

Behind the Curtain: How CON, HEIA, and Policy are Reshaping Long-Term Care in New York

07.24.2025

New York's healthcare regulatory process is entering a new era — one defined by shifting policy priorities, growing public scrutiny, and new procedural hurdles like the Health Equity Impact Assessment (HEIA). For operators, sponsors, and advisors — or anyone navigating the Certificate of Need (CON) process — understanding what's really happening behind closed doors is now critical to getting projects approved and off the ground.

Join Adam Herbst, former Deputy Commissioner of the New York State Department of Health, and Frank Cicero, one of the state's most experienced regulatory and licensing strategists, for a frank and timely conversation about how to navigate this increasingly high-stakes environment. From insider dynamics at PHHPC to managing community opposition and mitigation plans, this session will go beyond the public-facing materials to deliver what you actually need to know.

This program will also be streamed live with the opportunity to ask questions via the chat feature. Please use the registration link to sign up for the live streaming.

REGISTER HERE

Thursday, July 24, 2025

Registration and Breakfast:

8:30 a.m. - 9:30 a.m. ET

Presentation:

9:30 a.m. - 10:30 a.m. ET

Sheppard Mullin New York

30 Rockefeller Plaza

24 Floor

New York, NY 10112

Website | Directions

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Questions? Please contact Felicia M. Cammock.

Attorneys

Adam Herbst

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