

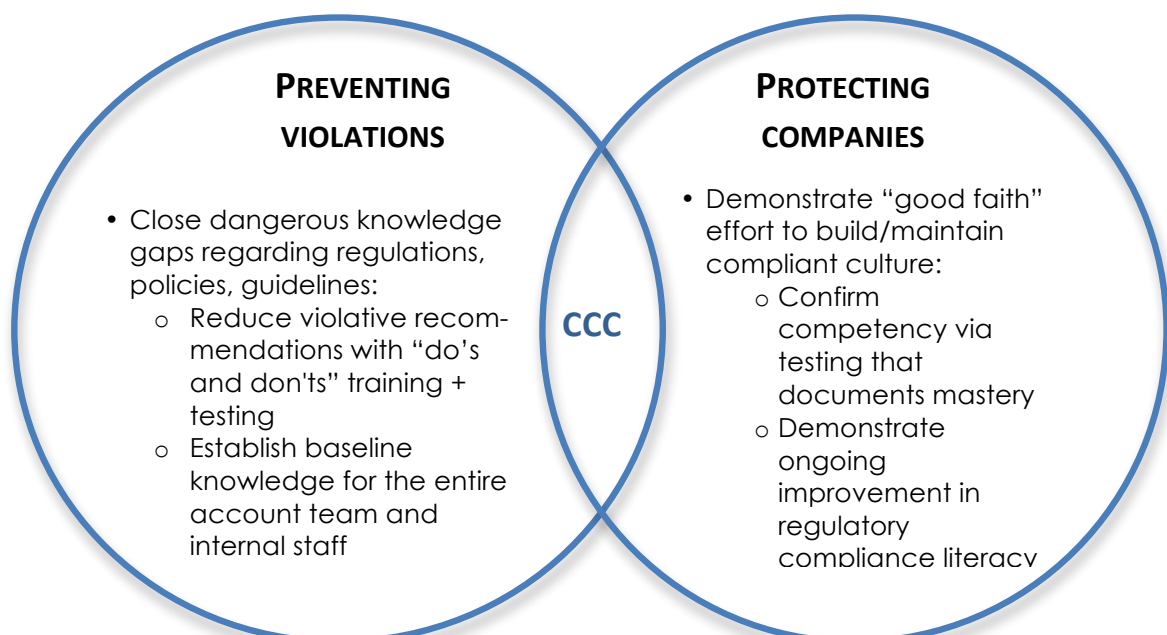
CCC: Helping to Prevent and Protect Companies During Turbulent Times

I. EXECUTIVE SUMMARY

Testing is something that will likely factor favorably in a federal investigation, because it demonstrates a company's good-faith commitment to doing everything possible to maximize compliance.

Experts from the FDA and State Attorney General's office believe that measures which demonstrate optimal compliance intent will serve as negotiating tools when interacting with the federal government. Companies continually evaluate new strategies to ensure optimal internal regulatory compliance and confirm the effectiveness of programs already in place.

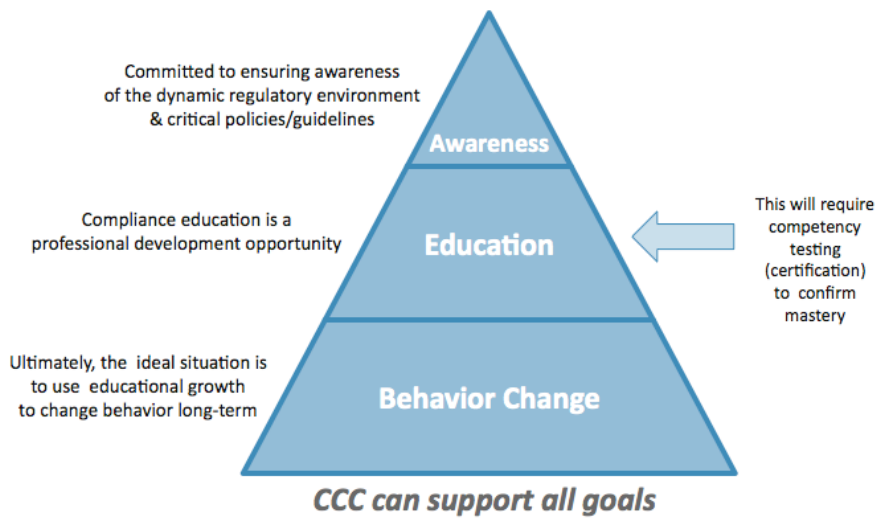
The Center for Communication Compliance (CCC) is committed to helping clients prevent violations and protect their companies through the highest level of regulatory compliance.



As the only all-in-one global source for training, certification, and consulting in **healthcare regulatory compliance** and **risk communication**, CCC is uniquely positioned to deliver on this commitment. We offer:

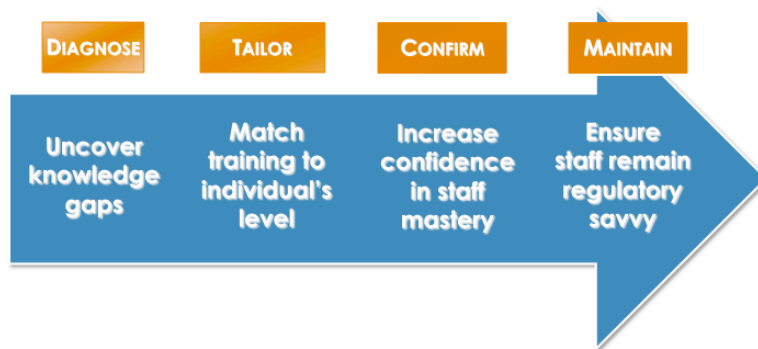
A model that moves companies from awareness to behavioral change

CCC can support your company as it continues to enhance regulatory compliance initiatives -- from heightening awareness of the highly restrictive environment, to educating employees and confirming mastery, to helping to change behavior.



Professional development approach that integrates continuous quality improvement (CQI).

CCC's **Continuum of Learning** uses expert-developed and reviewed certification tests to uncover or diagnose knowledge gaps (i.e., benchmarking). Coursework is matched to the individual's knowledge level and tests confirm the staffer has mastery over the information.



This train + test model helps to ensure that any specific knowledge gaps are uncovered and closed to reduce vulnerability and risk.

400+ expert-validated Regulatory Compliance Test questions to confirm mastery of information

CCC develops mastery testing for companies by accessing our unique library of 400+ expert-validated test questions and answers that reflect what government laws, regulations, policies, and voluntary industry codes require. The questions are based on a consensus perspective of experienced experts, including former government officials and legal/regulatory experts.

II. PRODUCTS AND SERVICES OVERVIEW COMPLEMENTING TRAINING PRODUCTS

DEPARTMENTAL BENCHMARKING

This offers the opportunity to initiate an internal benchmarking program to:

- ✓ Assess current regulatory compliance knowledge, by department, employee, or both
- ✓ Confirm employee ability to consistently apply relevant regulatory information to meet job requirements on an ongoing basis
- ✓ Execute a gap analysis, leading to actionable recommendations, including:
 - Focusing internal compliance education programs more tightly on identified knowledge gaps and adding educational activities to remediate these gaps
 - Creating a structure for regularly re-testing staff to confirm competency on an ongoing basis, including new or re-assigned employees
 - Evaluating the changes in behavior that result from selected interventions

A benchmark Assessment Report with recommendations will enable companies to objectively confirm their level of compliance knowledge and the retention/application of that information over a defined period of time.

The programs and other actions based on this longitudinal evaluation will provide hard data to substantiate the company's commitment to maximum compliance, a useful tactic in any future negotiations with the government.

LIBRARY OF CERTIFICATION QUESTIONS

This offering is designed to increase the effectiveness and Return-on-Investment (ROI) of in-house regulatory compliance training programs by validating that employees have truly mastered the information taught.

For companies with an existing regulatory compliance training curriculum *without* mastery tests, CCC will customize a group of test questions/answers that correlate with their existing training content. This will include establishing the optimal test length and sequence of questions and providing the scoring system, question configuration (e.g., true/false, multiple choice, case study-based), and number of answer options per question.

Companies with *already developed* test questions can also benefit from CCC's expert analysis, which validates that existing questions and answers are consistent with federal regulations and company policies. Our analysis also determines whether the question sets themselves are adequate and comprehensive enough to determine "competency" in a given regulatory area.