

# Anti-Kickback Laws in Addiction Treatment Marketing

Partner [John Mills](#) and Ali Beheshti, CEO of [Zealie – Behavioral Health Technology](#), presented a webinar regarding Anti-Kickback Laws in Addiction Treatment Marketing.

The presenters explored the legal and ethical best practices related to contracts and client rights, compensation of marketers, and call centers and lead generation. The goal of the presentation is that the viewer will know how to avoid common compensation pitfalls, such as fraud and abuse, exploitation, inducements, brokering and kickbacks.

**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?”*

## 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.

## 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.