

Outline

The Changing Landscape of Mental Health Today

Keeping Up with Technology & Professional Liability Concerns

Client Expectations – Are You Ethically and Legally Up to the Challenge?

Social Media and Online Advertising Ethical Challenges – (Facebook, Instagram, Twitter, LinkedIn, and More!)

Pros and Cons of Utilizing Social Media and Website In Your Practice

Confidentiality and Privacy Issues (and How to Avoid Them)

Boundary Issues – And How to Ethically Safeguard Yourself

Advertising and Solicitation – Avoiding Ethical Pitfalls

Creating Your Social Media Policies and Procedures

Email & Texting – The Legal Landmines of Electronic Communication

Pros and Cons of Emailing and Texting With Clients

Confidentiality/Inadvertent Disclosures - Legal Concerns

Privacy Expectations of the Client and Maintaining Healthy Boundaries

Creating Your Texting and Emailing Policies and Procedures

Telehealth - Avoiding Legal & Ethical Pitfalls

Confidentiality/Privacy Concerns of Video Technology

Practicing Across State Lines – Legal Issues and Insurance Challenges

Client Expectations for Distance Therapy

Creating Your Tele-Health Policies and Procedures

Electronic Records & Going Paperless – Top Mistakes to Avoid

HIPAA – Electronic Records Legalities

File Retention, Destruction and Security

Cloud-Based Data – How, When and Why

Paperless Office Software

What the Future Holds

New Technology & What to Expect Next!

Legal & Ethical Trends

Live Seminar & Webcast Schedule *(Times listed in Pacific)*

7:30 Registration/Morning Coffee & Tea

8:00 Program begins

11:50 - 1:00 Lunch *(on your own)*

4:00 Program ends

There will be two 15-min breaks (mid-morning & mid-afternoon). Actual lunch and break start times are at the discretion of the speaker. A more detailed schedule is available upon request.

Objectives

1. Determine how to maintain ethical standards and compliance while utilizing social media technology.
2. Appraise the legal and ethical challenges posed by communicating via email and text for mental health professionals.
3. Assess the threats that technology poses to the confidentiality and privacy of clients.
4. Analyze the legal aspects of HIPAA and how to safeguard against violations of laws.
5. Evaluate the ethical and legal issues that are unique to distance therapy and how to stay compliant.
6. Investigate the ethical boundary challenges that arise when using technology.


Target Audience

Counselors • Social Workers • Marriage & Family Therapists • Psychologists • Psychiatrists
Case Managers • Addiction Counselors • Therapists • Nurses • Other Mental Health Professionals



PESI Inc. is proud to offer this seminar (at these locations only) free of charge (on live seminar tuition) for veterans and active duty military personnel. *Limited seats available; advance online registration required.*

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January 22, 2020

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— A Complete Guide to — **Ethical & Legal Technology Challenges**

for Mental Health Professionals!

Featuring Melissa Westendorf, JD, Ph.D.
Attorney, Psychologist & Technology Wellness Expert

Ventura, CA
January 20, 2020

Lancaster, CA
January 21, 2020

Sherman Oaks, CA
January 22, 2020

Live Video Webcast
January 22, 2020



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— A Complete Guide to — **Ethical & Legal Technology Challenges** for Mental Health Professionals!

Featuring Melissa Westendorf, JD, Ph.D.
Attorney, Psychologist & Technology Wellness Expert

A Mental Health Professional's Essential Guide for:

Social Media

Email & Texting

Telehealth

Online Advertising

Going Paperless & Electronic Records

Ventura, CA
Monday, January 20, 2020

Lancaster, CA
Tuesday, January 21, 2020

Sherman Oaks, CA
Wednesday, January 22, 2020

Live Video Webcast
Wednesday, January 22, 2020

**6.25
Hours of
Ethics**



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A Non-Profit Organization Connecting Knowledge with Need Since 1979

A Complete Guide to ETHICAL & LEGAL TECHNOLOGY CHALLENGES for Mental Health Professionals!

The challenges you face are clear...If you are going to be successful in your practice, you need to adapt to your clients’ growing expectations of your technological competence. The problem is, technology is the most likely way you’ll get caught up in a legal and ethical nightmare!

Technology is changing fast. How can you keep up while protecting your professional liability and personal reputation?

Join technology wellness expert Dr. Melissa Westendorf for this essential and must-see seminar. As a psychologist, attorney and technology wellness expert, Dr. Westendorf is uniquely suited to handle the toughest questions about the legal and ethical challenges in technology today!

At this seminar, you’ll learn:

- Strategies to effectively use social media while navigating the numerous ethical challenges it poses
- How to avoid the serious legal landmines that are associated with email and text
- Best practices for your website and online advertising to attract customers and stay ethical
- How to have an effective distance therapy practice that is legally and ethically compliant
- Top legal mistakes to avoid with electronic record keeping

Sign up today! This is one seminar that no mental health professional can afford to miss!

Speaker

Melissa Westendorf, J.D., Ph.D., is a clinical and forensic psychologist and founder of the Technology Wellness Center. As a clinician she has provided therapy to adults and adolescents in the community and within the correctional setting. Dr. Westendorf’s forensic practice is dedicated to assessing adults and youth in either the criminal justice system or in civil matters. As a technology wellness expert, she is dedicated to assisting parents, children, adolescents, and adults on understanding the complexities of technology use and the impact on our brains, emotions, and interpersonal relationships. Dr. Westendorf’s legal training coupled with her clinical background enables her to work with individuals who are experiencing the legal ramifications of technology use.

As a proactive psychologist and educator, Dr. Westendorf is a keynote speaker at academic institutions, parent organizations, businesses and community groups, offering preventative tools and resources that educate others on how to manage technology use in a healthy manner. She is the co-author of *Unplug! Raising Kids in a Technology Addicted World*. She has served on the Committee for Legal Issues for the American Psychological Association and on the Psychology Examining Board for the State of Wisconsin. Dr. Westendorf has been appointed as an expert in high profile legal cases, featuring the psychological ramifications of technology use. Her expertise has been relied upon in a wide variety of articles, podcasts, radio segments, and television programming. She has been featured on NPR (National Public Radio), Wisconsin Public Radio, and ABC’s *20/20*. She is a monthly contributor to The Morning Blend.

Speaker Disclosures:
Financial: Melissa Westendorf is a founder of the Technology Wellness Center. She is in private practice. Dr. Westendorf receives a speaking honorarium from PESI, Inc.

Non-financial: Melissa Westendorf is a member of the American Psychological Association.

Live Webcast Details and Live Webcast Continuing Education Credit Information

Join us on January 22, 2020, for this live, interactive webcast!

Invite your entire office and, like a live seminar, “attend” the webcast at its scheduled time. It’s easy and convenient! Webcasts provide everything you need for a premier educational experience including real-time video and audio of the speaker. See and hear the speaker, ask questions via email and have them answered during the webcast, and watch the slides all on your computer screen. Seminar materials are available for download. One CE Certificate is included. Certificates of Completion can be printed after completing and passing the on-line post-test evaluation. Additional certificates are available for \$49.99 USD per participant. Please see “live seminar schedule” for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch. For CE information for the live webcast, please visit: www.pesi.com/webcast/76501

SAVE BY INCLUDING THESE PRODUCTS WITH SEMINAR REGISTRATION!

The CBT Deck: 101 Practices to Improve Thoughts, Be in the Moment, & Take Action in Your Life

By Leslie Korn, PhD, MPH, LMHC

Reduce stress in your life with practical, action-orientated, and mindfulness tools to quickly build positive emotions in your life. The 101 practices inside The CBT Deck will help you:

- Calm and redirect your thoughts
- Overcome self-limiting beliefs
- Choose actions that build the life you want
- Be more connected and engaged in the present moment

Soothe

Your Mind-Body-Spirit Guide for Dealing with Crappy Emotions

By: Heidi Kopacek

In *Soothe: Your Mind-Body-Spirit Guide for Dealing with Crappy Emotions*, clinical psychologist and basically your new best friend, Dr. Heidi Kopacek, gives you a holistic approach to de-frazzling from 21st century stress and negativity.

Live Seminar Continuing Education Credit Information

Credits listed below are for full attendance at the live event only. After attendance has been verified, pre-registered attendees will receive an email from PESI Customer Service with the subject line, “Evaluation and Certificate” within one week. This email will contain a link to complete the seminar evaluation and allow attendees to print, email or download a certificate of completion if in full attendance. For those in partial attendance (arrived late or left early), a letter of attendance is available through that link and an adjusted certificate of completion reflecting partial credit will be issued within 30 days (if your board allows). Please see “LIVE SEMINAR SCHEDULE” on this brochure for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch.

If your profession is not listed, please contact your licensing board to determine your continuing education requirements and check for reciprocal approval. For other credit inquiries not specified below, or questions on home study credit availability, please contact cepesi@pesi.com or 800-844-8260 before the event.

Materials that are included in this course may include interventions and modalities that are beyond the authorized practice of mental health professionals. As a licensed professional, you are responsible for reviewing the scope of practice, including activities that are defined in law as beyond the boundaries of practice in accordance with and in compliance with your profession’s standards.

PESI, Inc. offers continuing education programs and products under the brand names PESI, PESI Healthcare, PESI Rehab and Psychotherapy Networker.

Ethics: This seminar includes 6.25 hours of general ethics instruction. If ethics is not specified within your licensing board’s approval statement below, please contact your board to determine the applicability and amount of ethics allowed.

Addiction Counselors: This course has been approved by PESI, Inc., as a NAADAC Approved Education Provider, for 6.0 CE in the Legal, Ethical and Professional Development skill group. NAADAC Provider #77553. PESI, Inc. is responsible for all aspects of their programming. Full attendance is required; no partial credit will be awarded for partial attendance.

California Alcoholism & Drug Abuse Counselors: PESI, Inc. is an approved provider for the CCAPP-EI, Provider #: OS-03-036-1019. This activity meets the qualifications for 6.0 CEH’s (continuing education hours).

Counselors: This intermediate activity consists of 6.25 clock hours of continuing education instruction. Credit requirements and approvals vary per state board regulations. Please save the course outline, the certificate of completion you receive from the activity and contact your state board or organization to determine specific filing requirements.

California Counselors: The California Board of Behavioral Sciences accepts CE programs that are approved by other approval agencies, including several that approve PESI and its programs. A full list of approval agencies accepted by the BBS can be found at www.bbs.ca.gov/licenses/cont_ed.html under “Where to find CE Courses.” This Intermediate level activity consists of 6.0 clock hours of continuing education instruction.

Marriage & Family Therapists: This activity consists of 380 minutes of continuing education instruction. Credit requirements and approvals vary per state board regulations. You should save this course outline, the certificate of completion you receive from the activity and contact your state board or organization to determine specific filing requirements.

California Marriage & Family Therapists: The California Board of Behavioral Sciences accepts CE programs that are approved by other approval agencies, including several that approve PESI and its programs. A full list of approval agencies accepted by the BBS can be found at www.bbs.ca.gov/licenses/cont_ed.html under “Where to find CE Courses.” This Intermediate level activity consists of 6.0 clock hours of continuing education instruction.

Nurses, Nurse Practitioners, and Clinical Nurse Specialists: PESI, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

Nurses in full attendance will earn 6.3 contact hours. Partial contact hours will be awarded for partial attendance.

California Nurses: PESI, Inc. is a provider approved by the California Board of Registered Nursing, Provider Number 17118 for 6.0 contact hours. Full attendance is required. No partial contact hours will be issued for partial attendance.

Hassle-Free Cancellation Policy: If you contact us before the event date, you can exchange for a DVD or CD/digital manual package on the subject (self-study continuing education credit may be available), a certificate to attend another seminar, or receive a tuition refund less a \$30 cancel fee. Substitutions are permitted at any time.

Seminar on DVD or CD Package: You can purchase a self-study package on the subject. You will receive a set of CDs or DVDs that include a digital copy of the seminar manual and post-test/evaluation. You and your colleagues can receive CE hours for a nominal fee. To determine if homestudy credits are available for your profession go to www.pesi.com or call 800-844-8260. Check with your licensing board to verify acceptance of self-study credits for license renewal. Order today by using the order form on this brochure or by calling 800-844-8260.

Have a seminar idea? A manuscript to publish? The nation’s top speakers and authors contact PESI first. If you are interested in becoming a speaker or have a new topic idea, please contact Josh Lindblad at jlindblad@pesi.com or call 715-855-5234.

Psychologists & Psychiatrists:

Psychiatrists

PESI, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. PESI, Inc. designates this live activity for a maximum of 6.0 AMA PRA Category 1 Credit(s). Physicians should only claim credit commensurate with the extent of their participation in the activity.

Psychologists

The following state psychologist boards recognize activities sponsored by PESI, Inc. as an approved ACCME provider: Alaska, Arkansas, California, Colorado, Georgia, Illinois, Indiana, Kentucky, Maine, Maryland, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, Pennsylvania, South Carolina and Wisconsin. This activity consists of 6.0 clock hours of continuing education instruction. Certificates of attendance will be issued for you to submit to your state licensing board to recognize for continuing education credit.

California Psychologists: PESI, Inc. is approved by the CPA OPD to sponsor continuing education for psychologists. Provider #PES010. PESI maintains responsibility for this program and its contents. PESI is offering this activity for 6.25 hours of continuing education credit. Full attendance is required; no partial credits will be offered for partial attendance.

Social Workers: PESI, Inc., #1062, is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved as ACE providers. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. PESI, Inc. maintains responsibility for this course. ACE provider approval period: January 27, 2017 - January 27, 2020. Social Workers completing this course receive 6.25 Ethics continuing education credits. Course Level: Intermediate. Full attendance is required; no partial credits will be offered for partial attendance. A certificate of attendance will be awarded at the end of the program to social workers who complete the program evaluation.

California Social Workers: The California Board of Behavioral Sciences accepts CE programs that are approved by other approval agencies, including several that approve PESI and its programs. A full list of approval agencies accepted by the BBS can be found at www.bbs.ca.gov/licenses/cont_ed.html under “Where to find CE Courses.” This Intermediate level activity consists of 6.0 clock hours of continuing education instruction.

Other Professions: This activity qualifies for 380 minutes of instructional content as required by many national, state and local licensing boards and professional organizations. Save your course outline and certificate of completion, and contact your own board or organization for specific requirements.



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A COMPLETE GUIDE TO ETHICAL & LEGAL TECHNOLOGY CHALLENGES FOR MENTAL HEALTH PROFESSIONALS!

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A Complete Guide to Ethical & Legal Technology Challenges for Mental Health Professionals!

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