

IN THE NEWS

Butzel Long attorneys co-author guest article to run in the April edition of the ABA publication The Health Lawyer

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FOR IMMEDIATE RELEASE

DETROIT, Mich. – Butzel Long attorneys **Debra A. Geroux, Max R. Hoffman, Jr.** and **Robert H. Schwartz** have co-authored a guest article that will appear in the April edition of *The Health Lawyer*, a bi-monthly magazine of the American Bar Association (ABA) Health Law Section. The article is entitled, "Penalizing Substandard Care: The Next Step In Combating Healthcare Fraud & Abuse."

Mr. Schwartz summarized the content of the article by saying: "The government has and continues to take action to improve the 'quality of care' through legislation and regulations which reward the government definition of good behavior (the carrot) and punish the interpretation by the government of bad behavior (the stick) by providers and others. Improvements in measurable quality have been achieved. Caution needs to be exercised in these approaches to health care quality to assure that innovation is not a victim of the legislation and regulation. Providers are cautioned that medical malpractice actions are not the only concerns when it comes to quality of care issues and that providers must act to improve quality of care."

Debra A. Geroux

Debra A. Geroux is an associate attorney practicing in Butzel Long's Lansing, Mich. office. Her practice is primarily focused in health care law. She has represented a number of health care organizations and providers in areas including state and federal debarment, NPDB-HIPDB issues, fraud and abuse litigation (both criminal and civil), licensing, health care corporate compliance and related issues, and a variety of other health care law issues. In 2005, she was appointed a Special Attorney General to represent the Michigan Public Service Commission in its appellate matters.

Ms. Geroux's professional memberships include: the State Bar of Michigan (including the Health Law Section), the American Bar Association Health Law Section, the Federal Bar Association, the Detroit Metropolitan Bar Association, and the Ingham County Bar Association.

Max R. Hoffman, Jr.

Max R. Hoffman, Jr. is a shareholder practicing in Butzel Long's Lansing, Mich. office. Mr. Hoffman concentrates his practice in the areas of Health Care Law Health Care Fraud Professional Licensing State Agency Practice Administrative and Regulatory Law and Civil Law.

Mr. Hoffman is a former Assistant Attorney General, State of Michigan (1973-1983) and currently serves as Special Assistant Attorney General to the Public Service Commission. During his tenure with the Attorney General, he served as counsel to various licensing boards, including the Board of Medicine, Board of Dentistry, and Board of Pharmacy. He organized the Attorney General's Medicaid Fraud Unit, which is now the Health Care Fraud Division. He has defended physicians, clinical laboratories, hospitals, pharmacists, dentists, medical suppliers, and others, in both state and federal prosecutions for health care fraud.

Mr. Hoffman has represented licensed health professionals before all the major licensing boards. He is a member of the State Bar Health Care Law Section and American Health Lawyers Association.

Mr. Hoffman is listed in *Best Lawyers in America* and has been selected as a *Michigan Super Lawyer*. Mr. Hoffman is a frequent lecturer and author on various topics relating to health care.

Robert H. Schwartz

Robert H. Schwartz is a shareholder practicing in Butzel Long's Bloomfield Hills, Mich. office. As Chairman of the Health Care Industry team, Mr. Schwartz's practice includes corporate and health care activities. He has extensive experience in business planning, mergers and acquisitions and in assisting health care and hospital clients in the health care regulatory areas including reimbursement, fraud and abuse, and hospital physician relations, among others.

Mr. Schwartz is a member of the Health Law Sections of the American Bar Association and State Bar of Michigan, the American Health Lawyers Association, the Business Law Section of the American Bar Association, as well as the State Bar of Michigan. He is a member of the Healthcare Financial Management Association. Mr. Schwartz is a frequent lecturer on various topics relating to health care.

About Butzel Long

Butzel Long is one of America's leading law firms, with 220 attorneys and offices in Detroit, Bloomfield Hills, Lansing and Ann Arbor, Michigan, New York City, Washington, D.C., Boca Raton and Palm Beach, Florida, as well as Alliance offices in Beijing, Shanghai, Mexico City and Monterrey. The firm is also a member of the Washington, D.C. law firm Butzel Long Tighe Patton. Butzel Long represents clients from diverse industries on a regional, national and multi-national level and is a member of Lex Mundi, a global association of 160 independent law firms. Visit the Butzel Long website at www.butzel.com.

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