

IN THE NEWS

Butzel Attorney Debra A. Geroux to Discuss Privacy Concerns During the MASA Quarterly Meeting

Firm News

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DETROIT, Mich. – **Butzel** attorney **Debra A. Geroux** will be a featured presenter during the Michigan Ambulatory Surgery Association (MASA) Quarterly Meeting on Friday, March 1, 2024 in Lansing. The focus of her presentation is, "Privacy Concerns with AdTech and Social Media in Healthcare." She will discuss the following topics:

- HIPAA-Compliant Social Media Activity
- Pixel Tracking on Healthcare Social Media / Websites
- Penalties for Violations of HIPAA and the FTC Act

About Debra A. Geroux

Debra Geroux is Co-Chair of Butzel's Health Care Industry Team. Her health care practice focuses on health care compliance, cybersecurity and privacy, and statutory reporting obligations. She has assisted health care practitioners in defense of state and federal debarment, fraud, waste and abuse investigations and litigation, licensing and credentialing, government and commercial payor audits and a host of other health care issues. She also has extensive experience in supply chain and source contracting for a large Michigan-based health system, including negotiations of its IT contracts.

She earned her Certified in Healthcare Privacy Compliance (CHPC) designation from the Compliance and Certification Board. She also holds a Certified in Healthcare Compliance (CHC) designation.

Geroux has been named to *Best Lawyers in America, Lawyer of the Year, Health Care Law, 2022 and 2024*, and *Best Lawyers in America, Health Care Law, 2018-2024* and *Commercial Litigation, 2021-2023*.

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