

## Look before you leap – How to navigate the legal minefield of prepaid gift card programs.

Attorney [Michael “Akiva” Newborn](#) presents key concepts to consider regarding the potential legal issues that arise from prepaid gift card programs in healthcare.

From The Article:

While health care continues to be an in-demand commodity, the days of setting up shop and passively waiting for patients to walk through the door are rapidly fading from view. As insurance premiums and co-pays rise, health care consumers are looking for the most cost-effective way to obtain the care they need. As a result, the traditional “if you build it, they will come” ethos has given way to a new era of competition in health care, one that has made the health care industry look more like other businesses.

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