

Outline

Nothing as Practical as a Good Theory

How theories of ethical decision-making inform practice  
What's your ethical theory? (And yes, you do have one)  
Consequentialism, Deontology, and other theories

Understanding Ethical Decision Making

Models of ethical decision-making  
The pre-critical process of decision-making  
Values, morals, laws, and other "cousins" of ethics

Identify Contemporary Challenges

Technology  
How the codes written for paper records apply to electronic records  
Digital communication  
Distance therapy  
Professional guidelines and positions papers  
Skype anyone?  
Social media  
Internet  
Website content and structure  
When and if to blog  
Navigating consumer review sites

Informed Consent

What information should be included?  
How much information is enough?  
Updated content for your Informed Consent Form  
Case examples  
"I know what I signed-but that's not what I understand"  
"And now my insurance won't pay"

"Wow! Truly enlightening and really makes one think on & off the grid! Very enjoyable and would recommend, highly, to all practitioners!"  
-- Celina, psychotherapist/counselor

Objectives

- Explain how a practical model for ethical decision-making informs the clinical practice setting.
- Articulate the legal and ethical codes that relate to utilizing technology while providing mental health services.
- Establish ethical practices to ensure client safety, maintain confidentiality and obtain informed consent when utilizing distance mental health services.
- Consider cultural differences when using technology and articulate how this may inform the clinician's choice of treatment interventions.
- Establish clear ethical guidelines to address the potential for a dual relationship when interacting with clients via technology.

Live Webcast Schedule

(Times listed in Eastern)

- 8:00 Program begins
- 11:50-1:00 Lunch Break
- 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.

Clinical Competence

Boundaries of competence  
Understanding emotional competence  
Addressing cultural competence  
Supervision vs. consultation  
Case examples  
"Re-specializing"  
"When you can't refer"

Confidentiality

Online disclosures  
ICD-10, HIPAA, and communicating with third party payers  
Encryption, storage, and the cloud  
Case examples  
"Confidentiality online"  
"Alternate forms of communication"

Multiple Relationships

What kind of online relationship is really a "relationship"?  
Managing beneficial multiple relationships  
Gifts, bartering, and social contact  
Case examples  
"One of 5,000 friends"  
"It's my party and I'll cry if I want to"

Put it all Together

Anticipating future ethical challenges  
Using a decision-making model that will work in the future  
Understanding the role of ethics in quality client care



Group Training Solutions Made Easy!

- ONLINE or in-person
- Customizable
- Easy remote access
- From 5 to 5000
- CE hours available

www.pesi.com/inhouse

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE PAID  
EAU CLAIRE, WI  
PERMIT NO. 32729

PESI, Inc.  
P.O. Box 1000  
Eau Claire, WI 54702-1000

Ethics

2.0

When Clinical Goes Digital

LIVE Interactive Webcast  
Thursday, November 19, 2020

BONUS! – Registration includes FREE on-demand access for 3 months.



REGISTER NOW:  
pesi.com/webcast/83974



A Non-Profit Organization Connecting Knowledge with Need Since 1979

REGISTER NOW:  
pesi.com/webcast/83974

Join us online, for this live training!

Ethics

2.0

When Clinical Goes Digital

6.25 CE Hours of Ethics available

Is it appropriate to Google my client? If so, when?

How should I respond to a negative online client review? Or should I?

Is it ok to text my client? Under what circumstances?

How much digital transparency is okay for a therapist?

How do self-disclosure, confidentiality, boundaries, and dual relationships change in the digital landscape?

LIVE Interactive Webcast  
Thursday, November 19, 2020

BONUS! – Registration includes FREE on-demand access for 3 months.

**Digital Technology Has Changed the Way We Serve and Interact with Clients**

Let's face it—the digital age is here to stay, and it has ushered in a complete paradigm shift in what it means to provide quality, ethical mental health treatment.

Your current clients, and potential new ones, are accustomed to being able to receive every imaginable service using technology as the format. It only stands to reason that they are seeking, and even expecting, the type of services you provide to be available in the same fashion.

Whether you are already in the digital space, or you realize that you want and even need to be, the ethical considerations are unique, complex, and exciting all at the same time.

Let **Jeff Ashby, PhD, ABPP, RPT-S** – a mental health clinician with 20 years of clinical and research experience – be your guide as you explore the ethical issues related to social media, blogs, websites, and more.

Through discussion and case examples, learn how to address complex ethical dilemmas while maintaining the highest standards of clinical practice.

## Speaker

**Jeff Ashby, PhD, ABPP, RPT-S**, is a professor in the department of counseling and psychological services at Georgia State University. He is the director of Georgia State's Counseling Psychology doctoral program, a licensed psychologist, and a Diplomate of the American Board of Professional Psychology. Dr. Ashby has taught ethics at the graduate level for over 20 years and has served as the chair of the Ethics Committee of the International Association of Play Therapy and as an ethics content expert with the State of Georgia Psychology board. He has made over 100 presentations at professional conferences and authored/co-authored more than 80 articles in refereed journals, numerous book chapters, and two books.

Dr. Ashby received a BA in psychology and English literature from the University of Kansas, an MEd in counseling and school psychology from Wichita State University, and a PhD in counseling psychology from Penn State.

Speaker Disclosure:

Financial: Jeffrey Ashby is a professor at Georgia State University. He receives a speaking honorarium from PESI, Inc.

Non-financial: Jeffrey Ashby is a fellow of the American Academy of Counseling Psychology. He is a member of the American Psychological Association; and the International Association of Play Therapy.

"Been a counselor for 30 years and this was the best ethics workshop I've been to. Highly informative and done in a way that did not leave me extremely stressed but just more knowledgeable."

-- Mary, LPC



**Hassle-Free Cancellation Policy:** If you contact us before the event date, you can exchange for a self-study package on the subject (CE credits may be available), a certificate to attend another live webcast, or receive a tuition refund less a \$30 cancel fee. Substitutions are permitted at any time.

**Digital Seminar or DVD:** You can purchase a self-study package on the subject and 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](http://www.pesi.com) or call 800-844-8260. Check with your licensing board to verify acceptance of self-study credits for license renewal. If purchasing the digital format, you will receive an emailed order confirmation which contains your login instructions to access the recorded seminar, electronic handouts and online post-test. 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 **Anna Rustick at [arustick@pesi.com](mailto:arustick@pesi.com)** or call **715-855-8195**.



## Online Learning Made Easy!

**Join us on November 19, 2020, for this live, interactive webcast!**

Connect, collaborate and learn with our online seminars! It's easy, webcasts provide everything you need for an online educational experience including real-time video and audio, view slides on your computer screen, and the ability to ask your questions. Seminar materials are available for download. Bonus, registration includes 3 month access to the on-demand seminar for you to watch again!

**It's easy and convenient!**

**Register now! [pesi.com/webcast/83974](http://pesi.com/webcast/83974)**

**Train your whole organization**

**Purchase one full-price registration → train unlimited additional attendees for only \$49.99 each**

- Watch and participate in real time

- One CE Certificate is included

- **BONUS!** Receive free on-demand access for 3 months with registration!

### CE CREDIT AVAILABLE FOR WEBCAST – UP TO 6.25 HOURS!

This continuing education activity is designed to meet state board requirements for the following professionals. For specific credit approvals and details, visit [pesi.com/webcast/83974](http://pesi.com/webcast/83974).

**Addiction Counselors:** AK, AL, AR, AZ, CA, CO, CT, DE, FL, GA, IA, ID, IN, KS, KY, LA, MA, MD, ME, MI, MN, MS, MT, NC, ND, NE, NH, NJ, NM, NV, OR, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV

**Counselors:** AK, AL, AR, AZ, CA, CT, DC, DE, FL, ID, IL, IN, MD, MO, NC, ND, NH, NJ, NV, NY, OH, OR, PA, RI, SD, VA, WI

**Marriage and Family Therapists:** AL, AZ, CA, CO, CT, DC, DE, FL, ID, IL, IN, MD, MO, NE, NH, NJ, NM, NV, NY, OH, OR, PA, RI, SD, VA, VT

**Nurses:** All States

**Psychologists:** All States

**Social Workers:** AK, AL, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, IA, ID, IN, KY, LA, MA, MD, ME, MI, MN, MS, NC, ND, NE, NH, NM, NV, NY, OH, OK, OR, PA, SD, TN, TX, UT, VA, VT, WI, WY

**\*includes up to 6.25 hours of general ethics instruction.**

**For specific credit approvals and details, visit [pesi.com/webcast/83974](http://pesi.com/webcast/83974).**

To inquire about credit in other states or home study credit, please contact [cepesi@pesi.com](mailto:cepesi@pesi.com) or 800-844-8260 before the event.

### National Approvals

Credits listed are for full attendance at the live webcast only. The CE certificate can be downloaded/printed after completing the webcast and passing the online post-test evaluation (80% passing score). Additional participants can receive a CE certificate by adding a post-test evaluation to their account for \$49.99 USD. Please see schedule for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch.



**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.



**Nurses, Nurse Practitioners, and Clinical Nurse Specialists:** PESI, Inc. is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. Nurses in full attendance will earn 6.25 contact hours. Partial contact hours will be awarded for partial attendance.



**Psychologists:** PESI, Inc. is approved by the American Psychological Association (APA) to sponsor continuing education for psychologists. PESI maintains responsibility for this program and its content. 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. Course Level: Intermediate.



**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, 2020 - January 27, 2023. 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.

\*Content and materials in this course may include interventions and modalities that are beyond the authorized practice of your profession. 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.

## REGISTRATION FORM

**ETHICS 2.0:  
WHEN CLINICAL GOES DIGITAL**

**SAVE TIME! Express Register Online: [pesi.com/webcast/83974](http://pesi.com/webcast/83974)**

**1 Please complete entire form if sending by mail** *please print legibly*



\*Email address \_\_\_\_\_  
**\*Email required to receive registration confirmation, CE certificate, and/or digital product.**

Name \_\_\_\_\_ Profession \_\_\_\_\_

Billing Address \_\_\_\_\_ ☐ Home ☐ Work

Company Name (if work address): \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\*Cell Ph ( ) \_\_\_\_\_ Work Ph ( ) \_\_\_\_\_  
**\*Required for event updates**

**2 Pick Your Training** (make copy for your records)

☐ **Live Interactive Webcast**  
**November 19, 2020** PWZ83973

**\$219.99** tuition\*

8am Eastern time

Includes:

Real-time Q&A with Speaker

Live CE Certificate

Downloadable Manual

**FREE BONUS:**

Replay On-demand Access for 90 Days Afterwards

☐ **Digital Seminar** POS053890  
**\$219.99\*\***

Includes:

Self-study CE Certificate

Lifetime On-demand Access

Downloadable Manual

☐ **DVD** RNV053890  
**\$219.99\*\*\***

Includes:

Self-study CE Certificate

Lifetime Access

Downloadable Manual

**3 Select Payment Method**

**All registrations must be prepaid.**

☐ Check enclosed payable to **PESI, Inc.**

☐ Purchase order enclosed (Fed ID # 26-3896894)

☐ MC 16 digits ☐ VISA 13-16 digits ☐ AE 15 digits ☐ Discover Novus 16 digits

Card # \_\_\_\_\_

Card Exp. \_\_\_\_\_ CVV#: \_\_\_\_\_

Signature \_\_\_\_\_

(\*MC/VISA/Discover: last 3-digit # on signature panel on back of card.) (\*American Express: 4-digit # above account # on face of card.)

#### ADA NEEDS

We would be happy to accommodate your ADA needs; please call at least two weeks prior to the seminar date.

#### QUESTIONS

Visit [pesi.com/faq](http://pesi.com/faq) or contact us at [pesi.com/info](mailto:pesi.com/info)

#### OTHER WAYS TO REGISTER

Fax: 800-554-9775

Mail: PESI, Inc.  
PO Box 1000  
Eau Claire, WI 54702-1000

Phone: 800-844-8260

Online: [pesi.com/webcast/83974](http://pesi.com/webcast/83974)

By placing this order you agree to continue to receive exclusive offers and resources from the best professionals in the world as outlined in our (PESI) privacy policy. Please visit [pesi.com/privacy](http://pesi.com/privacy) for more information.

Total \_\_\_\_\_  
Shipping - \$6.95 (DVD only) \_\_\_\_\_  
**Subtotal** \_\_\_\_\_  
Tax \_\_\_\_\_  
**TOTAL** \_\_\_\_\_

\* For webcasts, add applicable tax in HI, NM  
\*\*For digital seminars, add applicable tax in AL, AZ, AR, CO, CT, DC, HI, IN, IA, ID, KY, LA, ME, MN, MS, NE, NJ, NM, NY, NC, OH, PA, SD, TN, TX, UT, VT, WA, WI, WY.  
\*\*\*For DVD orders, add applicable tax except in AK, DE, MT, NH, OR  
CE hours and approvals on products may differ from live CE approvals.  
Additional CE participant prices may vary.