

Webinar on

Anti-Kickback, Fraud, Stark And Marketing – Where Are The landmines?

Areas Covered

- Federal False Claims Act*
- Federal Anti-Kickback Statute*
- Federal Anti-Referral Law (Stark I & 2)*
- Introduction to basic compliance as an effective tool*
- Case study about an organization and how their marketing efforts exposed the organization to vulnerabilities*



The course includes a case study discussion of how a company's marketing efforts exposed an organization to many vulnerabilities.

PRESENTED BY:

William Mack Copeland, MS, JD, Ph.D., LFACHE, practices health care law in Cincinnati at the firm of Copeland Law, LLC, where he is president and CEO. He is also president of Executive & Managerial Development Group, a consulting entity providing compliance and other fraud and abuse related services.

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

Webinar Description

This webinar will provide an in-depth understanding of the Federal False Claims Act, Federal Anti-Kickback, and Stark laws, and discuss how marketing activities can trigger either or both.

This program will review the Federal False Claims Act and its various elements. It will examine what it covers and how it works, what is required to prove a false claim, who can bring an action under the Act, its damages, and how it interfaces with the Anti-Kickback Statute.

It will also provide an understanding of the Anti-Kickback Statute, what it prohibits, its intent, its exceptions, and its scope. In addition, it will provide an overview of Stark I and Stark II, how Stark differs from the Anti-Kickback Statute, what it prohibits, designated health services, the Stark penalties, enforcement, and exceptions.

The program will also discuss compliance plans and what they should address, as well as case studies. Finally, the program will discuss how marketing activities can trigger a violation of these laws.



Who Should Attend ?

This webinar will benefit all healthcare providers (clinical labs, hospitals), related service providers, radiology, radiation therapy, nutrient and prescription drug manufacturers and durable medical equipment suppliers.

Practice Owners/ Administrators

Providers

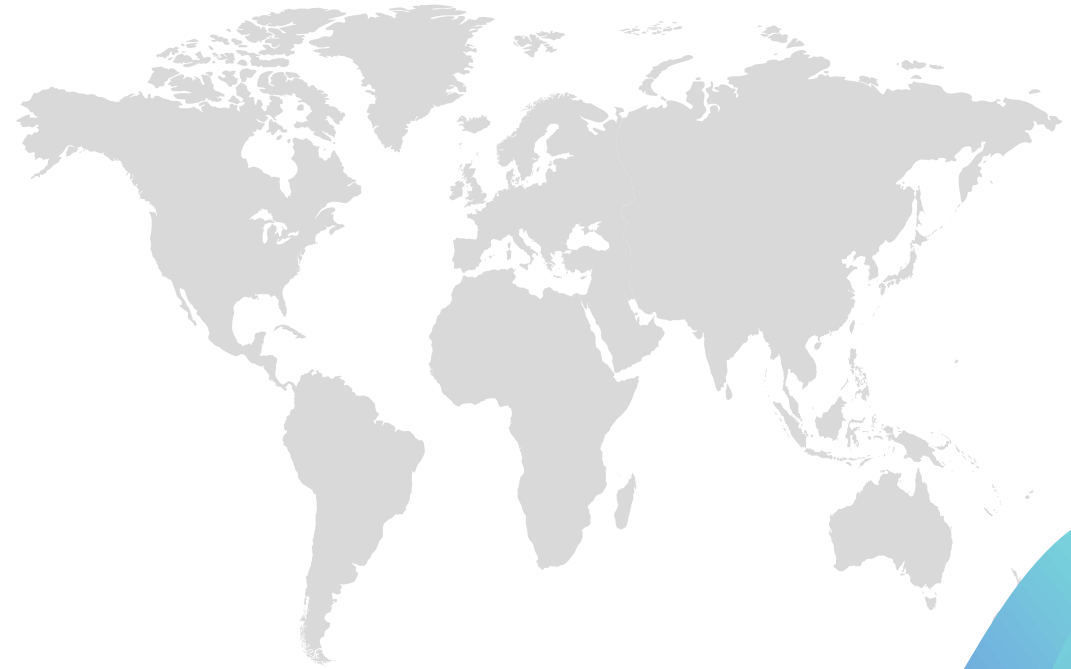
Sales and Marketing Managers

Customer Service Managers

Risk Management

Medical Providers including Registered Nurses, Physician Assistants, and Administrative Staff

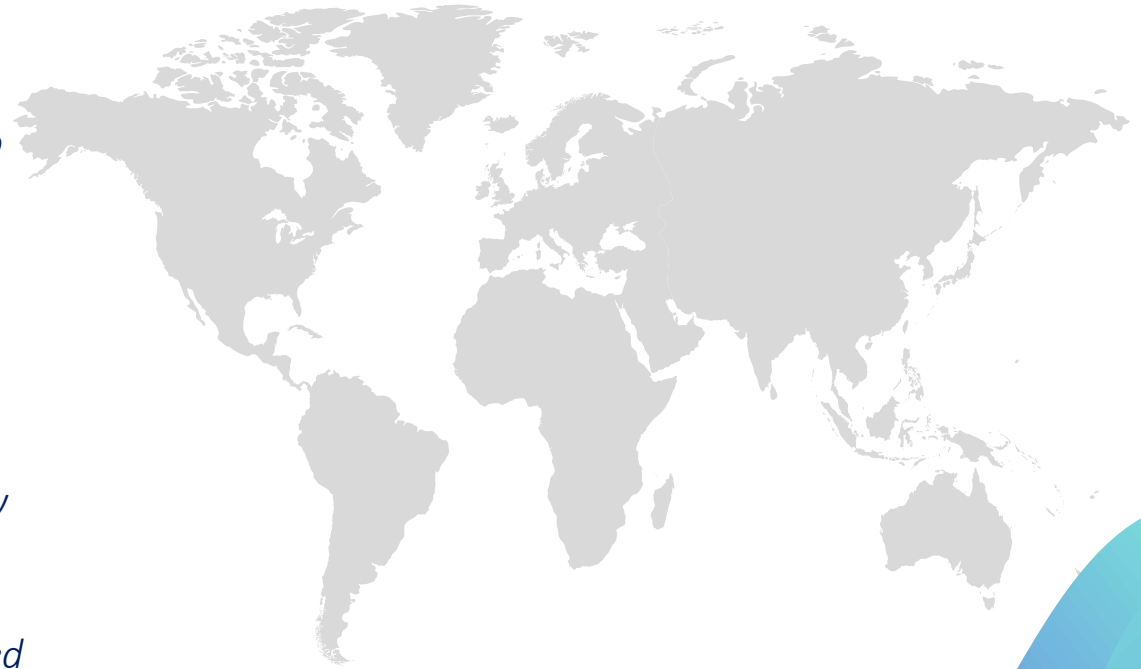
Attorneys and Legal Staff



Why Should Attend ?

This session will benefit all functional groups who have data protection responsibility, marketing responsibilities, or need to understand the basics of compliance. On completing this webinar, you will have an understanding of anti-kickback regulations, Stark laws, and compliance issues that shore up company weaknesses in marketing. You will know how to implement mandatory internal controls to reduce exposure to risks. The course includes a case study discussion of how a company's marketing efforts exposed an organization to many vulnerabilities.

This webinar will provide the basic building blocks you will need to develop and maintain your company's precious commodity – your reputation – and eliminate exposure to fraud charges based on marketing practices. It will also cover the practical requirements and operations, principles of compliance and the basic elements that every business has to have to reduce civil and criminal liabilities and economic sanctions.



To register please visit:

www.grceducators.com
support@grceducators.com
740 870 0321