

**FULTON FINANCIAL**  
CORPORATION

# Fulton Financial Keeps Risk in Check

“In today’s world, a company’s ability to efficiently deliver products and services depends on having good people in place with processes to follow. EthicsPoint helps identify fraud exposure and improve employee confidence.”

Jerry Furman  
Senior Vice President and Chief Auditor



## Solution



## Highlights



**INDUSTRY**  
Banking



**NUMBER OF EMPLOYEES**  
3,500+



**BEFORE**  
Company needed a new reporting system that would boost employee confidence.



**AFTER**  
EthicsPoint provided easy-to-use solution and data that helps mitigate risk.

## An organization's hotline reporting system serves many purposes, such as providing:

- » A confidential place for employees to clarify policy and discuss or report concerns
- » A communications channel beyond the rumor mill
- » A way to direct employee questions to the appropriate resource
- » An opportunity to provide guidance before a poor decision is made
- » An early warning of issues or problem areas brewing in the organization
- » A last internal stop for whistleblowers before they take an issue outside the organization to a regulator or attorney

[Download the Definitive Guide to Incident Management to Learn More](#)

## Challenge: Proactive Approach to Risk Reveals Need for Better Reporting System

As part of the highly-regulated banking industry, Fulton Financial Corporation spent years developing strong financial controls to identify and resolve potential risks early. Although Fulton was not exposed to as much risk as some larger financial organizations, the company still wanted to take any necessary precautions to protect its human and capital resources.

To do that and to meet federal requirements, the company initially used an internal system. According to Jerry Furman, Senior Vice President and Chief Auditor at Fulton, that approach did not instill confidence among employees, had limited functionality and was difficult to staff. He spearheaded the charge to take a more proactive approach to risk.

## Solution: EthicsPoint® Offers Easy-to-Use Reporting System

After conducting research, Furman helped Fulton select [EthicsPoint](#) to provide employees with a safe, anonymous way to report any suspected fraud or misconduct. "This economy has a major impact on financial organizations. People are under increased pressure and we are looking carefully for fraud exposures. Like many organizations, we do not expect to find fraud. However, there is always a risk and EthicsPoint helps us identify any issues so we can work quickly and effectively to address them," said Furman.

Fulton worked with NAVEX Global's Implementation team to configure its EthicsPoint system. The company modified aspects of the data intake and online landing page to make sure that everything was very clear and easy to use. "EthicsPoint is a very efficient system. It was easy to set up, and it is easy to create reports, track cases and communicate in the system," said Furman.

Data from EthicsPoint is sorted into categories which allows Fulton to analyze trends at each of its subsidiaries. When a report is submitted, three departments are automatically notified: Legal, Human Resources, and Internal Audit. Furman works with the other departments to decide who should take the lead in resolving the report. "We have a good working relationship across departments. Fraud allegations can impact everybody, and we all want to make sure they are resolved quickly and appropriately," Furman explained. That setup also helps keep everybody accountable with a system of checks and balances. For example, if a person in one department were to be implicated in a report, only the other two departments would be notified.

## Whistleblower Hotline Intake

Trusted by thousands of clients around the world, our hotlines help employees, customers, suppliers and other stakeholders quickly and easily report potential ethics and compliance issues. Our hotlines also provide you with the E&C data you need to inform your program, helping you spot trends and take corrective action before minor issues become major.

## Incident Management: EthicsPoint®

Capture and investigate E&C reports from across your organization in a centralized database. Our EthicsPoint Incident Management solution gathers data from all of your reporting channels—including your ethics hotline, web intake, and reports forms for open door conversations—to create a systematic approach to documenting case assignments and streamlining workflow.

## Awareness Solutions

Raise awareness of key E&C program components, including your hotline and key training messages, with NAVEX Global's proven awareness materials.

## Results: Fulton Boosts Employee Confidence and Mitigates Risk

The increased visibility into what's going on in the company gives Fulton a head start when it comes to identifying risk. "Organizations that meet minimum requirements get minimal information. EthicsPoint gives us enough data to proactively identify risk issues before they become significant," Fulton stated.

Furman contends that EthicsPoint pays for itself by helping minimize the potential costs of undetected fraud. In addition, there is tremendous value in sensing employees' confidence that they have a confidential resource to report issues and see them resolved.

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## About Fulton Financial Corporation

Fulton Financial Corporation is a \$16.9 billion financial holding company based in Lancaster, Pennsylvania. The company provides a wide range of financial products and personalized services in Pennsylvania, Maryland, Delaware, Virginia and New Jersey. Fulton is comprised of several different banking subsidiaries, and offers comprehensive products and services provided by talented employees who care about each and every relationship.

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### ABOUT NAVEX GLOBAL

NAVEX Global's comprehensive suite of ethics and compliance software, content and services helps organizations protect their people, reputation and bottom line. Trusted by 95 of the FORTUNE 100 and more than 12,500 clients, our solutions are informed by the largest ethics and compliance community in the world.