



News & Trending

NEWS

ONE OF NATION'S LEADING ATTORNEYS IN VALUE-BASED CARE CALLS SMITH ANDERSON HOME

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Health care in our state and across the nation is undergoing a massive change involving every health care organization transitioning from a pay-for-service model to pay-for-performance or 'value-based care,' a model where providers work collaboratively to lower overall health care costs while improving patient outcome and quality. The industry hasn't seen such a drastic and transformative shift in over 30 years. North Carolina has moved to the value-based model for Medicaid and thousands of providers are receiving Medicaid contracts for the first time from managed care organizations.

One of the country's leading attorneys in value-based care and team leader of Smith Anderson's **Value-Based Health Care** practice group, **Bo Bobbitt**, has been at the forefront of this payment model since 2012, guiding and transitioning hospitals, doctors and other health care providers across the nation. Bo has an extensive background as a health care and Accountable Care Organization (ACO) lawyer and he has closely followed the developments and legal implications of the new payment structure while collaborating with trusted medical professionals across the country to ensure that they are well informed and able to adapt.

Additionally, as challenges and questions have mounted about the direction and future of health care delivery, Bo and his Smith Anderson colleague **Shawn Parker** have compiled **The ACO Physician's CIN and ACO Contracting Guide**. This guide serves as a blueprint for physicians and health care executives to help navigate today's changing health care landscape as the entire industry transitions to value-based care. Earlier in 2019, Bo and Shawn compiled **The ACO Specialist Manual**, a strategic guide to attaining the optimum value-add contributions from each medical specialty in integrated health care. In December 2019, the *American Association for Physician Leadership*® released Bo's book "**Value-Based Healthcare and Payment Models: Including Frontline Strategies for 20 Clinical Subspecialties**," a 290-page guide for physician leaders that addresses the private and public healthcare sectors' move from a pay-for-service system to a value-based model and provides proven strategies to aid in an healthcare organization's successful transformation.

The emerging value care environment presents unique new technology, privacy, intellectual property, regulatory opportunities and legal risks for ACOs. As one of the top law firms in the country in value-based health care, Bo has been following these developments for years, well before many others took notice. Given the confusion consumers and businesses face in understanding the effects of this new payment model, Smith Anderson's Value-Based Health Care practice team, under Bo's leadership, is uniquely positioned to help clients navigate the new landscape through demonstrated leadership in the health care system transformation to value-based care.

Bo's practice focuses on providing strategic general counsel and regulatory guidance for 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. He is involved in business planning, resolution of complex legal and health policy questions, and advanced negotiations for these organizations.

Order "*Value-Based Healthcare and Payment Models: Including Frontline Strategies for 20 Clinical Subspecialties*" [online](#) or call 800-562-8088. Bulk order discounts are available in quantities of 100 – 10,000 by calling a Leadership Development Advisor at 800.562.8088.

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