How to Get More Referrals from

Physicians Without Breaking the Law

A 90-Minute Lunch & Learn Audio Conference

by

**Elizabeth E. Hogue, Esq.**

**Thursday, August 17, 2017  
\*\*\*\*1:00 p.m. to 2:30 p.m. Eastern Time\*\*\*\***

Encore: August 24, 2017 (Recorded playback available on demand)

**Option to Purchase CD & Handouts**

**Audio-Conference Description**A key issue for all home care providers, including home health agencies, hospices, private duty agencies and HME companies, is how to get and keep market share. Physicians remain key referral sources. How can providers gain more referrals from physicians without getting into trouble? Useful strategies include assignment of liaisons/coordinators, provision of so-called pre-op/coordination visits, use of Preferred Provider Agreements, agreements for consulting/Medical Director services and free items or gifts, including lunches. These strategies will be addressed in detail during the teleconference. In a highly regulated industry, the details and the documentation matter. Learn how to meet applicable regulatory requirements when using these strategies effectively. The information presented is important for every member of the marketing staff to hear. Other teleconferences this fall will focus on getting referrals from hospitals, SNFs, IRFs, LTACs, ALFs, ILF’s and ASCs. Extensive handouts will be provided and there will be plenty of time for questions.

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| **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 Elizabeth Hogue. 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!** | |
| **Elizabeth E. Hogue, Esq.**  107 Guilford Drive  Summerville, SC 29483-5583  Office: (877) 871-4062 Fax: (877) 871-9739  ElizabethHogue@ElizabethHogue.net | | |
| How to Get More Referrals from  Physicians Without Breaking the Law  A 90-Minute Lunch & Learn Audio Conference  by  **Elizabeth E. Hogue, Esq.** Health Care Attorney  **Thursday, August 17, 2017 \*\*\*\*1:00 p.m. to 2:30 p.m. Eastern Time\*\*\*\***  Encore: August 24, 2017 (Recorded playback available on demand)  CD & Handouts Available! **THREE SIMPLE WAYS TO REGISTER** **BE SURE TO INCLUDE ALL INFORMATION REQUESTED BELOW:**   1. **E-mail** this completed form to: ElizabethHogue@ElizabethHogue.net 2. **Fax** completed form to: (877) 871-9739 3. **Mail** completed form to: Registration, 107 Guilford Drive, Summerville, SC 29483-5583  |  |  | | --- | --- | | Name of Organization: | | | Contact Person: | | | **Address:** | | | **City/State/Zip Code:** | | | **Phone:** | | | **E-mail (*required field*):** | | | **Registration Fees**  This fee includes one dial-in connection. Additional fees will be charged for multiple dial-ins.  There are no refunds. | [\_\_] 8/17/17 – $199 per call-in  [\_\_] 8/24/17 Encore Date – $199 per call-in  [\_\_] CD & handouts only – $207 ($199 + $8 S&H) | |   **PAYMENT METHOD**  [\_\_] Check (payable to Elizabeth E. Hogue, Esq.) [\_\_] VISA      [\_\_] MasterCard [\_\_] American Express  Cardholder’s name (print) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Card Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Exp. Date \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_  Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Elizabeth E. Hogue, Esq.**  107 Guilford Drive  Summerville, SC 29483-5583  Office: (877) 871-4062 Fax: (877) 871-9739  ElizabethHogue@ElizabethHogue.net | |