Saturday, October 14, 2017

4:45 – 5:45 pm

Gaylord Palms Resort & Convention Center

**Implementation Planner**

LTC Business Summit

The Last Thing You Want: Kickback Violations

Jeff Baird, Esq., Chairman, Health Care Group, Brown & Fortunato, PC

**Pharmacist and Pharmacy Technician Learning Objectives:**

Upon completion of this activity, participants will be able to:

1. Describe ways to avoid long-term care kickback violations.
2. Explore the new trends in long-term care.
3. Explain who is responsible for paying for electronic health records.

**Slides and resources to share with your team can be found at** [www.ncpanet.org/convention](http://www.ncpanet.org/convention)

**Disclosures:**

Jeff Baird is the Chairman of the Health Care Group with Brown & Fortunato, PC. The conflict of interest was resolved by peer review of the slide content.

NCPA’s education staff declares no conflicts of interest or financial interest in any product or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria.

**What do you want to walk away with from this session?**

**Notes:**

**Take-Away Points:**

**Questions that I have:**

**Speaker Bio:**

**Jeffrey S. Baird**, Esq., is Chairman of the Health Care Group at Brown & Fortunato, P.C., a law firm based in Amarillo, Texas. Mr. Baird represents pharmacies, HME companies and other health care providers throughout the United States. He works closely with governmental agencies. Mr. Baird has authored numerous articles and is a frequent lecturer throughout the country. He serves on the Medtrade Education Advisory Board, the AAHomecare Regulatory Council, and the AAHomecare Audit Task Force. Mr. Baird earned a B.B.A. from the University of Iowa and received his law degree from the University of Tulsa College of Law. Mr. Baird is Board Certified in Health Law by the Texas Board of Legal Specialization.