

Is Your Organization At Risk for Patient Brokering? Preparing for SB1228 and Impeding Changes in California's Regulation of Addiction Treatment Marketing

Presented by:

Harry Nelson – Founder & Managing Partner, Nelson Hardiman
Paul D. Gilbert – Member, Epstein Becker Green

Thursday, September 6, 2018
12:00 p.m. – 1:00 p.m. ET / 9:00 a.m. – 10:00 a.m. PT

Patient brokering, the practice of recruiting people in need of treatment for substance use disorders (SUD) in exchange for kickbacks, has been a troubling practice in California, leading to concerns of patient endangerment and fraud. This webinar will examine the implications of SB 1228 and its impending changes to the rules governing marketing practices in residential and outpatient treatment, as well as unlicensed sober living recovery residences.

This webinar will address problematic current practices and the future of compliant marketing relationships use.