

# **In-Service Training for Marketers**

A 90-Minute Lunch & Learn Audio Conference  
by

**Elizabeth E. Hogue, Esq.**

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**Thursday, January 26, 2023**

**\*\*\*\*12:00 p.m. to 1:30 p.m. Central Time\*\*\*\***

**Encore: February 2, 2023 (Recorded playback available for 24 hours)**

## **Audio-Conference Description**

Fraud enforcers continue to go after marketers and their employers, plain and simple! Knowledge is often the key to avoiding dire consequences. Marketers for home health agencies, hospices, HME companies and private duty agencies must understand what is allowed and what isn't. The stakes are high and providers must get it right! The purpose of this teleconference is to provide in-service education about current requirements governing activities of marketers, their managers, and owners. What do providers need to know about the federal anti-kickback statute and Stark? What can providers give to referral sources, including discharge planners? What about lunches for doctors? How much is too much? Gather your marketing staff together for this in-depth educational session so marketers don't compromise your business. Questions will be welcome 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, private duty 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. She is a member of the American Health Lawyers Association.

### **This is how it works:**

Complete the attached Registration Form for your organization and return to HCLA  
Registered locations will receive an email confirmation **two days prior to the teleconference** with dial-in information and handout materials and/or resources. On the day of the conference, simply join the call by dialing the toll-free number and giving your organization name and conference ID number. Gather your staff and listen via speakerphone to the presentation, following along with the handouts.

**PLEASE NOTE:** Registration fees are based on each dial-in connection; multiple call-ins from your organization will be charged. We are unable to accommodate more than one organization per call-in.

**REGISTER TODAY!**  
**Save time and travel costs.**  
**Include all staff members who will**  
**benefit from this program!**

**HCLA**

P.O. Box 80124, Lafayette, LA 70598  
Office: (337) 231-0080 Fax: (337) 231-0089  
Liz@hclanet.org

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## **THREE SIMPLE WAYS TO REGISTER** **BE SURE TO INCLUDE ALL INFORMATION REQUESTED BELOW:**

1. **E-mail** this completed form to: Liz@hclanet.org
2. **Fax** completed form to: (337) 231-0089
3. **Mail** completed form to: HCLA, P.O. Box 80124, Lafayette, LA 70598

**Name of Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail (required field):** \_\_\_\_\_

### **Registration Fees**

This fee includes one dial-in connection. ☐ 1/26/23 – \$169 per call-in  
Additional fees will be charged for multiple dial- ☐ 2/2/23 Encore Date – \$169 per call-in  
ins. There are no refunds.

### **PAYMENT METHOD**

☐ Check (payable to HCLA.) ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Cardholder's name (print) \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

### **HCLA**

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