



Richard D. Vroman

Shareholder

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Richard (Rick) Vroman has extensive legal and practical experience helping clients navigate the highly regulated and ever-changing global healthcare environment. His work ranges from expertly representing healthcare professionals in their personal and business matters, to advising global healthcare industry leaders on business and regulatory compliance matters.

Rick's expertise includes advising clients with ties to the healthcare industry on business and contractual matters such as entity selection and formation, employment agreements, independent contractor agreements, compensation plans, confidentiality and non-disclosure agreements, as well as buy-sell and personal services agreements. Rick also has extensive experience advising clients on transactional and regulatory matters throughout the healthcare industry such as mergers and acquisitions, joint ventures, real estate purchasing and leasing, equipment purchasing and leasing, asset protection, and data privacy and security matters (including HIPAA).

Rick has significant expertise advising healthcare clients with respect to their individual and entity licensing, medical staff, credentialing and peer review matters, as well as regulatory matters arising out of the client's participation in, or ties to, the Medicare and Medicaid programs, which would include the Stark Law, Federal Anti-Kickback Statute, and False Claims Act. He effectively represents clients before licensing boards as well

SERVICES

Health Law
Employment and Labor
Executive Compensation
Data Privacy and Security

EDUCATION

J.D., Creighton University, 2002
(magna cum laude)

- Editor-in-Chief, Creighton Law Review, 2001-2002
- Editorial Staff, Creighton Law Review, 2000-2001

B.S., Iowa State University, Ames, IA, 1999 (with distinction)

- Business Administration, Major in Finance
- Golden Key National Honor Society
- Phi Kappa Phi

ADMISSIONS

U.S. District Court, Northern District of Iowa
State of Nebraska
State of Iowa
U.S. District Court, District of Nebraska

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as state and federal agencies governing both employment related and healthcare matters.

As an employment lawyer, Rick is further specialized in the healthcare industry, as well as with executive and incentive compensation matters and unfair competition. He advises clients across the United States on the unique employment-related issues in the healthcare industry, including a broad array of employment-related contractual and tax matters, employment, confidentiality, noncompetition, and separation or severance agreements. He represents employers and executives in wrongful termination, discrimination and retaliation cases. Rick's experience in executive and incentive compensation includes years of design and implementation of traditional and customized executive and management incentive compensation programs using equity based incentives and/or traditional non-qualified deferred compensation components.

As Chair of the Firm's Health Law Practice Group, and because healthcare as an industry is touched by all areas of law, Rick works closely with other attorneys and practice groups in the Firm to ensure the Firm's clients with ties to the healthcare industry receive the full contingent of expertise the Firm has to offer in each discipline.

Rick is rated in Healthcare Law by *Chambers and Partners*, which noted, "He is always very responsive and gives all angles of the scenarios. He knows his stuff!" and "He is very thorough, with outstanding attention to detail, and is able to keep complex negotiations moving forward."

Experience

- Assisted numerous licensed professionals and entities in structuring health care arrangements and joint ventures in compliance with federal and state regulations
- Assisted numerous licensed professionals and entities in obtaining favorable resolutions to licensing investigations and mandatory reporting situations, including obtaining a reversal of a license revocation resulting from a change in ownership
- Assisted clients in obtaining favorable resolutions to provider issues related to participation in the Medicare and Medicaid programs, including obtaining a reconsideration of the revocation of provider billing rights
- Assisted several clients (at both the entity level and individually) in navigating medical staff matters inclusive of the peer review process
- Assisted in obtaining settlement in excess of three-quarter million dollars in favor of the employer in a complex multistate litigation matter arising out of the violation of a noncompetition agreement by a former employee
- Assisted many healthcare clients preparing co-management arrangements, managed service organizations, accountable care organizations, and other ancillary business lines, all while navigating the complex state and federal regulatory environment

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- Assisted a healthcare client through compliance with Corporate Integrity Agreement.
- Assisted a client through internal audit process and self-referral protocol
- Assisted a client in negotiating a state-wide collective bargaining agreement in the health care industry
- Assisted a client in the food and beverage industry through successor liability issues relating to labor negotiations
- Assisted numerous employers in obtaining no-reasonable cause determinations when defending against retaliation and discrimination based on gender, age, disability and other protected classes
- Represented numerous health care corporate and individual clients in analyzing and negotiating ownership, employment and compensation structures

Publications

HRSA To Allow Late Reporting of Provider Relief Funds
04.07.2022

Tuning Up Your Medical Records Maintenance and Billing Practices
01.31.2022

CMS Vaccine Mandate Back In Effect - New Compliance Deadlines for 24 States
01.17.2022

CMS Vaccine Mandate Legal Challenge Update
12.17.2021

No Surprises Act: What Providers and Facilities Need to Know
11.30.2021

OSHA's New COVID-19 Emergency Temporary Standard - What Healthcare Providers Need to Do Right Now
06.28.2021

Special Update: Recent Developments in Federal and State Provider Coronavirus Relief
10.27.2020

DOL Amends Definition of Health Care Provider Under the Families First Coronavirus Response Act
09.22.2020

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Nebraska Changes Law to Allow Overnight Stays at ASCs

08.26.2020

City of Omaha Mask Mandate

08.13.2020

HHS Provides Update on Provider Relief Fund Reporting Requirements

08.07.2020

Black Lives Matter: Adjusting Workplace Policies and Practices

08.04.2020

Reminder to Update Voluntary Self-Identification of Disability Form by August 4, 2020

08.04.2020

CARES Provider Relief Fund Attestation Portal Now Open

04.16.2020

HHS to Begin Immediate Delivery of Initial \$30B of CARES Act Provider Relief

04.10.2020

New DOL Guidance Provides Additional Guidance on Paid Sick Leave and Emergency FMLA Leave

03.31.2020

Recent COVID-19 Developments Impacting Healthcare Providers

03.24.2020

Medicine, Telemedicine and Temporary Expansion of Prescribing Rights

03.19.2020

COVID-19 Coronavirus Update

03.11.2020

Copayments & Deductibles, The Same Old Story

03.01.2018

To Charge or Not to Charge for Shrinkage

03.01.2018

Nebraska's Regulatory Environment - Not Always Black and White
Physicians Bulletin, 07.2015

Conference room over courtroom: the enforceability of arbitration programs in the US workplace

01.19.2015

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The Hobby Lobby Decision's Effect on Nebraska and Iowa Employers
09.15.2014

The Anatomy of a Loan Transaction: Preventive Care for Guarantors
05.30.2012

Speaking Engagements

Webinar: Vaccine Mandate 101 (Healthcare Employers)
11.11.2021

16th Annual Employment Law Symposium
La Vista Conference Center, 11.04.2021

25 Years and Counting - HIPAA, HITECH, Information Blocking and Beyond
Webinar, 05.20.2021

14th Annual Employment Symposium
La Vista Conference Center, 10.01.2019

Impact of Tax Reform on Business Planning
Webinar, 01.09.2018

What's In and What's Out In Health Care Reform; What Every Attorney Should Know About
Health Law
Embassy Suites, La Vista, 10.11.2017

Honors & Awards

Chambers USA, Healthcare Law, 2017-2021
Omaha Magazine Top Lawyers of Omaha, Health Care Law, 2021
"AV" Rating, Preeminent, Martindale-Hubbell

Community & Professional

Nebraska, Iowa and Omaha Bar Associations
American Health Lawyers Association
Special Olympics Nebraska Board of Directors (2005-2014), Board Chairman (2007 and 2008)