

## Making an Impact on The Business Side of Behavioral Healthcare



Nelson Hardiman Partner [Zachary Rothenberg](#) will be presenting at

[IMPACT BH 2017 conference](#), along with Loren Beck, Esq., Chief Legal Officer of Cliffside Malibu. The growth of addiction treatment insurance reimbursement has led to an “avalanche” of investigations into potential fraud and abuse in addiction treatment marketing, urine drug testing, relationships between outpatient programs and sober living facilities, and other issues. Zachary’s presentation will focus on how to navigate legal and compliance risks and avoid problems in structuring marketing and business relationships.

**When:** Monday, January 30th 2017

**Where:** Hyatt Regency Indian Wells Resort & Spa

**Session Title:** 403 – “Just say no!” Avoiding the Addiction Treatment Fraud and Abuse: ” What you need to know to get and stay in compliance.”

**Session Date:** 10/30/2017

**Session Time:** 04:00 PM to 05:00 PM

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Hosted by Behavioral Health Events and Medivance Billing Service, IMPACT 2017 is a one-day conference event for behavioral healthcare providers, treatment center owners, C-Suite executives and decision makers to learn more about the business side of our industry. Attendees will have access to a lineup of powerful speakers, illumination breakout sessions and great networking opportunities with nationwide behavioral health treatment providers. Be there to exchange ideas, connect with hundreds of like-minded leaders, and define bold new business opportunities for your behavioral healthcare organization at this highly anticipated event.

Who should attend?

- Treatment Center Owners
- Healthcare Investors

- Administrators
- Behavioral Healthcare Executives
- Community Advocates
- Marketing Directors
- Business Development Managers

LEARN: Gain fresh insights, opinions & solutions on...

- Revenue cycle management best practices
- Improving referral source strategies
- Payor audit prevention
- Treatment center marketing
- Lead generation strategies
- Mergers & acquisitions