



# *Code of Conduct*

we believe

in doing the right thing for all the right reasons.





# *Important Phone Numbers*

Compliance Department ..... 678-331-6870

Compliance Hotline ..... 1-888-800-5094

## *ADMINISTRATION*

WellStar Development Center ..... 770-956-6006

WellStar Enterprise Support ..... 770-792-7600

## *FACILITIES*

WellStar Cobb Hospital ..... 770-732-4000

WellStar Douglas Hospital ..... 770-949-1500

WellStar Kennestone Hospital ..... 770-793-5000

WellStar Paulding Hospital.....770-745-4411

WellStar Windy Hill Hospital ..... 770-644-1000

## *HUMAN RESOURCES*

WellStar Cobb Hospital ..... 770-732-2429

WellStar Douglas Hospital ..... 770-920-6438

WellStar Enterprise Support ..... 770-792-4950

WellStar Kennestone Hospital ..... 770-793-7070

WellStar Paulding Hospital..... 770-443-4785

WellStar Windy Hill Hospital ..... 770-732-4018

WellStar Physicians Group ..... 770-792-4966

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## *Letter from the Chief Compliance Officer*

WellStar Health System, Inc. (“WellStar”) is an integrated healthcare delivery system created with the mission of delivering high quality hospital, physician and other related healthcare services that improve the health and well-being of the individuals and communities we serve. Our strategic goal is to be the provider of choice by exceeding the expectations of our patients. We strive to provide quality, cost-effective patient care, treat our employees with respect, provide a workplace environment free from discrimination and harassment and comply with all laws and regulations. In pursuit of this goal, we aim to conduct our business with the highest ethical and professional standards, accepting “nothing less than excellence in everything we do.”

Each year it becomes more difficult to understand the regulations that govern health care conduct while the penalties for not following regulations grow more severe. In order to comply with federal and state laws and regulations, WellStar has implemented a formal Corporate Compliance Program, modeled upon guidelines set forth by the Office of Inspector General for the Department of Health and Human Services. This *Code of Conduct*, developed as part of WellStar’s Corporate Compliance Program, is for your use. It highlights WellStar’s Compliance policies and procedures and provides a framework to help guide your conduct and answer your questions throughout your employment with WellStar.

We take pride in WellStar as a system and the strong base of principles and values upon which it is founded. In addition to this *Code of Conduct*, we encourage you to also refer to WellStar’s policies and procedures, departmental policies tailored to your specific area, and any code of ethics applicable to your licensed profession.

If compliance questions arise, you should pursue them in your department through management, Human Resources, or the Compliance Department. Alternatively, you may call WellStar’s Compliance Hotline at 1-888-800-5094. All calls are anonymous and will be treated confidentially to the extent permitted by law.

Thank you for helping all of us feel proud to be a part of WellStar.

We believe in life well lived,



David Anderson

Chief Compliance Officer & EVP Human Resources / Organization Learning

## ***WellStar Health System, Inc. (WellStar) Code of Conduct***

WellStar has adopted this *Code of Conduct* as a demonstration of our unwavering commitment to honor all laws and regulations that govern the healthcare industry. The elements of this *Code of Conduct* include our Vision, Mission, Values, Basic Principles of Conduct, Standards of Service Excellence and Standards of Professional and Business Conduct and are incorporated into WellStar's Corporate Compliance Program. This *Code of Conduct* serves to enhance and continually develop a culture that values compliance from the top-down and fosters compliance from the bottom-up throughout WellStar and among all workforce members.

This *Code of Conduct* is designed to provide overall guidance; however, it is not possible to address every situation. Guidance that is more specific may be provided in WellStar's Policies and Procedures. If there is no specific policy, this *Code of Conduct* becomes the policy. (If a policy and a *Code of Conduct* provision conflict, the policy governs.) This *Code of Conduct* is a "living document" meaning that it will be updated periodically to respond to changing conditions. Questions regarding this *Code of Conduct*, or any issue, should first be raised by an employee to his or her immediate supervisor, then through the chain of authority up to, and including, the Chief Compliance Officer, or WellStar Corporate Officers. Alternatively, issues may be reported to Human Resources or confidentially and anonymously to the Compliance Hotline.

### ***Our Vision, Mission, Values, Principles, and Service Excellence***

#### ***VISION***

- To deliver world class health care.

#### ***MISSION***

- To create and deliver high quality hospital, physician and other related healthcare services that improve the health and well being of the individuals and communities we serve.

#### ***VALUES***

- We are dedicated to those we serve.
- We are dedicated to service.
- We are a team.
- We are committed to our employees.
- We are committed to our physicians.
- We are responsible to the community.
- We are WellStar Health System.

## ***Basic Principles of Conduct (H.E.A.R.T.)***

**HONOR CONFIDENCES** entrusted to you. Organizational and Patient Health Information entrusted to you should be held in the highest confidence.

**ETHICAL BEHAVIOR** of the highest standard is expected of every workforce member and is our institutional cornerstone.

**ABIDE BY LAWS, REGULATIONS, POLICIES AND PROCEDURES.** There are many laws, regulations, policies and procedures that govern events and behaviors within and on behalf of our organization particularly those related to coding and billing, and relationships with referral sources and vendors. If you are uncertain about these requirements please ask for help. Guidance can be obtained through your supervisor or the Compliance Department at **678-331-6870**.

**REPORT EVENTS** that concern you. If you observe or have information about events or behaviors that you believe to be unethical, illegal, against policy, or against prescribed protocol you should report your concerns to your supervisor. Reports may also be made anonymously to the ***Compliance Hotline 1-888-800-5094***.

**TRUTHFUL, COMPLETE, AND ACCURATE COMMUNICATIONS** should be the standard within the organization and when communicating with outside agencies, including government representatives. Remember - honesty is always the best policy.

## ***Standards of Service Excellence***

As we meet and exceed the expectations of our community, we lay the foundation of Customer Service through our Standards of Service Excellence. We work diligently and consistently to build a system-wide culture of service excellence wherein every employee is responsible and accountable for upholding the following Standards of Service Excellence:

### **We believe in making positive first impressions our first priority.**

Apply the ten-foot rule. Initiate interaction with patients, guests or other employees within ten feet of you with a smile and warm hello. Help the facilities be and look their best. Create a sense of trust and respect with everyone, first impressions set the tone.

### **We believe in treating others as guests.**

Apply the golden rule. Treat others as you wish to be treated. Be friendly and outgoing, show an interest in our patients and coworkers; help them feel welcome and important.



**We believe in developing service recovery.**

Be a problem solver. Take the initiative to find a solution or someone who can. Another important component of service recovery is to acknowledge, apologize and amend. Finally, turn negative into positive experiences.

**We believe in communicating effectively.**

Listen to understand. Listen with empathy and always communicate on someone's level. Give your undivided attention and use appropriate words and tone, remember body language is 55% of the message you communicate.

**We believe in serving others from a team-centered approach.**

Be accountable for team effort and success. Be a mentor to those needing encouragement and direction. Make patient satisfaction a team effort.

**We believe in projecting a positive attitude.**

Always speak positively. Remember attitude sets the stage for success or failure. Positive attitude, ambition and enthusiasm are contagious.

**We believe in making excellence the goal in everything we do.**

Never settle for second best; expect the best from yourself and others. Exceed the expectations of others. The Customer Service department is available to facilitate any customer service initiatives, both internal and external.

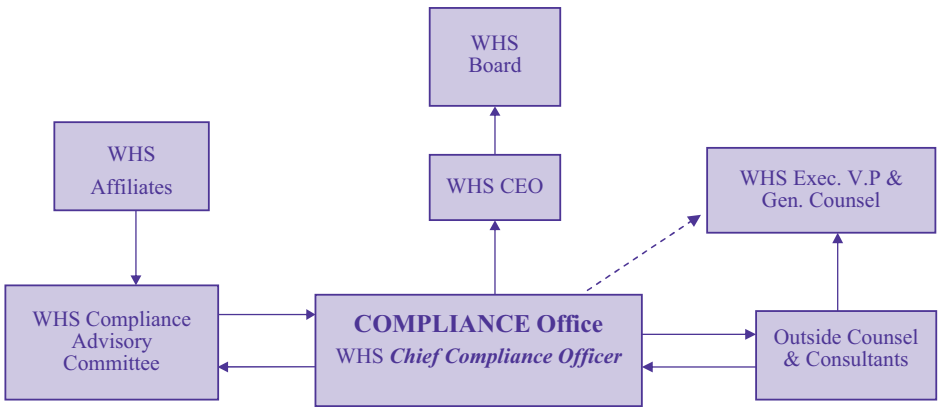
## *Corporate Compliance Program*

WellStar's Corporate Compliance Program is a comprehensive self-governing program designed to proactively minimize the chances that a violation of law or government regulation occurs within the WellStar system ("System"). It is modeled on the seven basic elements proposed by the federal government's Office of Inspector General (OIG) for developing effective Compliance Programs, and includes: (1) Policies and Procedures, (2) Designation of a Chief Compliance Officer, (3) Monitoring and Auditing, (4) Training and Education, (5) Open Lines of Communication, (6) Responding to Detected Deficiencies, and (7) Enforcing Disciplinary Standards. The Chief Compliance Officer reports directly to the CEO and the Board of Trustees and is responsible for the administration of WellStar's Corporate Compliance Program as well as the day-to-day operation of WellStar's Compliance Department. WellStar's Compliance Department is responsible for regulatory, privacy, monitoring and auditing issues, and training.

The Chief Compliance Officer also chairs the Compliance Advisory Committee – a complement of multidisciplinary WellStar leaders. This committee has oversight responsibilities to ensure system-wide compliance with the fundamental elements of WellStar's Corporate Compliance Program. In general, the committee addresses various compliance related issues and other applicable projects including but not limited to regulatory developments, internal and external

audits and legal issues. Most importantly, the committee seeks to ensure that all compliance objectives are advanced according to expectations and properly executed. In furthering system wide compliance, the Compliance Advisory Committee determines the scope of issues that warrant further review by the Board of Trustees and make recommendations accordingly. The Chief Compliance Officer, on behalf of the Compliance Advisory Committee, presents regular compliance reports to the CEO and the Board of Trustees Audit Committee. The Chief Compliance Officer also makes reports directly to the Board of Trustees from time to time. The diagram below provides an overview of the organizational structure of our Compliance Program:

## WELLSTAR HEALTH SYSTEM



### *Monitoring and Auditing*

WellStar’s Compliance Department has a dedicated Coding Assurance team that is responsible for internal monitoring and auditing of documentation, coding, and billing patterns across WellStar physician offices and facilities. Coding Assurance audits focus on ensuring that all applicable state and federal laws and regulations are being followed; that underpayments and overpayments are identified early; payments are refunded appropriately when needed; and action plans are developed to mitigate against further occurrences. Additionally, each year the Coding Assurance team develops and executes an internal audit plan derived from the federal government’s OIG Annual Work Plan, internal issues of concern, and from various other issues within the healthcare industry. This audit plan is also utilized as an internal risk assessment tool.

### ***Training and Education***

WellStar's Compliance Department staff members provide initial orientation and continuing compliance education for all new and existing employees. In addition, all employees are required to complete annual compliance training. The Compliance Department utilizes two basic platforms for training: on-line NetLearning modules and in-person training. In-person training includes lunch and learns, attending staff meetings, and periodic rounding throughout WellStar. In addition, the Coding Assurance team provides education and training when needed throughout WellStar. Education is also provided from outside healthcare consultants when applicable.

### ***Personal Obligation to Report***

WellStar believes each of its employees has an individual responsibility and duty to report their good faith belief of any violation of this *Code of Conduct*, WellStar policies or applicable law to his or her immediate supervisor, WellStar's Compliance Department, or the Compliance Hotline and encourages each employee to do so.

### ***Mechanism for Reporting - Compliance Hotline***

WellStar operates an external, independent Compliance Hotline at **1-888-800-5094**, available 365/24/7. In accordance with policy, WellStar does not discriminate or retaliate against employees who, based on a good faith belief the WellStar is not operating in accordance with applicable federal and state laws and regulations, make a report to the hotline. However, calls to the hotline do not protect callers from appropriate disciplinary or legal action regarding their own performance or conduct.

### ***Corrective Action***

WellStar initiates corrective action and appropriate discipline when internal investigations reveal violations of this *Code of Conduct*, WellStar policies, and federal or state laws, rules, and regulations. Corrective Actions include, without limitation, refunding improper payments, notifying regulatory agencies, correcting the source of errors, and implementing monitoring processes to prevent future violations.

## ***STANDARDS OF PROFESSIONAL AND BUSINESS CONDUCT***

*Please refer to WellStar's policies and procedures for additional details regarding each Standard.*

### **Patients and Communities Served:**

#### ***Care***

WellStar is committed to providing quality health care in a manner that is appropriate, medically necessary and efficient without discrimination due to gender, age, disability, race, color, religion, national origin or ability to pay. WellStar strives to provide considerate and respectful care with recognition of patient's dignity and right to privacy. WellStar employees, Medical Staff Members, and Allied Health Professionals are properly credentialed, experienced and licensed to meet the needs of WellStar's patient population. To the extent possible, the patient (or the patient's representative) is involved in decisions regarding care delivered. Generally, the patient's health care provider or designee will inform patients about the therapeutic alternatives and risks associated with the care the patient seeks and obtain the informed consent of the patient or patient representative, when necessary, information will be provided in a language that the patient can understand.

#### ***Documentation, Coding, Billing, and Reimbursement***

WellStar provides patients with services and/or items that are medically reasonable, necessary, and appropriate. We submit claims for those services and/or items to all payers, including government, private/managed care insurance, and directly to individuals. WellStar consistently strives for accuracy in documenting, coding, billing, and collecting for patient care services. WellStar prepares and submits cost reports and associated documentation according to all applicable regulations and contracts. If inappropriate payments are identified, they are refunded in a timely manner to the appropriate parties. We consistently seek to comply with all applicable state, federal, and payer mandates of government programs including Medicare and Medicaid. We also adhere to pertinent system policies and procedures as well as the fundamentals of our Corporate Compliance Program.

#### ***Communication***

WellStar understands that patients expect to know the identity and qualifications of all WellStar employees, Medical Staff Members and Allied Health Professionals who provide services to them and to receive information regarding policies, procedures, and charges. All such personnel are required to wear identification badges which identify their name, title, affiliation with WellStar and photograph. WellStar instructs its employees to answer all questions from patients promptly and courteously or to refer the patient to an appropriate source.

### ***Emergency Treatment***

WellStar provides an emergency medical screening examination and necessary stabilization of patients and treats pregnant women in labor regardless of the patient's ability to pay or insurance status. Provided the WellStar facility has the capacity and capability, anyone with an emergency medical condition is treated. Patients with emergency medical conditions are only transferred upon the patient's request or if the patient's medical needs cannot be met at the WellStar facility and appropriate care is available elsewhere.

### ***Freedom of Choice***

When referring patients to providers of designated health services, such as home health agencies, medical equipment suppliers, or long-term care and rehabilitation providers, WellStar respects and honors a patient's right to choose his or her own providers. WellStar also respects and honors, to the extent legally permitted, a patient's right to refuse treatment.

### ***Personal and Confidential Patient Information***

WellStar makes all efforts to protect personal and confidential or privileged information about WellStar patients. WellStar abides by federal privacy and security regulations, including HIPAA, and applicable state laws. Our Notice of Privacy Practices informs patients about how we treat their health information. WellStar employees are trained about privacy and security regulations as these regulations apply to their duties. Confidential patient information is disclosed only on a "need to know" basis.

### ***Research, Investigations, and Clinical Trials***

WellStar respects the rights of research study participants, their well being, and their privacy. As applicable, WellStar utilizes an Institutional Review Board in research activities.

### **Business:**

#### ***Adherence to Antitrust Laws***

WellStar avoids engaging in anti-competitive behavior or agreements that restrain trade.

#### ***Conflicts of Interest***

WellStar requires its employees to conduct their clinical activities and personal business in such a manner as to avoid potential or actual conflicts of interest.

#### ***Creation and Retention of Records***

WellStar retains ownership of all patient and System records it creates. WellStar works hard to ensure that patient records are accurately prepared, securely maintained and retained as prescribed by law and WellStar policy. Accurate records are required for WellStar to retain applicable licensure and accreditation.

### ***Government Requests for Information, Subpoenas and Search Warrants***

WellStar cooperates with appropriately authorized governmental (federal, state and local) investigations and audits. If an investigator wishes to speak to a WellStar employee, the employee has the right to consult with the Legal Department or a personal attorney. Consulting with an attorney does not mean the employee is unwilling to cooperate.

### ***Marketing and External Relations***

WellStar adheres to fair business practices and fairly, accurately, and honestly represents itself and the products and services of the System.

### ***Gifts, Tips and Personal Gratuities***

WellStar employees are permitted to accept or offer, for themselves or for the System, gifts, tips, personal gratuities of minimal value (\$30.00 or less) from/to patients, vendors, or other persons if the offer does not involve patient or business referrals.

### ***Preventing Improper Referrals, Kickbacks, and Influences on Clinical Decisions***

WellStar does not permit its employees to accept or offer, anything of value from patients, vendors or others that would influence patient and business referral decisions.

## **Employees and Workplace:**

### ***Access to Electronic Media***

WellStar provides its employees and others with access to electronic media. It is the responsibility of such persons to read, understand, and abide by WellStar's Policies pertaining to the access and use of WellStar's electronic media.

### ***Confidential Information***

Confidential information about WellStar, including System strategies and operations is a valuable asset. Although WellStar employees may come in contact with and use confidential information to perform their jobs, confidential, proprietary and trade secret information (“Confidential Information”) must not be shared with others unless there is a “need to know” or it is permitted according to a contractual business relationship. WellStar Confidential Information includes, without limitation, personnel data maintained by the System; patient lists and clinical information; patient financial information; passwords; pricing and cost data; information pertaining to acquisitions, divestitures; affiliations and mergers; financial data; details regarding federal, state and local tax examinations of the organization or its joint venture partners; research data; strategic plans; marketing strategies and techniques; supplier and subcontractor

information; and proprietary computer software. Occasionally, entities or persons seek disclosure of WellStar Confidential Information under Georgia's Open Records Act or other similar statute requiring release of information. WellStar employees should immediately contact the Legal Department with any such requests.

### ***Environment***

WellStar promotes sound environmental and safety practices to ensure proper handling and disposal of medical and hazardous waste. WellStar takes all reasonable precautions to ensure the overall safety of patients, visitors, employees and other personnel and is committed to maintaining a smoke-free and drug free environment.

### ***Fair Treatment of Personnel***

WellStar prohibits discrimination in any employment-related decision on the basis of race, color, national origin, religion, sex, physical or mental disability, medical condition, ancestry, marital status, age, sexual orientation, citizenship or status as a covered veteran. WellStar is committed to providing equal employment opportunities and a work environment where each employee feels safe and is treated with fairness, dignity and respect.

### ***Harassment and Discrimination***

WellStar gives proper respect and consideration to everyone. Harassment of any type, including sexual harassment, is not tolerated and is strictly prohibited. Sexual harassment includes any unwelcome sexual advances or verbal or physical conduct of a sexual nature that is made a condition of continued employment, forms the basis for any employment decision, or otherwise interferes with an employee's work performance, or creates an intimidating or offensive work environment. In this regard, all personnel are expected to conform to the standards of their respective professions and exercise reasonable judgment and objectivity in the performance of their duties. Any employee who has experienced, or has any knowledge of, an incident of discrimination or harassment must report the incident to his or her direct supervisor, the Human Resources Department, the Chief Compliance Officer, or the Compliance Hotline. Complaints will be investigated promptly and as confidentially as circumstances permit. If it is determined that a violation of this policy has occurred, WellStar will take prompt remedial action.

### ***Disruptive & Inappropriate Behavior***

WellStar prohibits disruptive and inappropriate behavior. Disruptive and inappropriate behavior is conduct by an individual working in the organization that intimidates others to the extent that quality and safety could be compromised. These behaviors may be verbal or non-verbal, may involve the use of rude language, may be threatening or may involve physical contact. Examples of inappropriate and disruptive behaviors include but are not limited to: using abusive, profane or obscene language or gestures in the presence of employees, customers or visitors; fighting or inciting others to fight on WellStar premises; acts or behaviors that reflect unfavorably upon the reputation of WellStar. Our Anti Harassment / Anti-Sexual Harassment policy prohibits harassment of any kind and our Anti-Retaliation policy prohibits retaliation against employees who report in a good faith effort any instances of harassment.

To help each employee make the best and most successful contribution to the organization, WellStar has adopted a system of disciplinary responses to employee job-related issues, as defined in our Human Resources Employee Discipline policy. Additionally, WellStar Medical Staff has adopted a “Disruptive Behavior” policy that defines prohibited inappropriate or disruptive behaviors that could compromise the quality and safety of patient care. Please refer to HR Policies for further examples of improper employee conduct

### ***Unlawful Behavior***

WellStar employees who participate in unlawful behavior are subject to the terms of WellStar’s Employee Discipline policy and as such are subject to immediate termination depending on the level of effect that the offense has upon WellStar and its concerns.

### ***Ineligible Persons***

WellStar conducts queries with federal databases to ensure it does not conduct business with vendors, contractors, providers, or employed persons that have been sanctioned from participating in federal health care programs. WellStar rigorously screens all new employees, staff physicians, and vendors and makes a good faith effort to do the same with all contractors with whom we have a business relationship. As a follow up, WellStar conducts periodic additional screenings of all referenced parties to ensure ongoing compliance.

### ***Intellectual Property***

WellStar owns all employee intellectual property that relates to the employee’s job and is conceived, developed and reduced to practice during the employee’s course of employment at WellStar. Employees must promptly and fully disclose to WellStar all employee intellectual property that meets the criteria set forth in the previous sentence. As a condition of employment or continued employment, each employee assigns to WellStar all rights, title and interest in any such employee intellectual property. Employees are also prohibited from selling, transferring or improperly disclosing WellStar’s confidential information or intellectual property. Any questions should be directed to WellStar’s Legal Department.



### ***Acknowledgment Process***

WellStar's *Code of Conduct* is shared with all employees from inception of employment and is repeated with annual compliance training, which is incorporated into the employee's annual review and must be completed by all employees. Each employee must acknowledge in writing that he/she received a copy of this *Code of Conduct*, understands it, and commits to honor it. This acknowledgement is maintained in the employee's personnel file in the Human Resources Department. WellStar provides a copy of this *Code of Conduct* to Vendors and Contractors as a condition of conducting business. Like WellStar employees, Vendors, and Contractors must acknowledge in writing that they received a copy of the *Code of Conduct*, understand it, and commit to honor it. This acknowledgement is maintained on file in the Purchasing Department.

Over for sample Acknowledgment and Certification form.

***Acknowledgment and Certification***  
(Sample Only, Do Not Use)

By signing below:

1. I acknowledge that I attended the WellStar Code of Professional Conduct presentation at the General Orientation training session on \_\_\_\_\_; and  
(Date)
2. I certify that I have read and understand the information contained in this Code of Conduct; and
3. I agree to abide by and comply with the Code of Conduct as updated from time to time and provided to me as a continued condition of my employment with WellStar; and
4. I understand that this form will be maintained in my permanent personnel file in Human Resources.

Signature of Employee \_\_\_\_\_

Printed Name of Employee \_\_\_\_\_

Employee Number \_\_\_\_\_

Department / Facility \_\_\_\_\_

Today's Date \_\_\_\_\_



WellStar Compliance Department  
531 Roselane Street, Suite 600  
Marietta, GA 30062  
678-331-6870  
Compliance Hotline: 1-888-800-5094