

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 Webinar Schedule (Times listed in Central)


- 9:00 Program begins
- 11:50-1:00 Lunch Break
- 5:00 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.

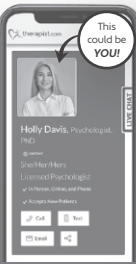
Objectives

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.

Are you looking to gain new clients or showcase your expertise?

Stand out with a **FREE listing** on  therapist.com today!

Register for FREE when you go to: therapist.com/free



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

Group Training Solutions Made Easy!

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



www.pesi.com/inhouse

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

— A Complete Guide to —

Ethical & Legal Technology Challenges

for Mental Health Professionals!

LIVE Interactive Webinar
Monday, December 19, 2022

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

Join us online for this live training!

— A Complete Guide to —

Ethical & Legal Technology Challenges

for Mental Health Professionals!

Featuring Melissa Westendorf, J.D., 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

Up to 6.25 Hours of Ethics

Live Interactive Webinar
Monday, December 19, 2022

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

 **PESI®**
www.pesi.com
A Non-Profit Organization Connecting Knowledge with Need Since 1979

REGISTER NOW:
pesi.com/webcast/88090

 **PESI®**
www.pesi.com

REGISTER NOW:
pesi.com/webcast/88090

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!

Target Audience:

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



Risk Free Purchase! PESI stands by our trainings and we have a 100% satisfaction guarantee. If you are not satisfied, please contact our customer service team at www.pesi.com/info or 800-726-3888 and we will make it right.

PESI Offers Group Discounts!

To save on groups of 5 or more, contact us at pesi.com/info!

Questions? Visit our FAQ page at www.pesi.com/faq or contact us at www.pesi.com/info.

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 or call **715-855-8195**.

Meet Your 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 Disclosure:

Financial: Melissa Westendorf, Ph.D., J.D. maintains a private practice. She is the founder of Technology Wellness Center, LLC. Dr. Westendorf receives a speaking honorarium from PESI, Inc. She has no relevant financial relationships with ineligible organizations.

Non-financial: Melissa Westendorf, Ph.D., J.D. is a member of the American Psychological Association; American Psychology Law Society; Wisconsin Bar Association; Racine Bar Association; and International Association of Correctional and Forensic Psychologists.

To view the full bio, visit www.pesi.com/webcast/88090

CE CREDITS AVAILABLE FOR LIVE WEBINAR

This continuing education activity is designed to meet state board requirements for the following professionals: **Addiction Counselors, Counselors, Marriage and Family Therapists, Nurses, Physicians, Psychologists, and Social Workers.**

For specific credit approvals, details, and planning committee disclosures, please see the "credit approvals and details" URL below. For speaker disclosures, please see speaker bios.

National CE Credit Approvals For Live Webinar

Credits listed are for full attendance at the live webinar only. The CE certificate can be downloaded/printed after completing the webinar, passing the online post-test (80% passing score), and completing the evaluation. Please see schedule for full attendance start and end times. NOTE: Boards do not allow credit for breaks or lunch.

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



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.



PESI, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.



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.



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.

Self-study credit: To check availability for your profession, go to www.pesi.com or call 800-726-3888 with your licensing board to verify acceptance of self-study credit for license renewal.

*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 Kids, PESI Rehab and Psychotherapy Networker.

Earn up to
6.25 CE
Hours for one
low price!

For all credit approvals and details, visit: www.pesi.com/webcast/88090

SIGN UP-TODAY! Choose your Learning Experience!

PESI offers multiple formats to fit your CE needs

Register Online at: pesi.com/webcast/88090

Live Interactive Webinar (Option 1)

December 19, 2022 [PWZ88089]

\$219.99 tuition

9am Central time

Live Webinar Experience:

- Participate live in real-time while connecting and collaborating with peers
- Ask the presenter your questions
- Earn a live CE certificate

FREE BONUS: Replay on-demand access for 90-days after webinar

**Live CE is only available when viewed live*

Get a Group Discount! Contact us at pesi.com/info to save for groups of 5 or more

On-Demand Digital Seminar (Option 2)

\$219.99 [POS055550]

Digital Seminar Experience:

- Learn at your own pace with 24/7 access from your PESI account
- Access to the program materials
- Enjoy lifetime on-demand access
- Earn a self-study CE certificate
CE hours and approvals may vary from live event. Visit www.pesi.com or call 800-726-3888 to check for availability.

DVD (Option 3)

\$219.99 [RNV055550]

DVD Experience:

- Self-study CE certificate available
CE hours, approvals and cost of CE Certificates may vary from live event. Visit www.pesi.com or call 800-726-3888 to check for availability and pricing

Recommended Reading:

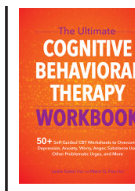


PUB086565

Telemental Health
The Essential Guide to Providing Successful Online Therapy

Joni Gilbertson, MA, NCC, LCPC, LMHC,
BC-TMH, CTMH

~~\$24.99~~ **\$19.99***



PUB087825

The Ultimate Cognitive Behavioral Therapy Workbook
50+ Self-Guided CBT Worksheets to Overcome Depression, Anxiety, Worry, Anger, Substance Use, Other Problematic Urges, and More

Leslie Sokol, PhD | Marci Fox, PhD

~~\$29.99~~ **\$19.99***

*** Discount Included with purchase of the Webinar**

OTHER WAYS TO REGISTER

Phone: 800-726-3888

Fax: 800-554-9775

Mail: PESI, Inc.
PO Box 1000

Eau Claire, WI 54702-1000

*If mailing/faxing registration, find form at www.pesi.com/form or call 800-726-3888

ADA NEEDS

We would be happy to accommodate your ADA needs; Please notify us at time of registration.

QUESTIONS

Visit pesi.com/faq or contact us at pesi.com/info

TAXES AND SHIPPING

Taxes and shipping apply where applicable, see website for details

