

## Why Ethics Matter

I've heard it said before that each person in a company has responsibility for the ethics of that business. This is among the reasons I ask for your partnership as we continue building an ethical Ohio Presbyterian Retirement Services. I believe my job as the Ethics & Compliance Officer is to build a strong bottom foundation of awareness in our leadership and culture that reaches everyone as we deliver quality services to our residents and clients. The ethical face of our company is all of us, all the time... even when we aren't in our work clothes. You and I are the faces of integrity at OPRS. Perhaps you've had a chance to walk by one of our new posters to see your reflection in the mirror. Perhaps you've had a chance to consider that each and every day, YOU have the opportunity to make decisions about care... about business... about people. Your choices, and that of our coworkers, define all of us, they define the 86-year history that is OPRS, as well as the future we wish to have.



**Dana Ullom-Vucelich**  
 Ethics & Compliance Officer,  
 Vice President, Human Resources

Certainly some companies have policies on ethical behavior because they operate out of fear... fear of lawsuits, government sanctions, and bad public relations. I believe it was Warren Buffett who said that it takes a lifetime to build a reputation and a moment to undo it. Like you, I certainly don't ever want anything bad to happen to the organization that all of us have worked so diligently to build over the years. My core belief is that if you behave ethically while openly discussing ethical behaviors and expectations, then shared beliefs will become shared practices. In other words: 1) put good people in place; 2) share your values; 3) create an atmosphere so that each employee can openly question every aspect of the business; then *presto* – people make positive and ethical choices.

I plan to bring you more communication on ethics and I'd love to hear your ideas on how to make these meaningful, impactful, and resourceful for you. Please share your stories, your questions, and your ideas with me by calling 800.686.7800, or emailing [dana@corp.oprs.org](mailto:dana@corp.oprs.org) or mailing me at 1001 Kingsmill Parkway, Columbus, Ohio 43229. My title says, "Ethics & Compliance Officer," but each of us make up the Ethics & Compliance team and all of us have equal roles of importance. I look forward to our partnership! 

## What Does THAT Mean?



### integrity

The quality of being honest and having strong moral principles; moral uprightness

### compliance

The action or fact of complying with a wish or command

- following laws of rules and meeting standards

### ethics

Moral principles that govern a person's or group's behavior

- the moral correctness of specified conduct

### moral

Concerned with the principles of right and wrong behavior and the goodness or badness of human character

- concerned with or adhering to the code of interpersonal behavior that is considered right or acceptable in a particular society
- holding or manifesting high principles for proper conduct
- derived from or based on ethical principles

Relating and  
communicating our beliefs

# Our Leadership

## Social Accountability

**Nancy King**, EVP and Chief Operating Officer of Senior Independence, also has a leadership role in how we look at social accountability at OPRS. Nancy says, “We use the term social accountability to refer to the community benefit we provide above and beyond the services that are paid for. We demonstrate our social accountability when we plan and develop programs to serve our greater community better.”

Nancy has a thought about getting us used to the word “accountability.” She suggests that, “As an organization, we have accountability built into our system – audits and internal controls build in financial accountability, mock surveys and customer satisfaction surveys build in quality accountability and employee surveys and performance reviews build in employee accountability.” Social accountability is celebrating and tracking how we give back. Therefore, we want to know about the terrific ways all staff give back. Examples of past employee efforts: Alzheimer benefit walks, canned food drives, stocking stuffers for home-bound persons... and the list goes on. Tracking and sharing these care efforts allow us to consider how we can do more to serve the greater community. Each OPRS site has a social accountability contact person who tracks the community benefit activities for each location. Please share your stories with them!

Social accountability means that we are accountable to living up to our mission. What a privilege to call that our job! 



Educating for shared  
understanding

# Our Awareness

## Message from Our CEO and President David J. Kaasa

“The best awareness we can have regarding our ethical expectations is our mission statement. Simply put, it’s the way we do things around here. The culture we have built is a part of the consciousness of each employee, and that consciousness is the heart of our organization. When the mind and heart work together, great business happens. I wish to thank each of you for the spirit of service you bring to work each day.” 



Maximizing what we do  
by how we do

# Our Work

## Gifts and Gratuities Policy

Let's face it, you do terrific work; work that sometimes may result in someone wanting to offer you a gift or tip. However, since we are working in the home of our elders, we don't wish to create an atmosphere in which our elders feel they need to additionally pay for services or care. To help you succeed at work, our practice is simple; we don't accept money or gifts in any form from any resident, client (or family members), donors or vendors. While business courtesies are acceptable in some industries, in our business they can pose a risk for us personally and professionally, due to various laws and regulations. It is each employee's obligation to ensure that he or she remains free of conflict of interest situations, and/or the appearance of conflict. Therefore, payments, gifts, loans, or legacies from OPRS residents, clients, families (and/or arranging for one's friends or family members to receive such) are unacceptable. Additionally, serving or offering to

serve as Guardian, Health Care Surrogate, Attorney, Personal Representative of an estate and/or Trustee of a Trust for a resident, client or donor is also a conflict of interest.

*How can you be successful?*

- Avoid "personal finance" conversations with those persons you serve
- Be transparent (talk with your manager and/or Ethics & Compliance Officer if you have questions)

*What resources does a client, resident or donor have to show appreciation if they wish?*

- Employee Appreciation Fund (donate money so that all resources will be pooled for the benefit of all employees)
- Auctions/sales (donate material items so all may have a chance to bid, etc.)
- Gifts to Life Care Fund, Capital Campaigns, etc. (to honor specific persons of their choosing)

In summary, we are privileged to serve our residents and clients without the need for personal favor or gain. ●●●



Linking values and  
behaviors

# Our Culture



## Ethical Celebrations

May we feature you or your coworker in our next newsletter? We're interested in your best examples of ethical behavior inside OPRS, or outside. Please send your great stories and you'll be entered into a drawing and may even be featured in print! Fax 614-985-3583 or e-mail [dana@corp.oprs.org](mailto:dana@corp.oprs.org). ●●●



Integrity  
Honesty  
Compliance

Dedication  
Compassion  
Respect

Competency  
Honorable  
Ethical

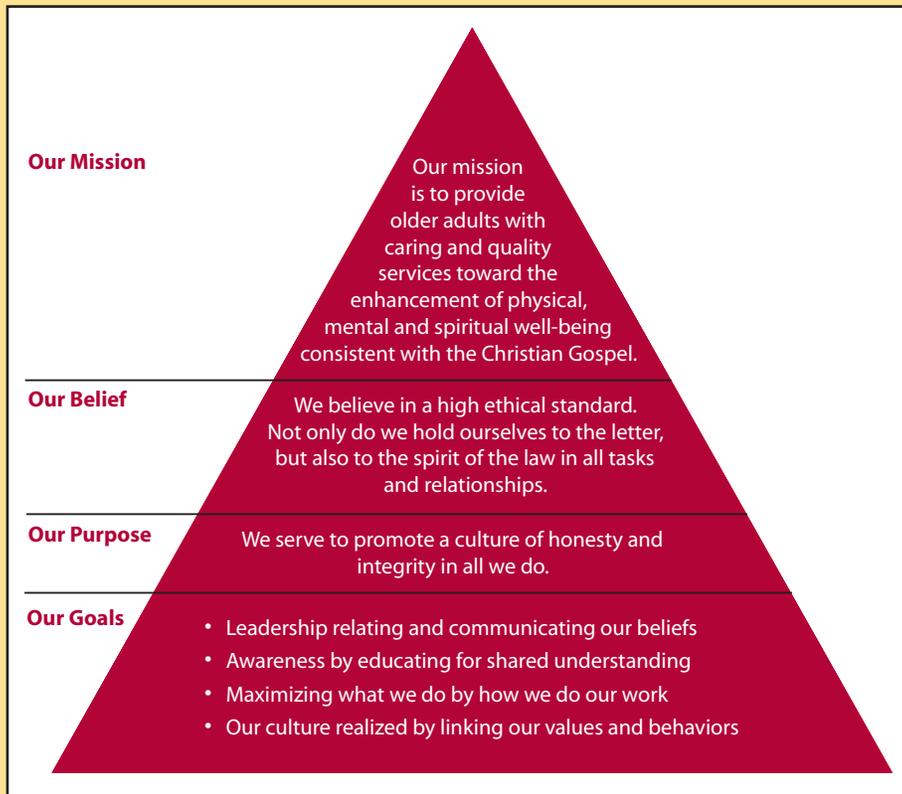
Culture  
Inspirational  
Moral

## THE WORD

Do all the good you can  
In all the ways you can  
In all the places you can  
At all the times you can  
To all the people you can  
As long as you ever can

~John Wesley (Clergyman and Co-founder of Methodist Church)

## Ethics & Compliance Statements



### The Hotline

In addition to talking to a supervisor and having access to the Ethics & Compliance Officer, some employees would prefer to talk on the phone by calling the confidential Hotline service.

### When to Call

How do I know if I should call the Hotline about a situation?

- Might it break a law, policy or practice?
- Does my conscience say to call?
- Would my friends/family disapprove of this issue?
- Would it make me feel uncomfortable if this issue appeared in the newspaper or on TV?

**If you answered YES to any of the above, call the Hotline!**

### Who to Call

**Confidential Hotline**

24 hours a day / 7 days a week

**877-780-9366**

**Dana Ullom-Vucelich**

**800-686-7800 x151**