

## **CODE OF CONDUCT**



**CORNWALL  
MANOR**

Cornwall Manor

PO Box 125

Cornwall, PA 17016-0125

717.273.2647

[www.cornwallmanor.org](http://www.cornwallmanor.org)

## TABLE OF CONTENTS

Scope of our Program	3
Compliance Officer	3
Compliance Program Management	3
Letter from the President & CEO	4
Introduction	5
A Shared Responsibility	5
A Personal Obligation	6
Reporting Compliance Concerns	6
Compliance Line & Web-Based Portal	6
Care Excellence & Resident Rights	7
Abuse & Neglect	7
Elder Justice Act	8
Resident Confidentiality/ HIPAA	8
Resident Property	8
Providing Quality Care	8
Medical Services	9
Professional Excellence	9
Hiring & Employment Practices	9
Employee Screening	10
Licensure, Certification & Exclusion Screening	10
Employee Relations	10
Workplace Safety	10
Drug & Alcohol Abuse	11
Organizational Relations	11
Proprietary Information	11
Gifts	12
Business Courtesies	12
Conflict of Interest	12
Use of Property	13
Computers/Internet	13
Vendor Relationships	13
Marketing & Advertising	14
Regulatory Excellence	14
Billing & Business Practices	14
Referrals & Kickbacks	14
Inducements to Prospective Residents	15
Copyright Laws	15
Financial Practices & Controls	15
Fair Dealing	15
Document Creation, Use & Maintenance	16
Voluntary Disclosure	16
Government Investigations	16
Disciplinary Action	16
Compliance Questions	17
Conclusion	17

## PROGRAM SCOPE

Cornwall Manor is a Continuing Care Retirement Community licensed under the laws of Pennsylvania to provide the following services:

- Skilled Nursing
- Personal Care
- Residential Living

The Compliance & Ethics Program's Code of Conduct covers the compliance issues, laws, regulations and guidelines that are relevant to a provider of senior services, including Senior Living Communities that provide a wide range of healthcare services. This includes, but is not limited to, Medicare and Medicaid regulatory issues, guidelines from the Office of the Inspector General, Internal Revenue Service, Office of Civil Rights of the Department of Health and Human Services, Occupational Safety and Health Administration as well as other federal and state regulatory and business issues. The program fosters a culture of compliance that promotes legal and ethical behavior in the workplace by creating processes that detect and prevent fraud, waste, abuse and policy violations. **The Code of Conduct is supported by our compliance policies and procedures and should be read and understood jointly regarding those policies and procedures.**

The term team member is defined as various individuals who are associated with Cornwall Manor. All individuals, including employees, contractors, volunteers, directors and officers are members of the team in providing care and services to residents. The term resident is defined as individuals who receive the various types of healthcare and other services that Cornwall Manor provides.

Any questions regarding the policies in this Code of Conduct, compliance policies or related references should be directed to an immediate supervisor, a member of the Compliance Committee or the Compliance Officer.

## COMPLIANCE OFFICER

Tracy Stickler serves as Cornwall Manor's Compliance Officer and was appointed by the President & CEO and Board of Trustees. She has the responsibility to assist the President & CEO as well as the Board of Trustees in designing and overseeing efforts to establish, maintain and monitor compliance within our organization. Along with overseeing day-to-day compliance activities; she manages periodic audits, responds to AQORD-reported hotline/web-based comments and leads the organization's Compliance Committee.

The Compliance Officer has direct reporting responsibility to the Board of Trustees. The Compliance Officer is responsible for the development, implementation, training, monitoring and enforcement activities related to the overall compliance program. The Compliance Officer is assisted by the AQORD Compliance Managers and Specialists in providing services to our organization.

## COMPLIANCE PROGRAM MANAGEMENT

Our Board of Trustees, through the President & CEO, carry the overall responsibility for creating a culture that values and emphasizes compliance and integrity.

Cornwall Manor's Compliance Committee is comprised of members of the management team and other key staff positions. The Compliance Officer is the chairperson of this committee which meets monthly.



717-273-2647  
800-222-2476  
cornwallmanor.org

*A non-profit  
continuing care  
retirement community,  
founded in 1949,  
in mission with the  
Eastern Pennsylvania  
Conference of The  
United Methodist  
Church.*

## FROM THE PRESIDENT & CEO

Dear Team Members:

Cornwall Manor has been a leader in the senior living industry since 1949 and has a reputation for providing high-quality housing, healthcare and related services. Cornwall Manor's high standards of honesty, integrity, impartiality and ethical conduct ensure the retention of trust in the organization.

The healthcare industry is constantly changing and is impacted by numerous laws and regulations. In order to maintain a workplace that complies with these laws and regulations, we have developed a Compliance and Ethics Program which supports Cornwall Manor's team members in making the right decisions. This document, called the **Code of Conduct**, represents the primary focus for our Compliance and Ethics Program which reflects our ethics and values and serves as a statement to support how we enhance a resident's quality of life.

The Compliance and Ethics Program and the Code of Conduct are established to guide decisions in both an ethical and compliant manner with respect to applicable laws, statutes and regulations. The Code of Conduct does not replace an individual's obligation in making wise, fair and honest decisions. It is intended to explain the personal and organizational responsibility and to reflect those areas in which improper or unwise decisions can harm the entire organization.

We appreciate each Cornwall Manor team member's commitment to our residents and dedication to compliant and ethical service and care. Each team member is responsible for helping to protect our work environment and its compliance with laws and regulations. I thank you for your commitment and contribution to Cornwall Manor's mission, values and most importantly, to our residents.

Sincerely,

Harry A. McConnell  
President & CEO



## INTRODUCTION

The Code of Conduct is the foundation of the Compliance and Ethics Program. The Code of Conduct is a guide to appropriate workplace behavior in order to correctly respond to a situation. All team members must comply with both the spirit and the letter of all federal, state, and local laws and regulations that apply to the healthcare and other services that Cornwall Manor provides, as well as all laws that apply to business dealings. Violations of these laws and regulations can result in severe penalties for Cornwall Manor as well as the individual team members. These may include financial penalties, exclusion from participation in government programs and in some cases, imprisonment.

Team members share a commitment to legal, ethical, and professional conduct in everything that is done at Cornwall Manor; including caring for residents, ordering supplies, preparing meals, keeping records, paying invoices or making decisions about the future of the organization.

The success of Cornwall Manor as a provider of healthcare and other services depends on team members' personal and professional integrity, acting in good faith and the obligation to do the right things for the right reasons.

The Compliance and Ethics Program provides principles and standards to guide team members in meeting legal, ethical and professional responsibilities. As a team member, the responsibility for supporting the Compliance and Ethics Program in every aspect of workplace behavior is expected.

The Code of Conduct discusses the importance of:

- *Care Excellence* – providing quality, compassionate, respectful, and clinically-appropriate care.
- *Professional Excellence* – maintaining ethical standards of healthcare and business practices.
- *Regulatory Excellence* – complying with federal and state laws, regulations, and guidelines that govern healthcare, housing services, and other services we provide.

## A SHARED RESPONSIBILITY

Cornwall Manor's focus is to care for and provide services for others. It is crucial that each team member adheres to appropriate standards of behavior. As individuals and as an organization, we are responsible to many different groups and must act ethically and responsibly in our relations with:

- Residents and their families;
- Colleagues and co-workers;
- Volunteers and affiliated colleagues;
- Healthcare payers, including the federal and state governments; Regulators, surveyors, and monitoring agencies;
- Physicians, Nurse Practitioners, Physician Assistants;
- Vendors and contractors;
- Business associates; and
- The communities we serve.

Any compromise in those standards could harm residents, fellow team members and the organization. As a healthcare organization, business is conducted under very strict regulations and close governmental oversight. Fraud, waste, and abuse are serious issues. Mistakes, despite intention or severity, can have significant consequences that could result in substantial penalties to Cornwall Manor.

All TEAM MEMBERS are required to complete training on the Code of Conduct and the Compliance and Ethics Program as a condition of employment or business relationship. The Code of Conduct sets forth mandatory standards.

**There is no justification for departing from the Code of Conduct no matter what the situation may be.**

Every team member is responsible for compliance with the Code of Conduct and all policies and procedures. Any team member who violates any of these standards and/or policies and procedures is subject to discipline up to and including termination.

## PERSONAL OBLIGATION

All team members are each responsible for following and enforcing the Code of Conduct during the course of daily work. Each team member has a duty to report any problems observed or perceived, regardless of role.

Team members must help ensure that everything practical is done to comply with applicable laws. Any situation observed or suspected to be unethical, illegal, unprofessional, or wrong, or if there is a clinical, ethical, or financial concern, it must be reported. This is done by complying with the Three Step Reporting Process. Failure to report a noncompliance with the Code of Conduct, policies and procedures, or applicable federal or state laws, could mean disciplinary action up to and including termination. Cornwall Manor has a zero tolerance for retaliation. No one may retaliate against a team member who reports a concern in good faith.

## REPORTING COMPLIANCE CONCERNS: THE THREE-STEP REPORTING PROCESS

- **First**, talk to a supervisor.  
He or she is most familiar with the laws, regulations, and policies that relate to your work.
- **Second**, if speaking to your supervisor is not possible, seek out another member of the leadership team or someone from human resources.
- **Third**, if you still have a concern, contact a member of the organization's Compliance Committee, or the Compliance Officer.

**You may also use the toll-free Compliance Hot Line number or Web-Based Reporting Portal at any time.**

## COMPLIANCE HOT LINE & WEB-BASED REPORTING PORTAL

1-800-211-2713

<https://www.mycompliancereport.com/report?cid=>

**All calls are confidential and anonymous.**

The Compliance Line & Web-Based Reporting Portal are available 24 hours a day, 7 days a week, to report compliance-related issues. Concerns that are reported are taken seriously.

Reports can be made to the Compliance Line & Web-Based Reporting Portal without fear of reprisal, retaliation, or punishment for your actions. Anyone, including a supervisor, who retaliates against a team member for reporting a compliance issue will be disciplined.

## CARE EXCELLENCE & RESIDENT RIGHTS

Cornwall Manor's most important job is to provide quality care to the residents. This means working toward the best possible outcomes while offering compassionate support and following all applicable rules and regulations, including the Medicare Conditions of Participation.

Residents receiving healthcare and other services have clearly defined rights. A document describing these rights is provided to each resident upon admission and is posted in visible locations throughout the organization for the residents' and team members' reference. To honor these rights, we must:

- Make no distinction in the admission, transfer, or discharge of a resident, or in the care provided on the basis of race, gender, age, religion, national origin, disability, color, marital status, veteran status, medical condition, sexual orientation, or other protected class status, insurance, or financial status;
- Treat all residents in a manner that preserves dignity, autonomy, self-esteem, and civil rights;
- Protect every resident from physical, emotional, verbal, or sexual abuse or neglect;
- Protect all aspects of resident privacy and confidentiality;
- Respect residents' personal property and money and protect it from loss, theft, improper use, and damage;
- Respect the right of residents and/or their legal representatives to be informed of and participate in decisions about their care and treatment;
- Respect the right of residents and/or their legal representatives to access their medical records as required by the Health Information Portability and Accountability Act (HIPAA);
- Recognize that residents have the right to consent to or refuse care and the right to be informed of the medical consequences of such refusal;
- Protect residents' rights to be free from physical and chemical restraints; and
- Respect the residents' right to self-determination and autonomy.

## ABUSE AND NEGLECT

Cornwall Manor does not tolerate any type of resident abuse or neglect - physical, emotional, verbal, financial, or sexual. Residents must be protected from abuse and neglect by team members, family members, legal guardians, friends, or any other person. This standard applies to all residents at all times.

Federal law defines abuse as the willful infliction of injury, unreasonable confinement, intimidation, or punishment with resulting physical harm, pain, or mental anguish. This presumes that instances of abuse of all residents, even those in a coma, cause physical harm, or pain or mental anguish. Neglect means failure to provide goods and services necessary to avoid physical harm, mental anguish, or mental illness. The failure to follow a resident's care plan may constitute abuse.

### **Definition of abuse:**

An abusive act is an act or omission which may or does cause actual physical or emotional harm or injury to a patient/resident, or an act which willfully deprives a patient/resident of his or her rights as defined by the Department of Health. An act of abuse directed against a patient/resident is prohibited and is cause for disciplinary action including dismissal, and possible criminal prosecution.

Questions may arise as to what actions constitute abuse of a patient/resident. An action which may cause or causes actual physical or emotional harm or injury, which is not caused by simple negligence, constitutes abuse. An action such as striking or kicking a patient/resident, restraining a patient/resident improperly or without authorization, and

other actions which can be seen as causing physical pain to a patient/resident are strictly forbidden. An act such as teasing, humiliating, degrading or intentionally ignoring a patient/resident, may constitute abuse and will be dealt with no less severely than acts causing physical injury.

Nonaction which results in emotional/physical injury is viewed in the same manner as that caused by improper or excessive action. Actions in which employees engage with patients/residents shall have as their legitimate goal, the healthful, proper and humane care and treatment of the patient/resident.

**Any team member who abuses or neglects a resident is subject to termination. In addition, legal or criminal action may be taken. Abuse and neglect MUST BE REPORTED IMMEDIATELY to the Vice President of Health Services.**

## **ELDER JUSTICE ACT**

The Elder Justice Act requires timely reports of any reasonable suspicion of a crime against a resident of a long-term care facility. You must report your reasonable suspicion to the Pennsylvania Department of Health, Lehigh Valley Field Office (610-861-2121) and local law enforcement within two (2) hours if the suspected crime involves serious bodily injury or within 24 hours if the suspected crime does not involve serious bodily injury.

**DO NOT** call the Compliance Line for allegations of abuse or neglect.

**Report abuse or neglect immediately to the Vice President of Health Services.**

## **RESIDENT CONFIDENTIALITY/HIPAA**

All Team Members must use and disclose medical, financial, or personal information only in a manner consistent with the Health Insurance Portability and Accountability Act (HIPAA) Privacy policies and procedures and state and federal law. Team Members are responsible for keeping resident protected health information (PHI) confidential. PHI is defined as individually identifiable health information that is transmitted or maintained in any form or medium, including electronic health information.

Any unauthorized exposure of PHI which compromises the security or privacy of information is a potential breach.

**If you become aware of a breach of any protected or sensitive information it is important that you report it immediately to your supervisor and the Compliance Officer.**

If the disclosure results in a breach, Cornwall Manor must investigate and comply with all state and federal HIPAA regulations for breach notification.

## **RESIDENT PROPERTY**

Team Members must respect residents' personal property and protect them from loss, theft, damage, or misuse. Team Members who have direct access to resident funds must maintain accurate records and accounts.

## **PROVIDING QUALITY CARE**

As a Continuing Care Retirement Community, the primary commitment is to provide the care, services, and resources necessary to help each resident reach or maintain his or her highest possible level of physical, mental, and psychosocial

well-being. Cornwall Manor has policies and procedures and provides training and education to help each team member strive to achieve this goal.

Our care standards include:

- Accurately assessing the individual needs of each resident and developing interdisciplinary care plans that meet those assessed needs;
- Reviewing goals and care plans to ensure that the residents' ongoing needs are being met;
- Providing only medically necessary, physician prescribed services and products that meet the residents' clinical needs;
- Confirming that services and products (including medications) are within accepted standards of practice for the resident's clinical condition;
- Ensuring that services and products are reasonable in terms of frequency, amount, and duration;
- Measuring clinical outcomes and resident satisfaction to confirm that quality of care goals are met;
- Providing accurate and timely clinical and financial documentation and record keeping;
- Ensuring that residents' care is given only by properly licensed and credentialed providers with appropriate background, experience, and expertise;
- Reviewing resident care policies and procedures and clinical protocols to ensure that they meet current standards of practice; and
- Monitoring and improving clinical outcomes through a Quality Assurance Performance Improvement (QAPI) Committee with established benchmarks.

## **MEDICAL SERVICES**

Cornwall Manor is committed to providing comprehensive, medically necessary services for residents. The Medical Director provides oversight to physicians and other medical providers and services as defined by state and federal regulations. The Medical Director oversees the care and treatment policies and is actively involved in the Quality Assurance Performance Improvement (QAPI) Committee.

## **PROFESSIONAL EXCELLENCE**

The professional, responsible, and ethical behavior of every team member reflects on the reputation of Cornwall Manor and the services provided. Whether work is directly with residents or in other areas that support resident services, team members are expected to maintain standards of honesty, integrity, and professional excellence, every day.

## **HIRING & EMPLOYMENT PRACTICES**

Cornwall Manor is committed to fair employment practices. When hiring and evaluating, we:

- Comply with federal, state, and local Equal Employment Opportunity laws, hiring the best qualified individuals regardless of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability, or genetic information;
- All promotions, transfer evaluations, compensation, and disciplinary actions also follow this policy;
- Conduct employment screenings to protect the integrity of our workforce and welfare of residents and team members;

- Require all who need licenses or certifications to maintain their credentials in compliance with state and federal laws. Documentation of licenses or certifications must be provided.

## EMPLOYEE SCREENING

Employees are screened in accordance with federal and state law to ensure the safety of residents. Screening procedures have been implemented and are conducted prior to hire and at a minimum of quarterly thereafter.

All team members of Cornwall Manor must immediately report to a supervisor:

- If you are arrested or indicted for a criminal offense;
- If you are convicted of an offense that would preclude employment in a healthcare facility;
- If action has been taken against your license or certification; or
- If you are excluded from participation in a federal or state healthcare program.

## LICENSURE, CERTIFICATION & EXCLUSION SCREENING

Cornwall Manor is committed to ensuring that only qualified professionals provide care and services to residents. Practitioners and other professionals treating residents must abide by all applicable licensing, credentialing and certification requirements. In addition, every effort is made to validate licenses and certification through the appropriate state or federal agency.

Cornwall Manor is prohibited by federal law from employing, retaining, or contracting with anyone who is excluded from any federal or state funded programs. Screening of all team members through the Office of Inspector General's List of Excluded Individuals and Entities, GSA's System of Award Management, and the Pennsylvania Medicaid Excluded Provider List database is conducted prior to hire and at a minimum of quarterly thereafter.

## EMPLOYEE RELATIONS

To maintain an ethical, comfortable work environment, staff must:

- Refrain from any form of sexual harassment or violence in the workplace;
- Treat all colleagues and co-workers with equal respect, regardless of their national origin, race, color, religion, sexual orientation, age, gender identity, (specific to organization policy) or disability;
- Protect the privacy of other team members by keeping personal information confidential and allowing only authorized individuals access to the information;
- Not supervise or be supervised by an individual with whom there is a familial relationship; and
- Behave professionally and use respectful communication at all times.

## WORKPLACE SAFETY

Maintaining a safe workplace is critical to the well-being of the residents, visitors, and team members. Every team member should become familiar with safety regulations and emergency plans regarding fire and disaster in his or her work area.

In addition to organizational policies, team members must abide by all environmental laws and regulations. Team members are expected to follow organizational safety guidelines and to take personal responsibility for helping to

maintain a secure work environment. If a team member notices a safety hazard, action must be taken to correct it or to report it to a supervisor immediately.

## DRUG & ALCOHOL ABUSE

Cornwall Manor is committed to maintaining a team dedicated and capable of providing quality resident services. Consumption of any substance that impairs ability to provide quality services or otherwise interferes with performance of duties is prohibited.

For a team member who appears to have work performance problems related to drug or alcohol use, a drug and alcohol screening will be conducted, and appropriate action will be taken, if necessary.

Illegal, improper, or unauthorized use of any controlled substance that is intended for a resident is prohibited. Any improper diversion of drugs or medical supplies must be immediately reported to the department supervisor, the Compliance Officer, or use the Compliance Line. Failure to report a known instance of noncompliance with this policy may result in disciplinary action against the team member, up to and including termination.

## ORGANIZATIONAL RELATIONS

Professional excellence in organizational relations includes:

- Complying with federal tax law to maintain tax exempt status under section 501(c)(3) of the Internal Revenue Code;
- Maintaining company privacy and keeping proprietary information confidential;
- Avoiding outside activities or interests that conflict with responsibilities to Cornwall Manor and reporting such activity or interest prior to and during employment;
- Allowing only designated management staff to report to the public or media; and
- Requiring that Cornwall Manor complies with the licensing and certification laws that apply to its business.

## PROPRIETARY INFORMATION

In the performance of your duties a team member may have access to, receive, or may be entrusted with confidential and/or proprietary information that is owned by Cornwall Manor and that is not presently available to the public. This type of information should never be shared with anyone outside the organization without authorization from a member of the leadership team.

Examples of proprietary information that should not be shared include:

- Resident and team member data and information;
- Details about clinical programs, procedures, and protocols;
- Policies, procedures, and forms;
- Training materials;
- Current or future charges or fees or other competitive terms and conditions;
- Current or possible negotiations or bids with payers or other clients;
- Compensation and benefits information for staff;
- Stocks or any kind of financial information; and
- Market information, marketing plans, or strategic plans.

## GIFTS

Team members may not accept any tip or gratuity from residents and may not receive individual gifts from residents.

Team Members may accept gifts from “gift funds” established from resident funds so long as the gifts provided to employees are of equal value and the contributions by residents to the “gift fund” are voluntary and anonymous such that there is no way for an employee who benefits from the fund to determine whether a resident contributed to the fund.

Team members may not borrow money from nor lend money to residents; nor engage with residents in the purchase or sale of any item. No team member may accept any gift from a resident under a will or trust instrument except in those cases where they are related by blood or marriage.

Team members may **not** serve as a resident’s executor, trustee, administrator, or guardian or provide financial services or act as a power of attorney for a resident except in those cases where they are related by blood or marriage unless otherwise allowed by state law.

## BUSINESS COURTESIES

Cornwall Manor prohibits any team member from offering, giving, soliciting, or accepting business or professional courtesies including entertainment and gifts that could be interpreted as attempts to influence decision making. Under no circumstances will a team member solicit or accept business courtesies, entertainment or gifts that depart from the Business Courtesies policy.

## CONFLICT OF INTEREST

A conflict of interest exists any time loyalty to the organization is, or even appears to be, compromised by a personal interest. There are many types of conflict of interest and these guidelines cannot anticipate them all, however the following provide some examples:

- Financial involvement with vendors or others that would cause a team member to put their financial interests ahead of Cornwall Manor’s;
- Team member /Officer participation in public affairs, corporate or community directorships, or public office;
- An immediate family member who works for a vendor or contractor doing business with the organization and who is in a position to influence decisions affecting the work of the organization;
- Participating in transactions that put your personal interests ahead of Cornwall Manor or cause loss or embarrassment to the organization;
- Taking a job outside of Cornwall Manor that overlaps with your normal working hours or interferes with your job performance; or
- Working for Cornwall Manor and another vendor that provides goods or services at the same time.

All team members must seek guidance and approval from our CEO or Compliance Officer before pursuing any business or personal activity that may constitute a conflict of interest.

## USE OF PROPERTY

The assets of the organization must be protected and their authorized and efficient use ensured. Theft, carelessness, and waste have a direct impact on the organization's viability. All assets must be used solely for legitimate business purposes.

Team members must make sure that they:

- Only use property for the organization's business, not personal use;
- Exercise good judgment and care when using supplies, equipment, vehicles, and other property; and
- Respect copyright and intellectual property laws; or
- If unable to assess the copyright or intellectual property laws, never copy material and/ or download software.

## COMPUTERS/INTERNET USE

Team members are expected to use computers, email, and internet systems appropriately and according to the established policy and procedure. Improper or unlawful activity or downloading any games or music without prior approval is prohibited.

Internet use can be tracked and monitored. No expectation of privacy should be assumed when using Cornwall Manor's computers, email, and internet/intranet system. The organization has the right to sanction or discipline employees who violate the Code of Conduct in a digital, cyber, or other non-face-to-face environment. Team members should be familiar with the Social Media policy and abide by it.

## VENDOR RELATIONSHIP

Cornwall Manor takes responsibility for being a good client and dealing with vendors honestly and ethically. The organization is committed to fair competition among prospective vendors and contractors for our business. Arrangements between Cornwall Manor and its vendors must always be approved by management. Certain business arrangements must be detailed in writing and approved by management. Agreements with contractors and vendors who receive resident information, with the exception of care providers, will require a Business Associate Agreement (BAA) with the organization as defined by HIPAA. Contractors and vendors who provide resident care, reimbursement, or other services to resident beneficiaries of federal and/ or state healthcare programs are subject to the Code of Conduct and must:

- Maintain defined standards for the products and services they provide to us and residents;
- Comply with all policies and procedures as well as the laws and regulations that apply to their business or profession;
- Maintain all applicable licenses and certifications and provide evidence of sanction screening, current workers compensation, and liability insurance as applicable; and
- Require that their employees comply with the Code of Conduct and the Compliance and Ethics Program and related training as appropriate.

## **MARKETING & ADVERTISING**

Cornwall Manor uses marketing and advertising activities to educate the public, increase awareness of our services, and recruit new team members. These materials and announcements, whether verbal, printed, or electronic, will present only truthful, informative, non-deceptive information.

## **REGULATORY EXCELLENCE**

As a healthcare organization, it is essential to adhere to the various federal, state, and local laws that regulate the field. Staying informed about the most current regulations is a vital and ongoing responsibility. Every team member is accountable for understanding and maintaining compliance with relevant laws, rules, regulations, policies, and procedures related to specific job roles.

## **BILLING & BUSINESS PRACTICES**

Cornwall Manor is committed to operating with honesty and integrity. All team members must ensure that all statements, submissions, and other communications with residents, prospective residents, the government, suppliers, and other third parties are truthful, accurate, and complete.

We are committed to ethical, honest billing practices and expect vigilance in maintaining these standards at all times. False or inaccurate coding or billing will not be tolerated. Any team member who knowingly submits a false claim or provides information that may contribute to submitting a false claim such as falsified clinical documentation, to any payer – public or private – is subject to termination. In addition, legal or criminal action may be taken.

Prohibited practices include, but are not limited to:

- Billing for services or items that were not provided or costs that were not incurred;
- Duplicate billing - billing items or services more than once;
- Billing for items or services that were not medically necessary;
- Assigning an inaccurate code or resident status to increase reimbursement;
- Providing false or misleading information about a resident's condition or eligibility;
- Failing to identify and refund credit balances;
- Submitting bills without supporting documentation;
- Soliciting, offering, receiving, or paying a kickback, bribe, rebate, or any other remuneration in exchange for referrals; and/or
- Untimely entries into medical records.

Observation or suspicion that false claims are being submitted or knowledge of a prohibited practice must be immediately reported to a supervisor, the Compliance Officer, or filing a report with the Compliance Hotline/Web-Based Reporting Portal. Failure to report a known prohibited practice could result in disciplinary action up to and including termination.

## **REFERRALS & KICKBACKS**

Team members and related entities often have close associations with local healthcare providers and other referral sources. All relationships with these professionals must demonstrate ethical business practices by being open, honest, and legal.

Resident referrals are accepted based solely on the clinical needs and Cornwall Manor's ability to provide the services. Cornwall Manor never solicits, accepts offers, or gives anything of value in exchange for resident referrals or in exchange for purchasing or ordering any good or service for which payment is made by a federal health care program. Anything of value includes any item or service of value including cash, goods, supplies, gifts, "freebies," improper discounts or bribes.

Accepting kickbacks is against Cornwall Manor's policies and procedures and also against the law. A kickback is anything of value that is received in exchange for a business decision such as a resident referral. To assure adherence to ethical standards in all business relationships:

- Verify all business arrangements with physicians or other healthcare providers or vendors in a written document; and
- Comply with all state and federal regulations when arranging referrals to physician-owned businesses or other healthcare providers.

Team members cannot request, accept, offer, or give any item or service that is intended to influence – or even appears to influence – the referral, solicitation, or provision of healthcare service paid for by any private or commercial healthcare payer or federal or state healthcare program, including Medicare and Medicaid, or other providers.

## **INDUCEMENTS TO PROSPECTIVE RESIDENTS**

Nothing of value (including goods, services, or money) may be offered to prospective residents or any beneficiary of a federal or state healthcare program that could potentially influence that person's selection of a provider of healthcare services.

For the purposes of this policy, anything of value includes but is not limited to any waiver of payment, gift, or free service that exceeds a value of \$10 per item or \$50 annually in total. Questions about whether a particular gift or service would be considered "of value" should be discussed with a supervisor or the Compliance Officer.

## **COPYRIGHT LAWS**

Most print and electronic materials are protected by copyright laws. Team members are expected to respect these laws and not reproduce electronic print or printed material without obtaining permission as required by the writer or publisher. When in doubt, ask your supervisor.

## **FINANCIAL PRACTICES & CONTROLS**

Ensuring that financial and operating information is current and accurate is an important means of protecting assets. All team members must ascertain that all information provided to bookkeepers, accountants, reimbursement staff, external auditors and compliance staff is accurate and complete. Compliance with federal and state regulations in maintaining clinical records, accounting records and financial statements is expected along with cooperating fully with internal and external audits.

## **FAIR DEALING**

All team members must deal fairly with residents, suppliers, competitors, and all others. No team member, manager, or director shall take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any other unfair dealing practice.

## DOCUMENT CREATION, USE & MAINTENANCE

All team members are responsible for the integrity and accuracy of documents, records and e-mails including, but not limited to, resident medical records, billing records and financial records. No information in any record or document may ever be falsified or altered.

Confidential information disclosure, internally or externally, either directly or indirectly, is on a need-to-know basis in the performance of duties. Disclosure of confidential information to external sources must follow organization policies.

Upon termination of employment, all confidential information, medical and/or business, must be returned to Cornwall Manor. Confidential business information may include potential or threatened litigation, litigation strategy, purchases or sales of substantial assets, business plans, marketing strategies, organizational plans, financial management, training materials, fee schedules, department performance metrics, and administrative policies.

## VOLUNTARY DISCLOSURE

It is Cornwall Manor's policy to voluntarily report known overpayments and any improper/irregular conduct, including fraudulent conduct, which may affect any federal or state healthcare program. Reporting will be completed within the time frames identified under the Patient Protection and Affordable Care Act.

## GOVERNMENT INVESTIGATIONS

Cornwall Manor is committed to cooperating with requests from any governmental inquiry, audit, or investigation. You are encouraged to cooperate with such requests, conscious of the fact that team members have the following rights:

- The right to speak or decline to speak;
- The right to speak to an attorney before deciding to be interviewed; and
- The right to have an attorney be present during an interview.

In complying with our policy, team members must not:

- Lie or make false or misleading statements to any government investigator or inspector;
- Destroy or alter any records or documents;
- Attempt to persuade another team member or any person to give false or misleading information to a government investigator or inspector; or
- Be uncooperative with a government investigation.

If you receive a subpoena or other written or oral request for information from the government or a court, contact your supervisor or the Compliance Officer before responding.

## DISCIPLINARY ACTION

Disciplinary action will be taken against anyone who fails to act in accordance with this Code of Conduct, the Compliance and Ethics Program, supporting policies and procedures, and applicable federal and state laws. Disciplinary action may be warranted in relation to violators of the Compliance and Ethics Program and to those who

fail to detect violations or who fail to respond appropriately to a violation, whatever their role in the organization. When taking disciplinary action against a team member, Cornwall Manor will utilize standard disciplinary processes which may lead to the termination of business relationships and agreements. The Compliance Officer may initiate and recommend corrective or disciplinary action against a team member through the Compliance Official and President and may also monitor appropriate implementation of the disciplinary process. Cornwall Manor will discipline anyone who engages in prohibited retaliatory conduct.

## COMPLIANCE QUESTIONS

The laws applicable to Cornwall Manor's operations are numerous and complicated. When unsure whether a particular activity or practice violates the law or the Compliance and Ethics Program, immediately seek guidance from a department supervisor or the Compliance Officer. Team members will not be penalized for asking compliance-related questions. Cornwall Manor encourages the asking of questions to ensure understanding the duties that are imposed under this Code of Conduct, the Compliance and Ethics Program, and other applicable federal and state laws.

## CONCLUSION

The Compliance and Ethics Program is critical to Cornwall Manor's continued success and integrity. The Code of Conduct and the Compliance and Ethics Program set standards for the legal, professional and ethical conduct of our business. Some key points to remember are:

- Cornwall Manor and all team members are committed to personal and organizational integrity, to acting in good faith and to being accountable for our actions.
- The Code of Conduct and the Compliance and Ethics Program exist to deal with the growing complexity of ethical, professional and legal requirements of delivering healthcare in the CCRC environment.
- The Compliance and Ethics Program is an ongoing initiative designed to foster a supportive work environment, provide standards for clinical and business conduct and offer education and training opportunities for team members.

The success of the Cornwall Manor's Compliance and Ethics Program depends on everyone's commitment to act with integrity, both personally and as an organization. Team members' duty is to ensure that the organization is doing its best to comply with applicable laws. Team members are expected to satisfy this duty by performing their responsibilities in accordance with professional standards, the regulations guiding our business practices and our policies and procedures.

**Compliance Officer**

Name: Tracy Stickler, Compliance Officer

Phone: 717-273-2647

**Compliance Committee**

Harry McConnell, President

Kate Davies, Director of Nursing

Vicki Deitzler, Vice President of Operations/Advancement

Brooke Fogel, Vice President of Finance

Keith Fernsler, Director of Information Technology

OPEN, Personal Care Home Administrator

Minnie Strickler, Vice President of Health Services

Greg Weaber, Vice President of Human Resources

Paul Weidman, Vice President of Plant Operations

**Toll-Free Compliance Line**

1-800-211-2713

<https://www.mycompliancereport.com/report?cid=FSA>

AQORD has established  
a collaborative Compliance and Ethics Program known as  
the AQORD Compliance Program.

AQORD  
460 Norristown Road, Suite 300  
Blue Bell, PA, 19422-2325  
215-646-0720



AQORD Orig: Jan 2009; Rev. Sept 2014; Rev. March 2019, Jan. 2026

Revised and adopted by Cornwall Manor's Board of Trustees & Corporate Compliance Committee – January 2026