

The Home Care Association of Colorado presents
“Marketing Home Care, HME and Hospice Services”

A Three-Session Lunch & Learn Audio-Conference Series

by

Elizabeth E. Hogue, Esq.

Health Care Attorney & Consultant, Burtonsville, MD

11:00 a.m. to 12:30 p.m. Mountain Time

Thursday, January 27, 2005: Marketing to Hospitals (register by 1/20/05)

Thursday, February 17, 2005: Marketing to Physicians (register by 2/10/05)

Thursday, March 17, 2005: Marketing to Long-term Care Facilities, Assisted Living Facilities, Life Care Communities and Retirement Centers (register by 3/10/05)

Audio-Conference Description

Home health, HME and hospice providers are more acutely aware of the importance of marketing their services than ever before in order to maintain economic viability. Post-acute providers have expanded marketing staff and developed a number of new marketing strategies and activities in response to an extremely competitive marketplace. But these activities and strategies raise a number of legal concerns, including potential violations of fraud and abuse prohibitions, antitrust laws, patients' right to freedom of choice of providers and Stark rules.

The purpose of this series of audio-conferences is to identify practical strategies for marketing home care, HME and hospice services and the potential legal pitfalls in utilizing these strategies. Practical solutions will be provided in order to maximize the effectiveness of marketing strategies without violating legal requirements.

These sessions will focus on the following marketing strategies and potential legal pitfalls and solutions associated with them:

Marketing to Hospitals: January 27, 2005

- ◆ Use of coordinators and liaisons
- ◆ Use of Preferred Provider Agreements
- ◆ Identification of potential antitrust violations

Marketing to Physicians: February 17, 2005

- ◆ Use of consulting agreements with physicians and nurses in advanced practice
- ◆ Space rental arrangements
- ◆ Development and implementation of programs of pre-op/pre-admission visits
- ◆ Giving physicians non-cash items of nominal value

Marketing to Longterm Care Facilities, Assisted Living Facilities, Life Care Communities and Retirement Centers: March 17, 2005

- ◆ How to avoid duplication of services
- ◆ Conditions of Participation (COPs) related to patients' right to freedom of choice
- ◆ Health screenings and education meetings
- ◆ Contracting to provide ancillary services
- ◆ Use of Preferred Provider Agreements

Save time and travel costs and include all staff members who will benefit from this timely topic!

Another Member Benefit brought to you by the Home Care Association of Colorado
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<<Continued>>

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This is how it works...

Complete the Registration Form for your agency and return to HCAC. Registered locations will be sent an e-mail confirmation on Monday prior to the scheduled date of each audio-conference with dialing information and a web link to download handout materials and/or resources.

Join the call by dialing the toll-free number and giving the confirmation number. Gather your staff and listen via speakerphone to the presentation, follow along with the handouts and participate in live, interactive Q&A.

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

Certificates of attendance will be mailed after evaluations are received.

THREE SIMPLE WAYS TO REGISTER

BE SURE TO INCLUDE ALL INFORMATION REQUESTED BELOW:

1. **Register Secure On-line** at: www.hcaonline.org
2. **Fax** this completed form below to (303) 694-4869
3. **Mail** completed form to the HCAC Office, 7853 E. Arapahoe Court #2100, Centennial, CO 80112-1361

Please register by session's deadline to guarantee that you receive e-mailed confirmation details.

Please type or print legibly all information below.

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

Select Your Session(s):

- Thursday, January 27, 2005 Marketing to Hospitals (register by 1/20/05)
- Thursday, February 17, 2005 Marketing to Physicians (register by 2/10/05)
- Thursday, March 17, 2005 Marketing to Long-term Care Facilities... (register by 3/10/05)

Please circle as appropriate Registration fee includes one dial-in connection. Additional fees will be charged if there are multiple dial-ins.	1 Session	2 Sessions (w/ discount)	3 Sessions (w/ discount)	
	HCAC Member	\$149	\$289	\$429
	Non-Member	\$249	\$489	\$729

Check (payable to HCAC) VISA MasterCard

Cardholder's name (print) _____

Card Number _____ / _____ / _____ Exp. Date _____

Signature _____

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