BUILDING A HEALTHCARE PRACTICE – A PERSPECTIVE FROM INDUSTRY LEADERS

ABA Business Law Section 2019 Spring Meeting – Vancouver, Canada

Program Co-Chairs: Collin Cooper, Corporate Counsel, Laboratory Corporation of America Holdings; Michelle Skipper, Vice-President, American Arbitration Association

Panelists:

• Angela Humphreys, Chair Healthcare Practice Group, Bass Berry Sims PLC, Nashville, TN
• Joseph Greenman, Shareholder, Lane Powell, Portland, OR
• Gregory Pyle, Associate, Lane Powell, Seattle, WA
• Collin Cooper, Corporate Counsel, Laboratory Corporation of America Holdings, Burlington, NC
• Michelle Skipper, Vice President, American Arbitration Association, Charlotte, NC

As either Legal practices and or organizations expand organically or through mergers, it is critical, they foster specialization. What are organizations doing to develop new lawyers? The competitive legal healthcare landscape requires organizations to offer more opportunities for new lawyers in the field whether in-house or in private practice. Regrettably, new lawyers are not always aware of how to build a health law practice. Our program while broad in scope, will attempt to provide the various industry leader perspectives on how to prepare, build and develop a healthcare practice. The program should provide new attorneys with how to explore the field with the many opportunities a healthcare legal practice can develop and offer to its fullest.

When the decision is made to pursue healthcare law what does that entail for a new lawyer to the field? There are significant differences on why different leaders chose different paths within healthcare field to explore. There is the traditional route with recruitment through internships during law school, various law courses and or other routes to arrive with focusing on healthcare law. For some after a few health law courses, personal health law experiences or just the need to want to help those with issue in healthcare legal field might be how one chooses to focus on healthcare law.

After you make the decision that healthcare law, is where you want to be then what is next? One panel member will talk about how they built their law practice organically within the same firm and ultimately became the firms practice leader. You will hear the panelists talk about their day-to-day responsibilities and how this has changed over the years. In addition,
you will hear why being with a law firm was more important than joining an organization’s in-house legal department. Why one chose the route of business lawyer in lieu of litigation. Did gender affect the decision to focus on a health law practice they chose? These are the many questions and or issues a new lawyer faces with building a healthcare practice.

Secondly, what role does a business/transaction lawyer play in the industry? How does this type of lawyer advise clients? Does a transaction lawyer growing their practice differ from others? What can new transaction lawyers do to build their practice to attract new clients? Some firms are not enriched with large marketing departments so they are more dependent on themselves for growing their practice. You will hear from how a transaction lawyer who chose to focus on healthcare transaction law, what they would do differently and how can advising impact a startup and emerging company clients? Lastly, they will review what opportunities they see coming in the health law field.

Thirdly, how does the in-house healthcare lawyer role differ? What does health law look like in a corporate setting or as an in-house attorney? How a lawyer may choose this route differs? Does an in-house healthcare attorney have a different type of experience and are they given different opportunities for expanding their role and experience? You will hear firsthand from a lawyer who started their career differently from most but was able to grow and build their practice to finally explore opportunities within an international healthcare organization.

Lastly, Healthcare alternative dispute resolution (ADR) offers another opportunity with blending business and litigation experience. How can a healthcare lawyer expand their experience to include ADR? You will hear how specialized the field of ADR continues to expand. Starting early and engaging in ADR is key to building a practice that includes ADR. The panelists will also share the various roles in ADR one can explored.

Finally, building a healthcare practice can be difficult but it does not have to be. Learning and hearing from healthcare industry leaders can provide the needed guidance new lawyers are looking for. Guidance and support will put new lawyers in the best situation so they will be equipped with understanding how to best build their practice regardless if they decide to join a law firm or work in-house with an organization.
1) Welcome to Building a Healthcare Practice – A Perspective from Industry Leaders.

2) This program is presented by the Health Law and Life Sciences Committee and co-sponsored by Young Lawyers, International Business Law and Corporate Compliance.

3) General Housekeeping – read prompter sheet with reminders.

4) The purpose of this program is to provide real life experiences on how to build a healthcare practice. By giving each of you some insight into a day-in-the-life of a health lawyer.

5) Our esteemed speakers are: (5 minutes)
   a. Angela Humphreys - Angela is the chair for her firm’s healthcare practice group. She focuses on healthcare mergers, acquisitions and dispositions, contracting, regulatory, operational matters and healthcare finance. She routinely advises healthcare organizations on hundreds of transactions in the healthcare industry, including hospitals and health systems, health plans, surgery centers, physician practice management companies, laboratories and healthcare information technology companies, among others. She also leads interdisciplinary teams to provide clients with creative solutions to the operational and regulatory issues they face while working within an ever-changing, complex regulatory environment. In the life sciences area, she routinely acts for manufacturers and distributors of pharmaceutical products, medical devices and consumer health products in connection with their product licensing, marketing, distribution, and supply arrangements.
   b. Joseph Greenman - Joe is a shareholder with Lane Powell PC in Portland where his practice focuses on serving the legal needs of health care providers. Throughout his legal career, he has represented long-term care facilities, managed care organizations,
physician groups, home health agencies, private duty home care providers, trade associations, and other health-related entities in Oregon. Joe’s practice is devoted to legal counsel regarding health care regulations, litigation before administrative agencies, with an emphasis on health care issues, including long-term care, managed care, health care fraud and elder abuse, licensing and certification, Medicare and Medicaid, health care reimbursement, risk management, and corporate compliance. On many occasions, Joe has testified before the Oregon State Legislature on these and other health related matters and assists clients with legislative and regulatory advocacy. When Joe is not working to assist a health care entity, he is volunteering in public service, which currently includes serving as the appointed chair by Governor Brown of the Oregon Governor’s Commission on Senior Services, where he provides advice on the needs of elderly Oregonians and recommends actions for state government appropriate to meet those needs. Joe is also a nationally recognized speaker, instructor and author on health related topics.

c. **Gregory Pyle** - Greg is a fourth year associate at Lane Powell in Seattle where his practice focuses on transactional and regulatory matters including M&A transactions in the healthcare space, advising health technology startups on a variety of healthcare related issues, and healthcare regulatory advising including licensing and change of ownership transactions. Greg also represents non-profit healthcare and health research organizations in the Seattle area and has extensive experience negotiating technology transfer agreements and clinical trial agreements.

d. **Collin Cooper** - Collin is Corporate Counsel at Laboratory Corporation of America, better known as LabCorp, where he handles international commercial contracts and leasing matters. Collin also liaises with and advises LabCorp’s many international subsidiaries, including Clinical Research Organizations such as Covance, Inc. Collin is an active member of the American Bar Association’s Business Law Section and currently serves as the Section’s liaison to the ABA Young Lawyer’s Division.

6) Each speaker chose healthcare law for various reasons so please share why you pursued healthcare law. *(total of 15 minutes)*

7) Each speaker will discuss the challenges they see unique to the practice of healthcare law *(total of 10 minutes)*

8) Angela as the chair of your firm’s healthcare practice group, much time are you able to spend with clients versus addressing your team’s needs? Does your role have term limits? Is it a rotated role? *(3 minutes)*
9) Joseph you’re a transactional lawyer so how does your practice differ from someone that says they are a corporate lawyer? (3 minutes)

10) Each speaker will share what challenges and opportunities they think are unique to the practice of health law? (total 10 minutes)

11) Gregory, your relatively new to the healthcare field so is health law what you expected it to be? How do health law issues present themselves in your transactional practice? How do you see health law impact your startup and emerging company clients (5 minutes total)

12) Angela, we are seeing the need to diversify. How has a career in health law impacted your practice as a woman (positive or negative)? (2 minutes)

13) Collin, as you described in your introduction your role as in-house counsel is a bit different than your fellow panelists. What does health law look like in a corporate setting, or as an in-house attorney? (5 minutes)

14) Joseph and Gregory, your both healthcare lawyers with the same firm, What drew you to the firm and specifically why did you not pursue a career in-house? Share what you have done to build your health law practice? (10 minutes)

15) As the moderator, there’s another alternative to practice healthcare law one can consider – its ADR. Let me share the opportunities in ADR and how one might get started? (5 minutes)

16) Each speaker will share what advise they would give to new lawyers and Looking back, if you could change anything, what would you do differently (total 12 minutes)

17) Questions for the audience. (5 minutes)