

The Home Care Association of Colorado presents

“How to Get More Referrals Without Breaking the Law” BACK BY POPULAR DEMAND!

A Three-Session Lunch & Learn Audio-Conference Series

by **Elizabeth E. Hogue, Esq.**

Health Care Attorney & Consultant, Washington, D.C.

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

Thursday, February 25, 2010: (register by 2/18/10)	How to Get More Referrals from Assisted Living Facilities (ALFs) / Personal Care Homes (PCHs) Without Violating the Law
Thursday, March 25, 2010: (register by 3/18/10)	How to Get More Referrals From Physicians Without Violating the Law
Thursday, April 22, 2010: (register by 4/15/10)	How to Get More Referrals From Hospitals Without Violating the Law

Audio-Conference Descriptions

February 25 More ALFs/PCHs want a piece of the action. They are establishing their own homecare, hospice and therapy companies to serve residents of their facilities and are pressuring providers to work with them in ways that may not be legal. Is it appropriate, for example, for facilities to insist that providers must use facilities' therapists to provide therapy services to patients referred to them? What are the legal ramifications for both providers and therapists of so-called cross referral arrangements? What can providers do to establish and maintain relationships with facilities? Can they rent space? If so, under what circumstances? The purpose of this teleconference is to bring providers up to date on recent developments with regard to relationships with ALFs/PCHs. It will be helpful to Medicare certified agencies, private duty agencies, hospices, home medical equipment (HME) companies and therapists.

March 25 Physicians are still key referral sources. Recent issues confronted by providers include whether it is appropriate to assign a coordinator to physicians who make a lot of referrals. Under what circumstances is this arrangement allowed? What about physicians who write orders for specific providers? Must physicians honor patients' right to freedom of choice of providers? What about giving gifts to physicians and their staff members? Professional associations and state governments are cracking down. What do providers need to know about this trend? Issues related to use of physicians as Medical Directors will also be addressed. This presentation will be helpful to Medicare certified agencies, private duty agencies, hospices, home medical equipment (HME) companies and therapists.

April 22 Many providers doubt that they are getting a fair shake from hospitals. Freestanding providers may perceive that hospitals' post acute providers get all the referrals. Providers owned by hospitals may conclude that they are not getting their fair share of referrals. What are hospitals required to do with regard to referrals to post-acute providers? What can providers do to quickly and cost-effectively get more referrals? What about retaliation? Strategies that encourage establishment of positive referral relationships with hospitals will also be discussed. This presentation will be helpful to Medicare certified agencies, private duty agencies, hospices, home medical equipment (HME) companies and therapists.

Objectives for: **How to Get More Referrals from Assisted Living Facilities / Personal Care Homes Without Violating the Law; February 25**

- ◆ Describe cross-referral arrangements.
- ◆ Identify the criteria of the space rental safe harbor.

Objectives for: **How to Get More Referrals From Physicians Without Violating the Law; March 5**

- ◆ List three sources of patients; right to freedom of choice of providers.

- ◆ Describe two key aspects of the PharMa code.

Objectives for: **How to Get More Referrals From Hospitals Without Violating the Law; April 22**

- ◆ Describe what case managers/discharge planners must do when they present lists/choices to patients.
- ◆ Identify one limitation on the activities of coordinators/liaisons in hospitals.

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
7400 East Arapahoe Road #211 • Centennial, CO 80112-1281 • www.hcaconline.org

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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 the 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 conference ID 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:

**REGISTER
 BY SESSION'S
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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, 7400 E. Arapahoe Road #211, Centennial, CO 80112-1281

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) -- Register for more than one and save \$\$\$:

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Please circle as appropriate	1 Session	2 Sessions (w/discount)	3 Sessions (w/discount)
This fee includes one dial-in connection. Additional fees will be charged if there are multiple dial-ins. Written requests for refunds received on or before the registration deadline for each session will receive a 50% refund less a \$50 processing fee for the cancelled session. Fees are non-refundable after this date; There are no refunds for no-shows.			
HCAC Member	\$149	\$289	\$429
Non-Member	\$249	\$489	\$729

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