



## Joy M. Hord

Partner, Charlotte Office Relationship Partner

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t 704.335.9848



Joy Hord focuses her practice on regulatory and compliance matters specifically related to the health care industry. Her clients include hospitals, physicians, pharmacies, and other health care providers.

She also has significant experience representing health care professionals and organizations with business law and transactional issues, such as mergers, acquisitions, and joint ventures.

### REPRESENTATIVE EXPERIENCE

- Advised clients on compliance with the federal anti-kickback statute and state law prohibitions on payment of remuneration in return for referrals of health care business.
- Advised clients on creation and participation in Accountable Care Organizations and analysis of participation in other programs focusing on coordination of care.
- Drafted and negotiated clinical trial agreements and provided counsel on informed consent and HIPAA-compliant authorizations for clinical trial, record retention policies for clinical trial records, and permissible disclosure of information for research purposes.
- Developed and implemented compliance plans and training to ensure ongoing compliance with federal and state requirements and reporting requirements under Corporate Integrity Agreements.
- Counseled on compliance with federal and state laws regarding conducting internal investigations of suspected violations of noncompliance and assisting with the self-reporting of noncompliance.
- Drafted and negotiated contracts between health care providers, as well as contracts with vendors and other third parties, including designing and negotiating appropriate compensation arrangements with physicians in connection with employment, recruitment, medical directorships, and other arrangements.
- Advised clients on compliance with the Patient Protection and Affordable Care Act, the Health Care and Education Reconciliation Act of 2010 and other health care legislation.



### CHARLOTTE OFFICE



### PRACTICE AREAS

HIPAA  
Mergers, Acquisitions & Joint Ventures  
Business Law  
Cybersecurity & Data Privacy



### EDUCATION

Vanderbilt University  
JD, 1995  
Davidson College  
AB, 1992



### ADMISSIONS

North Carolina, 1995



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- Counseled and consulted clients on matters involving privacy, security, and electronic data exchange from the viewpoints of health plans, health care providers, and related businesses.
- Advised physician groups, hospital systems and other health care providers on the rules and regulations concerning medical records ranging from third-party access and the transfer of records to the appropriate retention and disposal requirements.
- Provided legal counsel on transactions such as mergers, acquisitions, joint ventures, and strategic initiatives with health care providers and third parties.
- Provided regulatory and transactional counsel to pharmacies (including chain pharmacies and long-term pharmacies) regarding DEA and other regulatory matters, licensing, contracts, sales and acquisitions.
- Counseled clients on compliance with federal and state laws regarding the privacy and security of health information and financial information, including conducting training for client workforce members, conducting privacy and security risk assessments, and assisting in the preparation of responses to alleged privacy and security breaches.
- Assisted clients with Medicare and Medicaid compliance activities, including design and assistance with internal investigations of potential noncompliance, responding to government inquiries, assisting with governmental investigations, and providing advice in connection with voluntary self-disclosures.
- Advised clients on complying with the federal law prohibiting physician self-referrals, including structuring transactions to fit within the Stark Law exception for “in-office ancillary services,” the exception for leasing arrangements and rules regarding physician compensation designs.
- Represented health care providers in all aspects of their relationships with third-party payers, including contract negotiation, compliance with applicable policies, compliance with laws applicable to relationships between providers and private payers, audits and dispute resolution.



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### CLIENT ALERTS

- "Building an Effective Compliance Program," July 2017
- "340B Mega Guidance Withdrawn," February 2017
- "Physician Practices Beware: Scam Email Disguised as Communication from Office of Civil Rights Regarding HIPAA Audit," December 2016
- "CMS Releases Hospital Quality Star Ratings," July 2016
- "New Exclusion Guidance Includes Presumption of Compliance Plan," May 2016
- "New Part B Drug Payment Model Proposed," May 2016
- "Proposed Changes to Methodology to Update ACO Benchmarks," February 2016
- "Site Neutral Payments for Off-Campus Locations Established after Nov 1, 2015," February 2016
- "Developments in Cybersecurity for Healthcare Providers," January 2016
- "Managed Care Narrow Networks," December 2015
- "OIG Releases Joint Guidance for Health Care Boards," April 2015
- "FTC Successful Challenge to Hospital Acquisition of Physician Group," February 2015
- "No Judicial Relief to the ALJ Waiting Game — Yet," January 2015
- "BCBSNC Release of Data," January 2015
- "The \$10,000 Access Clause," January 2015
- "Proposed Mega Rule Abandoned Under the 340B program," November 2014
- "New "Red Flag Rules" Require Upgrade of Security Policies by Health Care Providers," March 2009

### SPEAKING ENGAGEMENTS

- "Physician Compensation Plans and Stark Compliance," National Organization of Rheumatology Managers- Panelist, July 2019



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- "Private Equity Investment in Physician Groups," North Carolina Medical Group Management Association (NCMGMA) Annual Conference, May 2019
- "Legal & Regulatory Changes," Association for Home & Hospice Care of North Carolina (AHHC) Annual Convention & Expo, April 2019
- "Stark Implications and Other Concerns in the Changing Sphere of Physician-Owned Medical Office Buildings," Georgia Association of Healthcare Executives, February 2019
- "Behavioral Health and Integrated Care in 2019: Legal and Regulatory Considerations," i2i Center for Integrative Health, December 2018
- "What Is Keeping Practice Managers Up at Night?", Western North Carolina Medical Managers Association, October 2018
- "Stark Law," National Organization of Rheumatology Managers Annual Conference , October 2018
- "Contract Negotiation Strategies," North Carolina Psychiatric Association Annual Meeting , September 2018
- "Contracts 101," North Carolina Medical Group Managers, Charlotte Chapter , July 2018
- "Tips, Hints, and Tricks to Selecting your Vendors," North Carolina Medical Group Managers Association Annual Meeting, May 2018
- "Update on Medicare in the New Administration," Moderator, Parker Poe Health Care Law and Policy Symposium, November 2017
- "Planning for Acquiring or Selling a Medical Practice," Asclepius Group, July 2014
- "Physician Payments Sunshine Act," Physician Network Retreat, Lexington Medical Center, 2013
- "Maneuvering in Medicare's World," Cornwell Center, Charlotte, N.C., October 2011
- "When Medicare Comes Knocking: How to Respond to a Medicare Audit or Investigation," Maneuvering in Medicare's World: A Health Care Seminar, October 2011



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- "Asset Preservation," N.C. Physician and N.C. Pediatric Society Annual Meeting, August 2004
- "General HIPAA Privacy," Healthcare Financial Management Association, N.C. Chapter Annual Meeting
- "HIPAA Compliance," Piedmont HealthCare
- "How to Read a Contract," National Association of Women Business Owners
- "Red Flag Rules for Physician Practices," Moderator, Parker Poe Client Seminar

## HONORS

- *The Best Lawyers in America* in Health Care Law, 2007-2020
- *The Best Lawyers in America* "Lawyer of the Year" in Charlotte for Health Care Law, 2017
- *Chambers USA: America's Leading Lawyers* in Health Care, 2017-2019
- *North Carolina Super Lawyers* Rising Star, 2009
- *Charlotte Business Journal's* 40 Under 40, 2007
- Martindale-Hubbell AV® Preeminent™ in Health Care; HIPAA; Acquisitions & Joint Ventures; Business Law

## MEMBERSHIPS

- American Health Lawyers Association
- North Carolina Society of Health Care Attorneys