Look before you leap – How to navigate the legal minefield of prepaid gift card programs.

Attorney Michael “Akiva” Newborn presents key concepts to consider regarding the potential legal issues that arise from prepaid gift card programs in healthcare.

From The Article:

> While health care continues to be an in-demand commodity, the days of setting up shop and passively waiting for patients to walk through the door are rapidly fading from view. As insurance premiums and co-pays rise, health care consumers are looking for the most cost-effective way to obtain the care they need. As a result, the traditional “if you build it, they will come” ethos has given way to a new era of competition in health care, one that has made the health care industry look more like other businesses.

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