Hudson Regional Hospital Connects Spinal Surgeons with Keith J. Roberts of Brach Eichler LLC to Review Current Regulatory Protocol for Treating Automobile Accident Patients

Secaucus, NJ, July 24, 2019—Hudson Regional Hospital is addressing the need for spinal surgeons and medical professionals to be up-to-date on the complicated regulatory practices associated with treating automobile accident patients by hosting a discussion Tuesday, July 30 with Keith J. Roberts, Member at Brach Eichler LLC. John Fanburg, Managing Member and Healthcare Law Chair, Brach Eichler LLC, will provide an introduction.

Mr. Fanburg is a highly experienced practitioner representing physicians of all disciplines throughout the state of New Jersey concerning healthcare-related regulatory and transactional matters. He will provide an overview of current trends affecting practitioners in the No-Fault arena, especially as it concerns spine surgery and potential upcoming regulatory action by the New Jersey Department of Banking and Insurance.

Mr. Roberts is a member of Brach Eichler's Healthcare Law and Personal Injury teams, with an extensive background in advising healthcare professionals concerning regulatory issues, practice structures, insurance audits, and compliance issues. His discussion will review topics including:

- Protocols related to types of locations where spinal surgery can be performed:
- Proper billing and insurance coding for spinal surgeries to ensure proper payment and reimbursement;
- How to handle claim denials from insurance companies;
- How to properly approach arbitration with insurance companies.

"While our number one priority as caregivers is to provide safe, effective treatment for our patients, we still have to understand the complex rules and regulations of the health and auto insurance companies to protect our own businesses," said Dr. Nizar Kifaieh, MD, MBA, CPE, FACEP, President and CEO of Hudson Regional Hospital. "Even the most seasoned spinal surgeons and medical professionals can benefit from hearing one of the leading healthcare law specialists in New Jersey discuss how to navigate this complicated marketplace."

"Practice management is a highly complex set of activities including insurability, cost, healthcare regulations, relevant care and how they all intersect," said Keith J. Roberts who is an expert in No Fault Insurance, as well as reimbursement litigation, where he commonly represents medical providers against insurance carriers in coding and fraud disputes.

To reserve a seat at the event to take place in the GME room of Hudson Regional Hospital at 55 Meadowlands Parkway in Secaucus, call 201.392.3187 or email mflynn@hudsonregionalhospital.com.

About Hudson Regional Hospital
Hudson Regional Hospital acquired its facility from Meadowlands Hospital in January 2018, with the mission to build a healthier community by providing exceptional care for all Hudson County residents through a significant investment in new technology including the Institute of Robotic Surgery featuring the Da Vinci XI Robotic System, ExcelsiusGPS and the Mazor Robotic Guidance System and access to more physician groups including some of the best physicians in the NYC-metro area.

Hudson Regional Hospital's ER team provides around-the-clock comprehensive emergency care services that include short wait times, EMS/Ambulance On-Site 24/7, a fully equipped EMS Lounge, 24/7 Access to Specialty Physicians and a multi-lingual staff.

About Brach Eichler

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: Cannabis, Health Law, Real Estate, Litigation, Trusts & Estates, Business Transactions & 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, and Tax. Brach Eichler attorneys have been recognized by clients and peers alike in *Best Lawyers in America, Chambers USA,* and *New Jersey Super Lawyers*.