

Addiction Treatment Marketing

Workshop Name: Addiction Treatment Marketing

Workshop Description: In this course you examine the fundamental questions, “What is addiction treatment marketing?” and “How is addiction treatment marketing distinct from marketing in general?” With legal and marketing experts as your guides, you explore key issues related to compliance and enforcement, including the stakeholders, relevant healthcare laws, potentially abusive practices, as well as fees, reimbursements and services. You also consider best practices related to outreach, referrals, and building trust and relationships with patients, families, and other treatment professionals.

Workshop Objectives:

1. Attendees will analyze key principles and best practices related to healthcare law, compliance, and enforcement
2. Attendees will analyze key principles and best practices related to potentially abusive practices
3. Attendees will analyze key principles and best practices related to fees, reimbursements and services