



Cynthia J. Liba Counsel

Healthcare Law

973.403.3106 · 973.618.5969 Fax
cliba@bracheichler.com

Cynthia is an attorney in the firm's Healthcare Practice Group, where she advises healthcare providers and emerging companies on a wide range of transactional matters. Cynthia focuses on healthcare mergers and acquisitions, joint ventures, affiliations, employment law matters, and other strategic transactions involving hospitals, physician groups, ambulatory surgery centers, and ancillary service providers.

Cynthia regularly represents clients in structuring and negotiating asset and equity purchases, management services organization arrangements, vendor contracts, clinical trial agreements, payor audits, and complex contractual relationships, with a particular emphasis on navigating regulatory considerations under federal and state healthcare laws, including Stark Law, Anti-Kickback Statute, HIPAA, and corporate practice of medicine requirements. Cynthia works closely with clients to present a practical approach and align business objectives with regulatory compliance in fast-moving and highly regulated healthcare markets.

REPRESENTATIVE MATTERS

Each matter handled by Cynthia is dependent upon the unique facts and particular circumstances. An example of successful matters handled by Cynthia include:

- Sale of ownership interest in an ambulatory surgery center to one of the largest ambulatory surgery providers in the U.S.

*Results may vary depending on your particular facts and legal circumstances.

INDUSTRIES

- Healthcare

EDUCATION

- University of Pittsburgh School of Law, J.D. Certificate in Health Law
- Binghamton University, State University of New York, *magna cum laude*, B.A., Philosophy, Politics, and Law and Psychology

BAR AND COURT ADMISSIONS

- New Jersey
- New York

AWARDS



Best Lawyers® in
America: Ones to
Watch list*

2024-2026



New Jersey "Super
Lawyers Rising
Stars®" list*

2025

*No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

[Click here for the Awards and Honors Methodology.](#)

Insights

Articles - *December 2, 2025*

Murphy Administration Announces \$59 Million In Medical Debt Relief

Newsletters - *December 1, 2025*

Healthcare Law Update - December 2025

Newsletters - *November 2, 2025*

Healthcare Law Update - November 2025

Articles - *November 1, 2025*

New Jersey Audit Uncovers Conflicts of Interest in the Management of Public Health Insurance Funds

Articles - *October 1, 2025*

OIG Approves Investment Structure of Physician-Owned Medical Device Company

Articles - *September 1, 2025*

CMS Institutes "WISer" Model to Curb Healthcare Waste, Fraud, and Abuse

Awards - *August 21, 2025*

57 Total Brach Eichler Attorneys Recognized by Best Lawyers in America® 2026

Articles - *July 1, 2025*

Departments of Labor, Health and Human Services, and Treasury Take Action to Enhance Prescription Drug Price Transparency

Articles - *June 1, 2025*

Marketing Operators Sentenced for Conspiracy to Violate The Federal Anti-Kickback Statute

Articles - *May 1, 2025*

OIG Issues Medicaid Fraud Control Units Annual Report
