

## Integrating Health Care Financing and Delivery: New Paradigms for the 21st Century

Greenbaum, Rowe, Smith & Davis LLP will present the Lunch & Learn webinar "Integrating Health Care Financing and Delivery: New Paradigms for the 21<sup>st</sup> Century" to the Healthcare Financial Management Association (HFMA) Region 3 membership on Friday, November 20, 2020 from 12:00 - 1:00pm. The speakers for this presentation will be Greenbaum attorneys **Neil M. Sullivan** and **James A. Robertson**.

Hospitals, health systems and large multi-specialty physician practices have spent the better part of the last decade growing their depth and breadth of reach, both vertically and horizontally. Hospital mergers and physician practice acquisitions have created mammoth organizations with almost unlimited capabilities. This reach has created new horizons in healthcare excellence through the adoption of clinical best practices and the technical wherewithal to broadcast those practices systemwide.

This program will explore the development of a number of healthcare delivery structures, including clinically integrated networks, organized delivery systems, multiple employer welfare arrangements, and health system-based health insurance companies to best position healthcare organizations for the challenges of the mid-21st century.

With this healthcare infrastructure now in place, this presentation will provide valuable strategic and legal insights to organizations that are setting their sights on organizing the delivery of care to their constituent bases, including the sharing of risks and rewards with entities contracting for their services for the delivery of higher quality care, development and adoption of best practices, use of technology and data analytics, electronic medical records, and risk contracting with commercial and governmental payers.

The HFMA is a professional membership organization comprised of healthcare finance management executives and related professionals working in the healthcare industry. The firm was invited to deliver this special presentation to the group's Region 3 membership, which comprises New Jersey, metropolitan Philadelphia, and a large portion of Pennsylvania.

Mr. Sullivan is Counsel in the firm's Healthcare Department. He concentrates his practice in healthcare and insurance law, with a particular emphasis on the intersection of healthcare finance and delivery. He regularly represents and counsels health plans and healthcare providers in regulatory compliance and filings, and

alternative financial models for healthcare delivery, including Organized Delivery Systems (ODS), Accountable Care Organizations (ACO), Multiple Employer Welfare Arrangements (MEWA), and health system equity ownership or participation in insurance organizations. Mr. Sullivan served as Assistant Commissioner of the New Jersey Department of Banking and Insurance (DOBI) from 2010-2014.

Mr. Robertson is Chair of the Healthcare Department. His practice is reflective of his significant expertise across a wide range of legal disciplines, enabling him to effectively counsel clients on a myriad of healthcare regulatory, corporate and litigation matters. He represents a diverse array of healthcare industry clients including for-profit and not-for-profit healthcare and hospital systems, academic medical centers, nursing homes, home health agencies, medical device manufacturers, pharmaceutical companies, integrated delivery networks, physicians and physician practice groups, and healthcare private equity funds.

## Related Attorneys

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