

New Member Spotlight



Michelman & Robinson, LLP (M&R) is a national law firm with offices in Los Angeles, Orange County, San Francisco, Sacramento and New York. It is a full service law firm, with a robust health care practice, providing their clients seamless advice on legal and business issues. M&R has implemented a Health Care Industry Affinity Group (IAG), with teams of attorneys from various practices all working in concert to provide services to various health care sectors. Please visit <http://www.mrllp.com> for more information about Michelman & Robinson's services

Excerpts from a conversation with Andrew H. Selesnick, Partner at Michelman & Robinson, LLP:

I have been practicing healthcare law for over 20 years and I heard about EDPMA through our clients. Additionally, I was aware of some of the EDPMA leadership who are often referenced in the media. After attending and presenting at Solutions Summit for a few years, it made sense to join the association. It is good to connect in-person at least once a year with some of the top industry decision makers at the conference. The event provides opportunities to exchange ideas and provide assistance to others in a more intimate setting than some of the larger conferences. We're especially interested in hearing what is working and what isn't for the physician groups and their payers.

We want to share information and keep track of emerging trends, especially as M&R represents clients in multiple states. (The firm operates in 10 states at the time of this publication.) EDPMA's newsletters and alerts help us stay abreast of changes in the emergency department industry, which we can use to assist our clients. For example, I continue to see consolidation in the healthcare industry. Groups continue to combine to leverage their marketing power during negotiations. It also allows them to offer more comprehensive services such as hospitalists and anesthesiologists.

One emerging issue that we are watching intently is Greatest-of-Three. The industry needs to develop a reasonable reimbursement standard for out-of-network claims. There is also the expansion of the emergency physician model which is starting to include the continuance of care through hospitalists, urgent care centers, telemedicine, etc. The Emergency Department is an integral part of this new trend towards community medicine and EDPMA is poised to provide practical solutions to the ED physician group and billing company community.