



Crisis Management for the Health Care Provider: Successfully Navigating the Law and Public Relations

March 8, 2012

Webinar

Presented by: Gray Plant Mooty

Breakfast Roundtable and Webinar presented by Gray Plant Mooty's Health Law Team and Padilla Speer Beardsley

In today's hyper-regulated health care system, many providers are forced to live in fear that one day the FBI, OIG, or other investigators will show up at their door unannounced, demanding access to patient information and computer records, and insisting on immediately interviewing key employees. Figuring out how best to respond to these sudden investigations is stressful, with providers forced to wade quickly through a thicket of legal issues, such as whether the regulators truly have the authority they assert and exactly what laws are alleged to have been broken. The pressing nature inherent in government investigations has all too often resulted in providers overlooking another important issue: figuring out how best to present their side of the story to a public increasingly skeptical about fraud, waste, and abuse in health care.

Please join the Gray Plant Mooty Health Law Team and our communications partners at Padilla Speer Beardsley for a roundtable breakfast and webinar. Together, GPM and Padilla will walk through the legal and public relations issues present in three case studies, each based on facts and concerns common to many providers. Our case studies will include the loss of patient medical records, investigation of False Claims Act allegations, and the discovery of controlled substances diversion.

Time:

7:30 - 8:00 a.m. Breakfast/Registration

8:00 - 9:30 a.m. Program

Speakers:

Jesse Berg, Katie Bergstrom, Susan Gaertner, Tim Johnson, Principals, Gray Plant Mooty Health Law Team, and Paul Omodt, Vice President, Crisis Communications, Padilla Speer Beardsley



Kindly RSVP by March 5, 2012, and indicate whether you intend to participate in person or by webinar.

Instructions to join the webinar will follow.

RSVP by email to events@lathropgpm.com

RSVP by phone to 612.632.3170

There is no registration fee for this program.

Parking will be validated for the Marquette/IDS Ramp.

Enter the ramp on Marquette Avenue between 7th and 8th Streets South.

Time:

7:30 a.m. - 9:30 a.m.

Location:

Gray Plant Mooty, 500 IDS Center, 80 South Eighth Street, Minneapolis, MN 55402