



Inservice Program on Marketing

A 90-Minute Lunch & Learn Audio Conference
by

Elizabeth E. Hogue, Esq.

Thursday, February 7, 2019

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

Encore: February 14, 2019 (Recorded playback available for 24 hours)

Audio-Conference Description

Fraud enforcers are still targeting marketing activities in spades throughout the home care industry, including home health agencies, hospices and HME companies. AND if providers get referrals in ways that aren't allowed, any claims for the services are false claims. The stakes are high and providers must get it right! Join us for an inservice program for both management and marketers about the latest in what's required. What are the new limits on costs of items given to physicians? What about Preferred Provider Agreements? Can providers contract for marketing services? What about the use of Medical Directors? Can liaisons attend discharge planning meetings at hospitals? How can providers rent space in assisted living facilities (ALF's)/independent living facilities (ILF's) and offer wellness programs to residents? Extensive handouts will be provided and questions are welcome.

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 HCLA. 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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FIVE SIMPLE WAYS TO REGISTER

BE SURE TO INCLUDE ALL INFORMATION REQUESTED BELOW:

1. **Register Online** at: www.hclanet.org.
2. **Fax** this completed form below to: 337-231-0089.
3. **Mail** completed form to: HCLA, P.O. Box 80124, Lafayette, LA 70598.
4. **Email** this completed form to Liz at liz@hclanet.org.
5. **Call** HCLA office at 337-231-0080.

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 the day of the teleconference.

☐ 2/7/19 – Audio Conference

☐ 2/14/19 Encore Date

Member

\$159.00

Non-Member

\$259.00

PAYMENT METHOD

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

Cardholder's name (print) _____

Card Number _____ / _____ / _____ Exp. Date _____

Signature _____