

# How to Succeed in Today's Behavioral Healthcare Business Climate



[Kathryn F. Edgerton](#) will be speaking on Ethics in Behavioral

Healthcare Business Operations Executive in Costa Mesa, CA.

Upon attending this presentation participants will be able to:

- Explore why the concept of “revenue cycle management” is evolving
- Describe new models for considering a behavioral healthcare business’ revenue management plan
- Discuss technological tools available to demonstrate success to patients and payers alike
- Identify how to ensure marketing practices are ethical and in compliance with licensure requirements, and how to report violators
- Understand the implications of new laws and regulations impacting behavioral healthcare delivery, such as NIMBY, patient financial responsibility, and patient brokering

*One hour of continuing education credit will be available.*

**When:** November 8, 2017

**Where:** Maggiano's Little Italy 3333 Bristol Ave  
Costa Mesa, CA 92626

**Session Title:** How to Succeed in Today's Behavioral Healthcare Business Climate

**Session Time:** 11:00 AM – 1:00 PM