

FAHCS

How to Market Without Violating the Law

A 90-Minute Lunch & Learn Audio Conference
by

Elizabeth E. Hogue, Esq.

Thursday, February 8, 2024

******1:00 p.m. to 2:30 p.m. Eastern Time******

Replay: February 15, 2024 (Recorded playback available for 24 hours)

Audio-Conference Description

Marketers for home health agencies, hospices, HME companies, and private duty agencies must understand what is allowed and what isn't. Enforcement actions against marketers and their employers continue to increase dramatically as marketers compete to defend and increase market share. The stakes are high and providers must get it right! The purpose of this teleconference is to provide in-service education about requirements governing marketing activities for marketers and managers. What do marketers need to know about the federal anti-kickback statute and Stark? What are the current limits on items that can be given to patients and referral sources? How about lunches for doctors? What about patients' right to freedom of choice? Gather marketing staff members together to learn all about it! There will be plenty of time for questions during the teleconference and extensive handouts will be provided.

About the Speaker:

Elizabeth Hogue is an attorney in private practice with extensive experience in health care. Prior to becoming an attorney, she was employed as a personnel manager by a Blue Cross-Blue Shield Plan. She studied at the University of Maryland School of Law, concentrating in health law, and gained considerable clinical experience, course work, and employment experience in this area. Following her admission to the Bar, she developed an active practice in health law. She represents clients all over the country. Her clients are professional associations, managed care providers, and institutional health care providers; including hospitals, long-term care facilities, home health agencies, durable medical equipment companies, and hospices. Ms. Hogue gives numerous presentations each year on health-related topics. Her articles are regularly included in trade association publications and other journals. Ms. Hogue is a member of the American Health Lawyers Association.

How it works:

Complete the Registration Form for your agency and return to elizabethhogue@elizabethhogue.net. Registered locations will receive an e-mail confirmation two days prior to the teleconference with instructions on how to join the audio conference, access handouts, additional resources, etc. Participate in the live, interactive Q&A session via your telephone.

PLEASE NOTE: Registration fees are based on one phone connection; multiple site participation from your agency will be charged a separate registration fee for each.

REGISTER TODAY! Save time and travel costs, and include all staff members who will benefit from this program!

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Health Care Attorney

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TO REGISTER

BE SURE TO INCLUDE ALL INFORMATION REQUESTED BELOW:

E-Mail completed form to: elizabethhogue@elizabethhogue.net.

Please type or print legibly all information below.

Name: _____ **Agency:** _____
Address: _____ **City/State/Zip Code:** _____
Phone: _____ **Fax:** _____
Email (Mandatory Field): _____

Registration Fees

This fee includes one phone connection. Additional fees will be charged if there are multiple connections. **No refunds will be given.**

Member

Non-Member

February 8th

\$125

\$125

February 15th Replay Date

PAYMENT METHOD

VISA MasterCard American Express

Please bill us. We understand that we will be billed \$20 for each invoice if not paid within 30 days.

Cardholder's name (print) _____

Card Number _____ / _____ / _____ Exp. Date _____

Signature _____

For office Use Received _____ M / NM
DB _____ Paid \$ _____
Ck//CC# _____ Auth _____
Q _____ Due \$ _____
Inv/date _____
Confirm Sent _____