

## **Addiction Treatment Marketing, Ethical Compensation Practices, Part 3 (5 CE)**

The Behavioral Health Association of Providers (BHAP) is now offering the Certificate in Addiction Treatment Marketing (C-ATM), a first-of-its-kind certification program for addiction treatment marketers. You can fulfill some of the requirements for earning the C-ATM by attending specific sessions at this year's National Conference on Alcohol & Addiction Disorders through the conference's partnership with BHAP.

### **Addiction Treatment Marketing, Ethical Compensation Practices, Part 3 (5 CE)**

This session will examine the fundamental question: "What are ethical compensation practices in healthcare marketing and why are they so important?" The presenter will explore legal and ethical best practices related to contracts and client rights, compensation of marketers, and call centers and lead generation. Attendees will learn how to avoid common compensation pitfalls, such as fraud and abuse, exploitation, inducements, brokering and kickbacks.

Presented by [Zachary Rothenberg](#), [Kristina Sherry](#), and [Andrew Martin](#)