

Business Courtesies  
POLICY: AC.ETH.01.23

Title: Business Courtesies (replaces "Gifts/Benefits to Individuals from outside Sources)  
- September 1999

Date: July 17, 2002

Responsible to: President/CEO

**PURPOSE:**

To provide guidelines and parameters for the acceptance of or extending business courtesies to potential or current business associates.

**POLICY:**

Shepherd Center understands that there are reasonable and lawful reasons to accept or provide certain business courtesies. There will be occasions when employees wish to accept from a current or potential business associate invitations to social events to further develop business relationships or take advantage of educational opportunities. There will be times when employees, who have the authority, wish to offer to current or potential business associates similar opportunities. The business of healthcare poses significant risk with business courtesies for conflict of interest or fraud related to anti-kickback laws and regulations. This policy will provide parameters and guidelines for both accepting and providing business courtesies.

NOTE: This policy does not pertain to actions between Shepherd Center or affiliates and its volunteers and employees nor actions among employees.

**Extending Business Courtesies**

Definitions:

**(Business Courtesies)** are considered any business related items of value given to another free or discounted, as well as social events sponsored or hosted by Shepherd Center such as meals, sporting events, theatrical events or receptions. These courtesies are given or accepted as part of a potential business relationship and are not considered gifts.

**(Referral Sources)** would include any individual group or organization who could directly influence patient admissions or other potential financial opportunities to Shepherd Center.

**(Immediate Family Member)** would include husband or wife; natural or adoptive parents, child, sibling, stepchildren, father or mother-in-law, son or daughter-in-law, grandparent or grandchildren.

## **PROCEDURE:**

### **Extending Business Courtesies to Referral Sources**

1. An employee may extend a business courtesy to a potential referral source and/or their immediate family members under the following conditions:
  - a. when it is not CASH or the equivalent (checks, stocks, etc.)
  - b. It cannot exceed \$300.00 in value to the same referral source or their immediate family member for a CALENDAR YEAR.**
  - c. It cannot be **solicited** by referral or potential referral source.
2. Examples that **are** within the **\$300.00** limit include:
  - a. Dinner at a restaurant with referral source.
  - b. Paying of entry or greens fees for golf.
  - c. Provide tickets to sporting or theatrical events.
  - d. Providing flowers or other gifts for milestones (openings, birthdays, weddings, etc.)
  - e. Paying educational cost for referral source to attend educational opportunity.
  - f. Reasonable travel and/or lodging expense are acceptable in conjunction with appropriate educational opportunities not related to IRB approved research projects.
3. Activities not considered business courtesies and maybe provided to any and all referral or potential referral sources.

Note: Since these are not considered business courtesies, they will not count toward the annual \$300.00 limit.

- a. Benefits to a referral source or potential referral source that are incident to the primary purpose for their presence in the Center.
- b. Employees or medical staff are offered same benefit, such as educational activities.
- c. Benefit will facilitate the delivery of medical services or patient care quality within the Center or other institutions.
- d. Benefit is consistent with similar benefits offered by like facilities within this specific region (e.g., free parking, meals at meetings).
- e. Benefit is to be shared by a group of individuals that includes non-referral services.
- f. Benefit is for the purpose of participation in a retreat or planning event (e.g., board retreat, strategic retreat, marketing retreat).

- g. Inclusion of potential referral source in a meal to recruit a physician or other healthcare provider.
- h. Providing any item in exchange for their fair market value.
- i. Expenses in conjunction with IRB approved research projects.

**THE PURPOSE OF ANY BUSINESS COURTESY MUST NOT BE TO INFLUENCE REFERRAL SOURCES OR POTENTIAL REFERRAL SOURCES.**

**Extending Business Courtesies to any Non-Referral Sources**

1. Business courtesy must be reasonable and proper.
2. Cash or its equivalent (checks, stocks, gift certificates, etc) is totally unacceptable.
3. Invitation to Center events must be of a clinical or business nature.
4. Courtesies must be infrequent with respect to individuals or entities.

**Accepting Business Courtesies**

Employees are expected to follow the same guidelines for accepting a business courtesy as for giving a business courtesy through Shepherd Center.

Business courtesies are **NOT** gifts and employees must refer to the gift policy for appropriate guidelines.