

The Iowa Alliance in Home Care 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.

12:00 p.m. to 1:30 p.m. Central 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/liasons 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 Iowa Alliance in Home Care

1520 High Street • Des Moines, IA 50309 • www.iowahomecare.org

The Iowa Alliance in Home Care presents
“How to Get More Referrals Without Breaking the Law”

A Three-Session Lunch & Learn Audio-Conference Series

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

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

This is how it works...

Complete the Registration Form for your agency and return to IAHC. 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.

THREE SIMPLE WAYS TO REGISTER
BE SURE TO INCLUDE ALL INFORMATION REQUESTED BELOW:

**REGISTER
 BY SESSION'S
 DEADLINE!**

1. **Register Secure On-line:** [Click Here](#)
2. **Fax** this completed form below to (515)282-8034
3. **Mail** completed form to 1520 High Street, Des Moines, IA 50309

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

Please type or print legibly all information below.

Select Your Session(s) -- Register for more than one and save \$\$\$:

- Thursday, February 25, 2010 Getting Referrals from ALFs / PCHs (register by 2/18/10)
- Thursday, March 25, 2010 Getting Referrals from Physicians (register by 3/18/10)
- Thursday, April 22, 2010 Getting Referrals from Hospitals (register by 4/15/10)

Please circle as appropriate

This fee includes one dial-in connection. Additional fees will be charged if there are multiple dial-ins.
Refund Policy: Substitutions are welcome at any time. A \$30 cancellation fee will be charged to the individual cancelling their registration. All cancellations must be in writing and received by IAHC seven days prior to the workshop in order to receive a refund less the \$30 cancellation fee. In the event of an emergency and you cancel after the cancellation deadline, a charge of 50% of your registration fee will be assessed to cover expenses incurred. No refunds for cancellations within two business days prior to the event. There are no refunds for no-shows.

	1 Session	3 Sessions (w/discount)
IAHC Member	\$149	\$447 \$347
Non-Member	\$300	\$900 \$800

Agency Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Email Address: _____

Phone: () Fax: ()

Payment Information:

<input type="checkbox"/> Credit Card Visa, MasterCard, Discover, Diners Club, JCB	<input type="checkbox"/> Check Amt Enclosed: \$	<input type="checkbox"/> Bill Me (Payments over 30 days past due will be charged an additional \$25) I am a member of IAHC
---	---	--

Card Holder's Name: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Card Holder Signature: _____

FOR IAHC USE Auth Code: _____	Trans ID: _____	Date Processed: _____
----------------------------------	-----------------	-----------------------