

Julian D. Bobbitt, Jr.

ATTORNEY

bbobbitt@smithlaw.com

919.821.6612



OVERVIEW

Bo Bobbitt's practice focuses on providing strategic general counsel and regulatory guidance for health care organizations. He is involved in business planning, resolution of complex legal and health policy questions, and advanced negotiations for these clients. The legal issues involve antitrust, Stark, federal and state anti-kickback laws, managed care contracting, federal legislative and regulatory advocacy, HIPAA and related privacy and security laws.

His practice is concentrated in the area of representing clinically-integrated hospital and physician organizations, physician-owned Health Information Technology companies, accountable care organizations, patient-centered medical homes, health information exchanges, and nonprofit and professional associations, to achieve process, outcomes and cost improvements in health care delivery. Since 2012, Bo has been at the forefront of **value-based health care**, guiding and transitioning hospitals, doctors and other health care providers across the nation to this pay-for-performance service model. Further, he has extensive experience in developing and drafting accountable care shared savings and other pay-for-performance contracts.

Bo is credited nationally for authoring a leading guide to Accountable Care, "***The ACO Guide: How to Identify and Implement the Essential Elements for Accountable Care Organization Success***," from which health care providers and medical communities are developing accountable care networks. His latest book, "***Value-Based Healthcare and Payment Models: Including Frontline Strategies for 20 Clinical Subspecialties***," decodes value-based care and payment models for health care leaders who are on the frontlines of change. Bo has spoken nationally to both legal and medical audiences and has been a contributing writer in legal and medical journals concerning health law and policy issues.

EXPERIENCE

- Formation and ongoing general counsel representation of a nationally leading collaborative care organization with over 5000 health care providers and facilities.
- National practice in the formation, ongoing general counsel representation and strategic consulting of accountable care organizations qualifying for the Medicare Shared Savings and Advance Payment Model programs.
- Over 30 years' experience in negotiation of complex health care agreements and transactions.

- Formation of more than 30 Physician Organizations and Physician Hospital Organizations.
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CREDENTIALS

Recognition

- Best Lawyers®, Health Care Law (1997-2024)
 - Best Lawyers®, “Lawyer of the Year,” Raleigh Health Care Law (2013)
 - Martindale-Hubbell AV Preeminent Rated
 - North Carolina *Super Lawyers* (2006-2016)
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Education

- University of Virginia, J.D., 1977
 - University of North Carolina, B.A., 1973
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Bar & Court Admissions

- North Carolina
 - U.S. Court of Appeals for the Fourth Circuit
 - U.S. District Court for the District of North Carolina
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