



## Health Care

***While you focus on the business of health, we focus on the health of your business.***

In today's complex health care climate, there is no single prescription for growing business, managing costs and serving the unique needs of patients, providers, and the public.

Perhaps more so than at any other time, today's health care providers and the businesses who serve them face a wide range of challenges as they innovate and build for the needs of tomorrow while simultaneously navigating the ever-shifting environment created by the ACA and declining reimbursement.

That's why health care-related businesses that want to thrive turn to the experienced, multidisciplinary team at Lathrop GPM. Our experienced attorneys routinely advise all sectors of the health care industry including urban and rural hospitals and hospital systems, clinics, academic medical centers, ASCs, specialty service providers — including, imaging centers, radiation therapy centers, residential care facilities, home care providers, and nursing homes — physician practices, insurers, managed care networks and organizations, and other care providers — along with the health care software, technology, and other companies that support them — through all facets of innovations to help deliver quality care and more effectively manage the business of health.

***With of the regions' premier health law practices, we also have special experience in all facets of health care technology.***

Lathrop GPM's experienced team of technology and health care attorneys also draw upon their deep industry experience and connections to advise the providers of health technology software and systems, as well as health care organizations purchasing new software technology, from idea to installation and through disputes that may

arise.

The delivery of health care and related services in the United States today is a highly complex one, amid a backdrop of ever-changing and highly technical laws and regulations, state and federal oversight, and political and public scrutiny. The work is technical and the stakes are high. That's why health care providers repeatedly turn to our attorneys for practical, solution-oriented legal advice and laser-sharp attention to detail.

***Our collaborative, multidisciplinary legal team supports the goals of your health care team.***

Just like health care providers work in multidisciplinary teams to serve the holistic needs of the patient, our attorneys work together to serve the comprehensive and unique needs of our health care clients.

Our core health law attorneys don't serve health care clients only occasionally; rather, they are dedicated to exclusively working with health care clients and have experience in all facets of health care law and business. Our collaborative approach draws upon the collective wisdom of the team and taps into the individual experience of firm attorneys with special areas of practice to give clients the strongest advantage possible when it comes to business challenges involving special areas of the law: regulatory and compliance, health care technology and privacy matters, intellectual property, antitrust actions, fraud and abuse claims, labor and employment challenges, litigation and investigations, corporate governance and transactions, real estate needs and more.

Clients benefit from a highly experienced team with deep health-related law experience from the inside out. Our team includes a Certified Public Accountant and former financial officer for a large Chicago hospital system; a former Minnesota Assistant Attorney General; former U.S. Attorney; former Ramsey County Attorney; and litigators with particular experience in health care fraud and whistleblower cases. Our attorneys are repeatedly selected by *Best Lawyers in America* for their healthcare, corporate, and litigation prowess.

Contact us today to learn more about our capabilities serving the unique needs of clients doing business within the health care sector.

## **Experience**

Lathrop GPM's multidisciplinary Health Care team represents clients in the health care sector in all facets of their legal needs, including:

### ***General Business***

We help health care companies run their businesses effectively, manage risk, and take advantage of market opportunities, including:

- General corporate counsel
- Mergers and acquisitions
- Joint ventures and collaborations
- Regulatory compliance
- Taxation
- Financing
- Franchise and other operational agreements
- Real estate
- Labor and employment
- Executive benefits and compensation
- Business litigation

### ***Information Security & Data Privacy***

With health privacy of utmost importance, we help clients understand and stay in compliance with the laws governing information and security of consumer information that affect business. We regularly counsel clients with respect to:

- Health Insurance Portability and Accountability Act (HIPAA)
- Gramm-Leach-Bliley Act
- European Union Data Privacy Directive
- Children's Online Privacy Protection Act (COPPA)
- Red Flag Rules (FCRA)

And, we help companies establish proactive policies and procedures to protect data, as well as to respond rapidly if a breach occurs.

***Internet/E-commerce***

We represent internet and e-commerce clients doing business in the health care sector in a wide spectrum of legal and business issues including electronic contracting, secured transactions, taxation, intellectual property, and privacy. Our experience includes:

- Drafting and reviewing content licensing and cooperative marketing agreements
- Representing clients in Internet domain name disputes, with a record of successful arbitrations under the ICANN Dispute Resolution Policy
- Registering and transferring domain names
- Drafting privacy policies and terms and conditions for websites
- Drafting and negotiating web site development and hosting agreements
- Developing policies to regulate employees' use of the Internet
- Representing Internet companies in key business and financing issues, including formation, private placements, mergers and acquisitions, and IPOs