



## James Robertson

Partner

Practice Leader | Healthcare

 Roseland

T: 973.577.1784

F: 973.577.1785

[jrobertson@greenbaumlaw.com](mailto:jrobertson@greenbaumlaw.com)

- Recognized thought leadership and expertise across the spectrum of healthcare-related transactional, regulatory, and compliance issues and litigation
- National and statewide reputation in navigating and litigating Medicare, Medicaid, charity care, disproportionate share hospital (DSH) reimbursement and managed care matters
- Transactional, regulatory compliance and litigation support for hospital systems, integrated delivery networks, physician practices, healthcare private equity firms, pharmaceutical manufacturers, and other healthcare entities

Jim serves as trusted counsel to the entire healthcare sector. His practice spans the full spectrum of legal, regulatory, and corporate challenges facing healthcare entities.

With a deep technical command of reimbursement and payer strategy, Jim regularly represents hospital systems and providers in high-stakes Medicare, Medicaid, and charity care subsidy matters. He possesses particular expertise in navigating disproportionate share hospital (DSH) and graduate medical education (GME) issues before state agencies and the federal Provider Reimbursement Review Board (PRRB). Jim further ensures the long-term sustainability of provider-payer relationships by negotiating complex Medicare Advantage and Managed Medicaid risk-sharing arrangements.

In the transactional arena, Jim provides comprehensive representation for mergers, acquisitions, joint ventures, and divestitures. He serves a diverse array of industry leaders, including for-profit and non-profit hospital systems, academic medical centers, pharmaceutical companies, integrated delivery networks (IDNs), physician practices, and healthcare private equity funds. Jim is instrumental in the structural development of Clinically Integrated Networks (CINs), Accountable Care Organizations (ACOs), and Multiple Employer Welfare Arrangements (MEWAs), frequently securing necessary certifications from the New Jersey Department of Banking and Insurance (DOBI). His work encompasses the establishment and sale of individual and group practices, ambulatory surgery centers, nursing homes, and assisted living facilities, as well as the negotiation of executive contracts, recruitment initiatives, medical directorships, hospital department management, and office or equipment leases.

To mitigate operational risk, Jim guides clients through the development of robust corporate compliance programs and manages internal audits, government inquiries, and voluntary self-disclosures. His counsel ensures that provider arrangements satisfy the Stark Law, the federal Anti-Kickback Statute (AKS), and New Jersey's Codey Law. He assists clients in seeking advisory opinions, obtaining Certificates of Need, and securing transaction approvals from the New Jersey Department of Health and the Attorney General under the Community Healthcare Asset Protection Act (CHAPA). His counsel ensures compliance with the Corporate Practice of Medicine (CPOM) doctrine and federal mandates including HIPAA, HITECH, the ACA, and EMTALA—from drafting Business Associate Agreements (BAAs) to managing medical record retention and the physical or electronic storage of medical records.

Jim's advocacy extends to medical staff matters, where he designs state-of-the-art bylaws and provides guidance on fair hearing requirements and strategic initiatives. Finally, he represents healthcare entities in business-critical litigation, including provider-payor disputes, restrictive covenant matters, and medical staff privileging hearings. By combining this granular knowledge of reimbursement and regulatory compliance with a veteran litigator's perspective, Jim provides the strategic foresight necessary to navigate the administrative and operational hurdles of the modern healthcare landscape.

## Areas of Focus

---

### Practice Areas

- Business & Corporate
- Business Counseling
- Business Transactions
- Employment Issues
- Insurance Coverage
- Healthcare
- Healthcare Litigation
- Federal False Claims Act & Insurance Fraud

- Hospital & Physician Reimbursement
- Regulatory Appeals
- Healthcare Private Equity
- Healthcare Regulatory & Compliance
- Healthcare Transactions
- Managed Care Contracting & Dispute Resolution
- Litigation

## Industries

- Healthcare

## Credentials

---

### Bar Admissions

- New Jersey, 1990
- Pennsylvania, 1990
- U.S. District Court, District of New Jersey, 1990
- U.S. Court of Appeals, Third Circuit, 1997
- U.S. Supreme Court, 2001

### Education

- Villanova University School of Law, J.D., 1990
- Rutgers University, Cook College, 1987 B.S.,

## Insights & More

---

### Announcements

[36 Greenbaum Attorneys Selected for Inclusion in 2026 Edition of New Jersey Super Lawyers](#)  
3.20.26

[2026 Edition of Best Lawyers Recognizes 54 Attorneys in 41 Practice Areas: Eight Greenbaum Lawyers Recognized on “Ones to Watch” List](#)  
8.21.25

[2025 Chambers USA Guide Ranks Greenbaum, Rowe, Smith & Davis in Key Practice Areas and Recognizes 18 Attorneys as Leading Individuals](#)  
6.04.25

Thirty-Five Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2025 Edition of New Jersey Super Lawyers

3.19.25

James A. Robertson Recognized by Healthcare Financial Management Association New Jersey Chapter

10.13.24

2025 Edition of Best Lawyers Recognizes 56 Attorneys in 39 Practice Areas: Ten Greenbaum Lawyers Recognized on "Ones to Watch" List; Three Selected for "Lawyer of the Year" Recognition

8.14.24

2024 Chambers USA Guide Ranks Greenbaum, Rowe, Smith & Davis in Key Practice Areas and Recognizes 20 Attorneys as Leading Individuals

6.05.24

Thirty-Four Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2024 Edition of New Jersey Super Lawyers

3.25.24

2024 Edition of Best Lawyers Recognizes 59 Attorneys in 38 Practice Areas: Twelve Greenbaum Lawyers Recognized on "Ones to Watch" List; Five Selected for "Lawyer of the Year" Recognition

8.16.23

2023 Edition of Best Lawyers Recognizes 51 Attorneys in 36 Practice Areas: Nine Greenbaum Lawyers Recognized on "Ones to Watch" List; Seven Selected for "Lawyer of the Year" Recognition

8.17.22

## **Client Alerts**

One Big Beautiful Bill Act: An Overview of Key Healthcare Provisions & Impacts

9.04.25

A Primer on Medicare Graduate Medical Education Payments

11.28.22

Governor Murphy Signs Executive Order Setting COVID-19 Vaccination and Booster Shot Requirements for New Jersey Healthcare Workers

1.26.22

U.S. Supreme Court Upholds CMS Enforcement of COVID-19 Vaccine Mandate for Healthcare Facilities that Receive Medicare or Medicaid Funding

1.18.22

FTC's Final Rule Expands the Safeguards Rule for Financial Institutions to Address Cybersecurity Risks and the Privacy of Consumer Data

11.17.21

Federal Court Ruling in Rutgers Vaccine Mandate Challenge Is Likely the Tip of the Iceberg

10.14.21

HHS Clarifies That Inquiries About COVID-19 Vaccination Status Are Not a Violation of Privacy Rights Under HIPAA

10.07.21

The New Jersey Economic Recovery Act of 2020: An Overview of the New Jersey Community-Anchored Development Program

3.04.21

New Jersey Enacts Legislation Imposing Annual Community Service Contributions on Nonprofit Hospitals

3.01.21

Governor Murphy Signs Executive Order 152, Setting Forth Guidelines for Indoor and Outdoor Gatherings

6.12.20

Governor Murphy Signs Executive Order 113 Authorizing the Taking of Private Property to Combat the COVID-19 Crisis

4.06.20

Title III of the CARES Act: Supporting America's Health Care System in the Fight Against the Coronavirus

3.31.20

An Overview of Several Recent Executive Orders from Governor Murphy

3.25.20

"Stay at Home": An Overview of Governor Murphy's Executive Order 107

3.23.20

## **Healthcare Perspectives Blog**

New Compliance Requirements for Off-Campus Hospital Outpatient Departments – Next Steps for Hospitals and Health Systems

3.30.26

ACA Marketplace Enrollment Declines in 2026: Coverage Shifts and Implications for Providers

3.24.26

Medicaid Financing Changes Under the OBBBA: Provider Tax Waiver Final Rule and Caps on Medicaid Manager Care SDPs

3.19.26

CMS Distributes \$10B in Rural Health Transformation Funding; \$147M for New Jersey

3.13.26

From the Big Beautiful Bill to the Great Healthcare Plan: President Trump and Congressional Republicans' Proposal to Reform the American Healthcare System

3.06.26

The Do's and Don'ts of Structuring Physician-MSO Arrangements to Comply with the New Jersey Corporate Practice of Medicine Doctrine

3.07.23

### **Published Articles**

New Compliance Requirements for Off-Campus Hospital Outpatient Departments – Next Steps for Hospitals and Health Systems

3.30.26

ACA Marketplace Enrollment Declines in 2026: Coverage Shifts and Implications for Providers

3.24.26

Medicaid Financing Changes Under the OBBBA: Provider Tax Waiver Final Rule and Caps on Medicaid Manager Care SDPs

3.19.26

CMS Distributes \$10B in Rural Health Transformation Funding; \$147M for New Jersey

3.13.26

From the Big Beautiful Bill to the Great Healthcare Plan: President Trump and Congressional Republicans' Proposal to Reform the American Healthcare System

3.06.26

New Jersey Supreme Court Finds the Take All Comers Statute is Not an Unconstitutional Taking of Hospital Private Property: Next Stop...SCOTUS

Fall 2025

One Big Beautiful Bill Act: Key Healthcare Provisions & Effects

Fall 2025

The Life and Death of Chevron Deference and the Future of Administrative Law

Fall 2024

The Do's and Don'ts of Structuring Physician-MSO Arrangements to Comply with the New Jersey Corporate Practice of Medicine Doctrine

3.07.23

Federal Efforts to Mandate COVID-19 Vaccinations, Testing and Masking: Overview and Status Update on Challenges in the Courts

Spring 2022

A Primer on Medicare Graduate Medical Education Payments: What Hospitals Should Know About How the Government Calculates GME Reimbursement

Winter 2022

The New Jersey Economic Recovery Act of 2020: An Overview of the New Jersey Community-Anchored Development Program

Spring 2021

Navigation COVID-19's Impact: Advice for Healthcare Clients

March 2021

Safeguarding Healthcare Clients: Facing the Financial Impact of the COVID-19 Pandemic

10.20

COVID-19: When Mandatory Isolation and Quarantine Become Necessary

3.24.20

A Flurry of Reimbursement Wins for Hospitals – Decisive or Pyrrhic Victories? (Part I)

Winter 2019-20202

### **Seminars & Events**

Withum's Healthcare Symposium 2025

12.09.25

A Discussion of the New Jersey Supreme Court's Decision in Englewood Hospital & Medical Center v. State of New Jersey

10.30.25

Withum's Healthcare Symposium 2024

12.09.24

Is this the End of Agency Deference? The New Landscape of Administrative Law and the Impact on Healthcare Providers

10.09.24

The Federal Government is Taking Aim at PPP Loan and COVID Relief Payment Fraud: What ALL Healthcare Businesses That Received Pandemic Relief Funds Need to Know

10.26.22

Religious Exemptions and the Status of Court Challenges to Vaccine Mandates

2.15.22

Withum's Healthcare Symposium 2021

12.07.21

The Bioethical Principle of Justice and Inequities/Disparities in Connection with COVID-19 in New Jersey

5.11.21

A Range of Perspectives on Advising and Implementing Decisions Involved with Advance Directives and POLST,

5.03.21

The Legal Foundation for Advance Directives and POLST in Light of Bioethical Principles

4.26.21

Healthcare Providers and Hospitals in the Age of COVID-19: A Look at Bankruptcy & Creditors' Rights Issues and Strategies

11.30.20

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

11.19.20

Executive Compensation in the Healthcare Industry: Managing the Process Against the Backdrop of a Pandemic

11.16.20

Healthcare, Real Estate & COVID-19: Impacts, Challenges and Opportunities

11.09.20

Bioethical Issues and End-of-Life Options, in New Jersey in the Time of COVID-19

10.05.20

The Business of Healthcare in the Pandemic Age: Six Months Into the New World of COVID-19

9.28.20

Insurance Coverage Issues and Defending Your Rights in the Age of COVID-19

6.30.20

The Impact of COVID-19 on Healthcare Industry Employers and Next Steps

6.23.20

Delivering Healthcare in a COVID-19 World: What Providers Should Know to Adjust and Adapt to the Pandemic

6.16.20