

About the Tele-seminar:

This is how it works...

Complete the Registration Form for your agency and return to **CAHSAH**. 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. Certificates of attendance will be mailed after evaluations are received.

The Audio-conference will take place from 10:00am until 11:30am PST.

PLEASE NOTE: Registration fees are based on each dial-in connection; multiple call-ins from your agency will be charged. Fees will be refunded only if written cancellation is received by CAHSAH two weeks prior to the seminar, and are subject to a handling fee. **No refunds will be given after the dial-in number is sent to your agency.**

How to register:

- **ON-LINE** with your credit card at:
www.cahsah.org
- **FAX** your registration to: 916-641-5881
- **MAIL** your registration to:
CAHSAH
3780 Rosin Court, Suite 190
Sacramento, CA 95834
- **PHONE** in your registration with credit card payment to: 916-641-5795 ext. 113

How to Get More Referrals Without Breaking the Law

Presented by:
Elizabeth Hogue, ESQ

A Three Session Audio
Conference Series



Brought to you by:
California Association for Health Services at Home



CAHSAH is offering this important three-session audio series on How to get Referrals without Breaking the Law, with presenter Elizabeth Hogue. **Elizabeth Hogue** is an attorney in private practice with extensive experience in Healthcare. She gives approximately fifty presentations each year in health related topics, including future trends in the healthcare industry.

Continuing education units will be available at the end of the seminar, provided that you return your evaluations. Certificates will not be mailed until all evaluations are received.

How to Get More Referrals from Assisted Living Facilities / Personal Care Homes Without Violating the Law

February 25, 2010: 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.

Upon completion you will be able to:

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



How to Get More Referrals From Physicians Without Violating the Law

March 25, 2010: 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.

Upon Completion you will be able to:

- List three sources of patients; right to freedom of choice of providers.
- Describe two key aspects of the PharMa code.

How to Get More Referrals From Hospitals Without Violating the Law

April 22, 2010: 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.

Upon Completion you will be able to:

- 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.

Registration

Please check each date you wish to participate

- February 25, 2010 (Deadline 02/18/10)**
How to get more Referrals from Assisted Living Facilities/ Personal Care Homes without Violating the Law
- March 25, 2010 (Deadline 03/18/10)**
How to get more Referrals from Physicians without Violating the Law
- April 22, 2010 (Deadline 04/15/10)**
How to get more Referrals from Hospitals without Violating the Law

Rate Schedule	Member	Non-Mem	Total
One Session	\$199	\$299	\$ _____
Two Sessions	\$349	\$449	\$ _____
Three Sessions	\$499	\$599	\$ _____
		Total: \$ _____	

Not a CAHSAH Member? Contact CAHSAH at (916) 641-5795 ext.114 to find out how you can join and receive member benefit discounted registration rates for this important training program!

Company Name: _____

Contact Name: _____

Mailing Address: _____

City, State & Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Pre-payment is required

<u>Method of Payment</u>	<input type="checkbox"/> Check (Payable to CAHSAH)
<input type="checkbox"/> VISA	<input type="checkbox"/> Master Card
	<input type="checkbox"/> American Express
Credit Card #: _____	
Cardholder Name (please print): _____	
Exp. Date: _____	CRV#: _____
Signature: _____	
Billing Address: _____	Zipcode: _____