

Sandra K. Herron

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Before becoming an attorney, Sandra Herron worked for nearly 20 years in the health care industry, including senior management positions in acute care, long-term care, home health and assisted living settings. Ms. Herron completed her health care career as a hospital system CEO and acknowledged leader in the development of regional, vertically integrated health systems.

Ms. Herron's current practice includes representation of a broad spectrum of health care providers, including hospitals and multi-provider systems; physicians and other health care professionals; long-term care and retirement facilities; retail chain pharmacies; pharmaceutical manufacturers; and ancillary service providers regarding federal and state regulatory compliance matters (including HIPAA, Stark I and II and the Anti-Kickback Statute); traditional operational issues (including medical staff credentialing and risk management); public and private payor reimbursement issues; governance and operation of tax-exempt organizations; and physician-hospital relationships including recruitment and joint venturing.

Practices

- Health Care

Education

- J.D., *cum laude*, Georgia State University College of Law, 1998; *GSU Law Review*, Outstanding Editor; Associate Lead Articles Editor
- B.S., *summa cum laude*, Saint Joseph's College, Health Care Administration

Bar & Court Admissions

- U.S. Court of Appeals for the Eleventh Circuit, 2002
- Georgia Court of Appeals, 2000
- Supreme Court of Georgia, 2000
- U.S. District Court for the Northern District of Georgia, 2000
- Georgia, 1999
- Georgia Superior Courts, 1999

Memberships

- American Bar Association, Antitrust Section
- American Bar Association, Health Law Section
- American Health Lawyers Association, Health Information and Technology Practice Group

continued

- American Health Lawyers Association, HMOs and Health Plans Practice Group
- Atlanta Bar Association
- Georgia Academy of Healthcare Attorneys
- State Bar of Georgia, Health Law Section

Publications

Stark II, Phase III: And Still More to Come!, National Association of Public Hospitals Newsline (Sept., 2007).

CMS Document Sheds Light On The New Medicaid World, 5 Health Lawyers Weekly 33, (American Health Lawyers Association, August 24, 2007).

Speed Bumps on the Interoperable Superhighway: HIPAA and the EHR Exception/Safe Harbor, 10 Physician Organizations 12 (American Health Lawyers Association, Jan. 2007).

Go to Jail, Do Not Collect \$200: Drug Promotions and Physician Compliance, 9 Health Lawyers News 7 (Jan. 2005).

Improving a Rural Hospital's Peer Review Process, *Journal for Healthcare Quality*, Vol. 16, Num. 6, p. 17, Nov./Dec. 1994.

Speaking Engagements

- "HIPAA's Health Information Boundaries: Employer/Health Plan/Provider," presentation at seminar "Critical Legal Issues for Employers," April, 2007.
- *Georgia Tort Reform: Impact for Hospitals*, presentation at Georgia Hospital Association's Annual Meeting, 2005.

continued

- *Health Care Professionals as Promotional Consultants*, presentation at American Conference Institute's conference on Minimizing Legal Risk in Drug Advertising and Promotion (Philadelphia, June, 2004).
- "Georgia Tort Reform: Impact for Hospitals," Georgia Hospital Association, May 2005
- *HIPAA Privacy and Security: Next Steps*, presentation at Georgia Hospital Association's Annual Meeting, 2004.
- *EMTALA: The Final Word*, presentation at Georgia Hospital Association's Annual Meeting, 2004.
- "Pharmaceutical Manufacturers/Physician Relationships: Compliance Traps for the Unwary," AHLA Physicians Law Institute, 2005
- "Health Care Professionals as Promotional Consultants," ACI Institute on Reducing Risk in Drug Advertising & Promotion, June, 2004
- *Physician Recruitment and the Law*, presentation at Georgia Health Policy Center Symposium on Rural Health Access, 2002.