



## “How to Get More Referrals Without Breaking the Law”

Presented by  
**Elizabeth E. Hogue, Esq.**  
Health Care Attorney & Consultant  
Washington, D.C.

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**Save time and travel costs and include all staff members  
who will benefit from this timely topic!**

### **How to Get More Referrals from Physicians without Violating the Law**

*Thursday, March 25, 2010*

*1:00pm to 2:30pm EST*

(registration deadline 3/18/10)

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.

#### **Educational Objectives:**

- ◆ 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**

*Thursday, April 22, 2010*

*1:00pm to 2:30pm EST*

(registration deadline 4/15/10)

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.

#### **Educational Objectives:**

- ◆ 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.

**How to Register...** Complete the Registration Form and return to Home Care Association of NJ. Registered locations will be sent an e-mail confirmation 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.



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**1:00pm to 2:30pm EST**

**Registration confirmation will be sent only to those providing a valid email below.** 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. Cancellation requests should be emailed to [jennifer@homecarenj.org](mailto:jennifer@homecarenj.org). The sponsors reserve the right to cancel or modify any teleconference listed herein for any reason without advanced notice. Make checks payable to: Home Care Association of NJ. **Registrations must be received in writing. Registration will not be accepted without payment for non-member agencies. Certificates of attendance will be mailed after evaluations are received.**

**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.

**PLEASE SELECT THE SESSION YOU WOULD LIKE TO PARTICIPATE—  
REGISTER FOR BOTH SESSIONS AND SAVE \$\$\$**

**I would like to register for the following teleconferences:**

- Getting Referrals from Physicians- Thursday March 25, 2010**
- Getting Referrals from Hospitals- Thursday April 22, 2010**

	1 Teleconference	Both Teleconferences
Home Care Association of NJ Member	\$155	\$295
Non-Member	\$275	\$535

Name: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Agency Address: \_\_\_\_\_

E-mail Address (please print legibly): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**PAYMENT INFORMATION:**

Total Amount Due: \$ \_\_\_\_\_

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Credit Card:                       Visa                       MasterCard                       American Express

Credit Card Number: \_\_\_\_\_ CVV # \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Name (as it appears on card): \_\_\_\_\_

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Signature (required): \_\_\_\_\_

**Fax completed registrations to (732) 877-1101 or mail with payment to: Home Care Association of NJ, 485D Route 1 South, Suite 210, Iselin, NJ 08830. For questions please contact Jennifer Montross at [jennifer@homecarenj.org](mailto:jennifer@homecarenj.org)**