

Medical Match is a Colorado medical specialty staffing service, providing direct hire, contract personnel, and Prescreen First! background services. Welcome to our *on-line* newsletter designed to inform and save you time with condensed human resource and current business features. www.medicalmatch.net

January 2005 Fax Law Change

NEW LAW: A new law will go into effect January 1, 2005. A business may be granted permission to fax advertisements **only with a prior, signed, written statement** from the receiver. Publishers, who rely on faxed magazine and newspaper renewals for millions of subscribers, are lobbying to have this law revised. The website: www.fcc.gov. details the old and new fax laws.

Consumer Aware

Watch out for groups like Consumer Crusade. Using the sales pitch of "helping" consumers who received advertising faxes, they publish that you will get \$25 (or less) for every fax they successfully prosecute. Consumers don't realize when they sign this *legal document* which "assigns, sells, and transfers all rights of title and interest in all unsolicited telefacsimile transmissions," they **give up legal rights and become simply marketing leads**. Collection or law firms acquire assignments with the goal of financially gaining \$500 to \$1500/fax. They do not inform the consumer of the possible costs of false accusations.

NOT ALL FAXES ARE ILLEGAL. Logically, legitimate companies may have established business fax relationships unknown to the assignor thru an association, friendship, business transaction, or pre-approval. It's easy to remove mis-dialed or unwanted faxes; call the listed phone number and asked to be removed.

EDUCATE YOUR STAFF. Whether reacting to an e-mail or a radio show, *unauthorized* staff members may be tempted to respond to Consumer Crusade's \$25 "easy money" and sign their names, their supervisor's name, or the corporate name on the assignments, naively implicating their companies. Justifiably, these people can be fired for signing legal documents.

IF YOUR COMPANY BECOMES A VICTIM OF FAX VIGILANTES. When the assignors use repeated threats and extortion-like collection tactics against your faxed communications (in hopes of "settling" instead of going to court... where they might lose,) there are recourses.

REPORT HARASSMENTS: Colorado Consumer Line: 1-800-222-4444 and to the FTC @ www.ftc.com.

MONEY RECOVERY: If you incurred financial damages under \$7500, you can file in Small Claims Court

COMPLAINTS AGAINST LAWYERS: Colorado Supreme Court.. Attorney Regulation Counsel. Go to www.coloradosupremecourt.com. Read directions, then call toll-free 1-877-888-1370

On-line Noridian Medicare Workshops; Almost Free

In September Noridian will offer more on-line billing workshops. www.noridianmedicare.com. (Select Education; go to Medicare Part B; then Medicare Part B Education Workshops.) There is no registration fee; the only cost will be the long distance phone charges. The student needs a phone and recent Pentium computer. The confirmation information explains how to connect to the conference call. This month's medical billing specialties: physical therapy; end-stage renal disease, flu/PPV rosters; and laboratory.

Growing? Relocating?

We are always happy to help supply administrative, clinical and support staff as direct hires or contractors! Place your **JOB ORDER** at www.medicalmatch.net. or call 303-980-1000 to receive our fee and replacement guarantee information.