, photos,
video)



Before diving in, remember...

- **Identify goals**
- **Manage resources**
- **Order equipment**
- **Create efficient workflows**
- **Keep content relevant**



Questions?