



Serving Orange County Physicians

In today's complex and ever-changing healthcare environment, institutional and individual providers and healthcare businesses need trusted advisors who can help them negotiate the myriad legal and business issues that arise in the course of practicing medicine and operating health-related businesses.

Brach Eichler pioneered the discipline of healthcare law and is a regional leader in healthcare law representation.

Our deep bench of healthcare law attorneys represents individuals and entities from every corner of the healthcare industry. Our clients range from individual practitioners to large physician and dental groups, from hospitals and hospital systems to medical staff organizations, from physician specialty societies to healthcare trade associations, from long-term care facilities to home healthcare and hospice agencies. Our attorneys also have significant experience with matters and regulations affecting ambulatory surgical centers, other outpatient facilities, and their owners.

Knowledgeable across a wide spectrum of issues, our attorneys deftly handle an array of healthcare business, transactional, licensure, compliance, white collar criminal, and litigation matters, including online reputation matters, affiliation arrangements, employment agreements, "unwinds" from physician groups, and restrictive covenant matters.

Our comprehensive representation to healthcare industry clients includes:

Other Provider Representation

- Large and small physician organizations, practices, and individual physicians
- Large and small dental organizations, practices, and individual dentists
- Individual practitioners in other health and health-related professions

Outpatient Provider Representation

- Representation of ambulatory surgery centers/ ambulatory care facilities
- Representation of urgent care facilities
- Representation of federally qualified health centers
- Representation of licensed healthcare facilities and operators, including radiology, lithotripsy, home healthcare, hospice, dementia care homes, and substance-use disorder treatment facilities

Institutional and Society Representation

- General and outside legal counsel to hospitals and health systems

- Counsel to nursing home and assisted living facility operators
- General counsel to physician specialty societies

Corporate and Business Matters

- Business entity formation, bylaws, operational agreements, buy-ins, buy-outs, and dissolution
- Hospital and medical staff bylaws
- Business taxation issues
- Non-profit organization matters

Transactional Matters

- Hospital-physician joint ventures
- Healthcare business purchase and sale transactions, mergers, acquisitions
- Structuring mergers/consolidation of physician practices and healthcare facilities
- Due diligence review
- Drafting and negotiation of vendor, employment, contractor, and restrictive covenant agreements
- General contracting matters
- Leasing matters

Provider Reimbursement Matters

- Managed care and other payor contracting
- Medicare and Medicaid issues
- Audits and investigations
- Appeals

Compliance Matters

- HIPAA and privacy/confidentiality matters, including policies, training, breach and security incident response, reporting requirements, and government investigations
- Corporate compliance program development, implementation, and training
- Compliance investigations
- Review and preparation of policies and procedures
- Healthcare compliance reporting matters

White Collar Criminal Matters

- Fraud and abuse investigations, allegations, and indictments
- Racketeering and money laundering schemes
- Labor and unemployment fraud
- Environmental crimes
- Government investigations and administrative hearings

Dispute and Litigation Matters

- Shareholder/member disputes
- Contract/transactional disputes
- PIP arbitrations
- Complex insurance litigation
- Hospital medical staff privileges dispute
- Litigation under the state and federal anti-kickback and fraud abuse statutes
- Defense of healthcare providers under the New Jersey Insurance Fraud Prevention Act

Professional Licensing and Medical Staff Matters

- Professional licensing board matters
- Medical staff hearings

Other Matters

- Guardianships
- Patient care issues
- Telemedicine and telehealth
- Protection of intellectual property
- Medical marijuana issues
- Healthcare employment matters

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A resident of Warwick, New York, Susan Frankel's practice is focused on healthcare corporate, transactional, and regulatory matters, representing physicians, physician groups, ambulatory surgical centers, hospitals, and other healthcare providers and facilities. Uniquely, Susan is also experienced in healthcare and commercial litigation, thereby offering a beneficial perspective to her advisory role. Susan represents clients in matters including physician employment agreements, corporate formations, purchases and sales of practices, practice mergers, and ASC investment and operational matters. She advises clients on anti-kickback, Stark, fraud and abuse, and HIPAA compliance, as well as on new state and federal healthcare legislation. Susan also regularly advises physicians in online reputation matters.

Prior to joining Brach Eichler, Susan served as the General Counsel and Director of Operations and Compliance for a multi-state physician practice in New York, New Jersey, and Pennsylvania. Susan has also worked in law firm senior management, having served as Director of Operations for a large New York City firm.

Susan earned her law degree from the University of Pennsylvania, and she has a Master of Laws (LL.M.) in Health Law from the Loyola University Chicago. Her LL.M. thesis, "MACRA: The Death Knell for Small Private Practice?," earned highest accolades.

Attorney Advertising - Past performance is no guarantee of future results.



About Brach Eichler LLC

Brach Eichler LLC, is a full-service law firm based in Roseland, NJ. With over 80 attorneys, the firm is focused in the following practice areas: Healthcare Law; Real Estate; Litigation; Trusts and Estates; Business Transactions & Financial Services; Personal Injury; Criminal Defense and Government Investigations; Labor and Employment; Environmental and Land Use; Family Law Services; Patent, Intellectual Property & Information Technology; Real Estate Tax Appeals; Tax; and Cannabis Law. Brach Eichler attorneys have been recognized by clients and peers alike in Chambers USA, The Best Lawyers in America®, and New Jersey Super Lawyers. For more information, visit www.bracheichler.com.

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