

# Marketing Best Practices in Light of the SUPPORT for Patients and Communities Act

Thursday, March 7, 2019

12:00 p.m. – 1:00 p.m. ET / 9:00 a.m. – 10:00 a.m. PT

**Presented by:**

**Kathryn F. Edgerton** – Partner, Nelson Hardiman

**Anjali N.C. Downs** – Member, Epstein Becker Green

While the industry has long recognized the harm and abuse that results from “body brokering” and the improper use of “sober homes,” The SUPPORT for Patients and Communities Act criminalizes deceptive and misleading marketing practices that may still be used by some SUD providers.

The webinar will discuss the current state of SUD-related marketing activities and will equip well-intentioned SUD providers with the resources to recognize marketing pitfalls, including activities that are now illegal. Your reputation as a provider is an essential asset and this webinar will help you understand how to effectively market without placing your organization in legal jeopardy.