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**From:** Home Care Association of Colorado <hcac@assnoffice.com>  
**Subject:** HCAC: How to Get Referrals for Home Care, HME and Hospice Services  
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December 27, 2006

# Home Care Association of Colorado Management Report

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- [How to Get Referrals for Home Care, HME and Hospice Services: An Annual Update](#)

**New updates added weekly to [www.hcaconline.org](http://www.hcaconline.org)! Check it out!**

## How to Get Referrals for Home Care, HME and Hospice Services: An Annual Update



The Home Care Association of Colorado presents

### "How to Get Referrals for Home Care, HME and Hospice Services: An Annual Update"

A three session lunch & learn audio-conference series

## Quick Links...

- [Save the Date for HCAC's Annual Convention: May 10-11, 2007](#)
- [Check Out HCAC's Jobs and Services Store](#)
- [Visit Our 24/7 Virtual Trade Show](#)

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**Home health, HME and hospice providers must get referrals for their services in order to maintain economic viability.** Post-acute providers are expanding marketing staff and developing 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.

**Join our mailing list!**

The purpose of this series of audio -conferences is to identify practical strategies for getting referrals for 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.

Brand new materials will be presented in three sessions to focus on the following marketing strategies and potential legal pitfalls and solutions associated with them:

**How to Get Referrals from Assisted Living Facilities and Personal Care Homes:**

January 25, 2007

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

- How to establish preferred provider arrangements through use of Preferred Provider Agreements
- Space rental agreements for satellite offices / drop sites and/or offices for coordinators / liaisons to occupy
- Patients' right to freedom of choice of providers

**How to Get Referrals from Physicians:**

February 22, 2007

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

- Paying consulting fees to physicians and nurses in advance practice, including nurse practitioners
- Physicians and patients' right to freedom of choice of providers
- Writing orders for specific home health agencies

**How to Get Referrals from Hospitals:**

March 29, 2007

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

- Access to hospitals and information about patients by coordinators / liaisons
- Receipt of referrals upon admission
- Development and implementation of Preferred Provider Agreements
- Use of computerized discharge planning vendors
- Rotation systems

Save time and travel costs and include all staff members who will benefit from this timely topic! Register for more than one session and save!

[Click Here for Details and to Register](#)

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