

# Anti-Kickback Laws in Addiction Treatment Marketing

**Topic:** The new anti-kickback laws applicable to the addiction treatment industry and best practices for establishing an effective marketing program that complies with those laws.

*“What are ethical compensation practices in healthcare marketing and why are they so important?”*

The presenters 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.

## Agenda

Lunch begins at 12 PM  
Presentation/Webinar will begin promptly at 12:30 PM

## Speakers

Ali Beheshti, Founder of Zealie  
John Mills, Partner at Nelson Hardiman, LLP

## Location

Zealie  
3188 Airway Avenue  
Building L  
Costa Mesa, CA 92626

## About Zealie

Zealie is a leading technology provider for substance abuse treatment centers. Our revenue cycle management services and software are designed specifically with treatment centers in mind. Knowing the challenges they face every day, we provide access to state of the art marketing tools and reimbursement rate data which allows treatment centers to maximize their revenue! Find us at [www.zealie.com](http://www.zealie.com)

## About Ali Beheshti

Ali Beheshti founded Zealie to bring the power of Technology and Automation to the Behavioral Healthcare sector. As the former CEO of a very successful Addiction Treatment Center, he is familiar first hand with all the challenges that come with working with Insurance companies. His mission is to help Behavioral Healthcare providers manage end-to-end patient care efficiently and accurately.

## About Nelson Hardiman

Nelson Hardiman is a law firm focused exclusively on healthcare and life sciences. Business clients in California and throughout the U.S. turn to us for market-leading counsel on healthcare transactions, litigation, regulatory compliance, and strategy. Our team delivers on-target results to meet your needs in the complex arena of today's healthcare laws and regulations. Learn more at [www.nelsonhardiman.com](http://www.nelsonhardiman.com)

## About John Mills



As a Partner and Co-Chair of Nelson Hardiman's Litigation Practice, [John Mills](#)' deep knowledge of regulatory compliance lends invaluable insight to his litigation practice. The versatility of John Mills' healthcare practice and the diversity of his clients provide him with a keen understanding of the unique business objectives and risks facing different segments of the healthcare provider community.

