Brach Eichler Holds 10th Annual NJ Healthcare Market Review Conference

Roseland, NJ (September 24, 2019) – Brach Eichler LLC, recently held its 10th Annual New Jersey Healthcare Market Review (NJHMR) conference at the Borgata Hotel and Spa in Atlantic City, NJ, September 18-19, 2019, where more than 220 attendees heard from authoritative speakers about the latest developments in New Jersey's healthcare arena on topics ranging from private equity, physician/hospital alignment and trends, physician growth strategies, and cybersecurity, to managing patient populations, insurance audits, the outlook for ASCs, and opioids, among others.

The conference, which was attended by a record number of attendees this year, featured several highlights, one of which was the keynote address by Barry H. Ostrowsky, President and CEO of RWJBarnabas Health. "The Evolving Healthcare System" offered a provocative look at a capitated healthcare system, which he maintained is the future of healthcare.

"Our job is to make our communities healthier and our mission at RWJBarnabas Health is to evolve from being a healthcare company into a health company," Mr. Ostrowsky said. "To that end, the future of healthcare will feature a capitated system where lives will be assigned to a source that is responsible for their health and welfare on a more holistic level. As a result, our industry will need to invest in social service programs so that we can take care of the WHOLE patient, something which RWJBarnabas Health was among the first in New Jersey to do. Only then, under that assigned capitated responsibility, will we be able to meaningfully look after our communities in a responsible way that also will contribute to our overall business success."

Conference faculty also included many of the most important figures within New Jersey's healthcare community, including physicians in private practice, physicians and executives affiliated with large hospital systems, consultants, and state and federal professionals from the New Jersey Department of Health and the FBI.

According to Brach Eichler Managing Member and Healthcare Law Practice Chair John D. Fanburg, who also served as host for the conference, "The landscape for providers in New Jersey continues to evolve. One of our primary goals for the New Jersey Healthcare Market Review was to impart valuable information and provide a forum for the exchange of ideas at the highest levels to help healthcare entities and practitioners alike compete and provide the best services to their patients and clients.

"Providers around the state—whether they are solo practitioners, part of a group practice, work in an ambulatory care facility or are hospital physicians or serve in healthcare management—have consistently looked to Brach Eichler's Healthcare Law Practice for guidance in navigating New Jersey's challenging and heavily regulated operating environment. Attendance at this year's conference, coupled with the caliber of presenters we had, is testimony to the firm's role as the go-to counselor within New Jersey's healthcare space."

About Brach Eichler LLC

Brach Eichler LLC, is a full-service law firm based in Roseland, NJ. With over 70 attorneys, the firm is focused in the following practice areas: Healthcare Law; Real Estate; Litigation; Trusts & Estates; Business Transactions and Financial Services; Personal Injury; Criminal Defense and Government Investigations; Labor and Employment; Environmental & Land Use; Family Law; Patent, Intellectual Property & Information Technology; Real Estate Tax Appeals; Tax; and Cannabis Law. Brach Eichler attorneys have been recognized by clients and peers alike in *The Best Lawyers in America©*, *Chambers USA*, and *New Jersey Super Lawyers*. For more information, visit www.bracheichler.com.