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**INDUSTRY ARTICLES AND ALERTS****CMS OFFERS A NEW ACCOUNTABLE CARE ORGANIZATION MODEL**

*By Caroline Brancatella, Whitney Magee Phelps, GT Albany Office; Nancy E. Taylor, GT Washington, D.C. Office*

On March 10, 2014, the Centers for Medicare & Medicaid Services (CMS) unveiled a Request for Applications (RFA) for the Next Generation Accountable Care Organization (Next Generation ACO or Next Generation Model), to “test whether strong financial incentives for ACOs can improve health outcomes and reduce expenditures for Medicare fee-for-service beneficiaries.” To view the *GT Alert*, please click [here](#). To view the *GT Alert* as a PDF, please click [here](#).

**KEYS TO IP COLLABORATIONS WITH UNIVERSITIES: PART 3**

*By K. Lance Anderson, Ross Spence Garsson, Darrell R. Windham, GT Austin Office*

This is the third installment of a three-part series on forming successful collaborative relationships between for-profit companies and academic institutions, such as universities, research institutions, and federal laboratories. To view this article on *Law360*, please click [here](#).

**M&A, INVESTMENT OR PARTNERING CHECKLIST FOR MEDTECH COMPANIES**

*By David Dykeman, GT Boston Office; David C. Peck, GT Fort Lauderdale Office*

Emerging medical device companies should consider four points when weighing a potential merger, strategic partnership, or investment. To view this on the Greenberg Traurig *Emerging Technology Views* blog, please click [here](#).

**FDA ISSUES DRAFT GUIDANCE AIMED AT REDUCING OVERSIGHT OF LOW RISK GENERAL WELLNESS PRODUCTS AND MEDICAL DEVICE ACCESSORIES**

*By Victoria Davis Lockard, Evan C. Holden, GT Atlanta Office*

On January 20, 2015, the FDA issued two guidance documents intended to provide clarity to industry and FDA staff regarding compliance policies for products that promote healthy lifestyles, without treating or diagnosing a disease condition, and for accessories related to medical devices. To view the *GT Alert*, please click [here](#). To view the *GT Alert* as a PDF, please click [here](#).

**FDA ISSUES TWO FINAL RULES TO HELP CONSUMERS KEEP TRACK OF CALORIES**

*By Justin J. Prochnow, GT Denver Office*

On December 1, 2014, the U.S. Food and Drug Administration (FDA) issued two rules requiring that calorie information be listed on menus and menu boards in chain restaurants and similar retail food establishments, as well as on certain vending machines. To view the *GT Alert*, please click [here](#). To view the *GT Alert* as a PDF, please click [here](#).

### FTC AND DOJ HOLD WORKSHOP ON HEALTH CARE PAYMENT MODELS AND EFFECTS ON COMPETITION

By Whitney Magee Phelps, GT Albany Office

In light of the changes to the health care delivery system accelerated by the Affordable Care Act (ACA), the Federal Trade Commission (FTC) and Department of Justice (DOJ) recently held a two-day conference examining health care competition. To view the *GT Alert*, please click [here](#). To view the *GT Alert* as a PDF, please click [here](#).

## GREENBERG TRAUIG IN THE INDUSTRY

### Firm News

#### GREENBERG TRAUIG LAUNCHES NEW EMERGING TECHNOLOGY BLOG

The Emerging Technology Group of Greenberg Traurig, LLP has launched a new blog, *Emerging Technology Views*, which provides entrepreneurs and early stage companies a forum to stay abreast of technology news, trends, and strategies to help their ventures succeed. The blog covers a variety of topics from business formation to seeking investment, IP protection to labor and employment issues, hot spots of innovation to event highlights, and more. Visit the new blog at [www.gtlaw-emergingtechnologyviews.com](http://www.gtlaw-emergingtechnologyviews.com). To view the *GT Alert*, please click [here](#).

#### GREENBERG TRAUIG ATTORNEYS WIN NINTH CIRCUIT APPEAL FOR TEVA PHARMACEUTICALS

Greenberg Traurig attorneys Karin Bohmholdt, Ginger Pigott, Matthew Gershman, and Benjamin S. Kurtz of the firm's Los Angeles office successfully represented Teva Pharmaceuticals USA, Inc. in front of the Ninth Circuit Court of Appeals. The Court ruled that a petition to coordinate multiple actions under California Code of Civil Procedure § 404 constituted a proposal to try the cases "jointly," rendering them subject to federal jurisdiction and removal under the "mass action" provision of the Class Action Fairness Act (CAFA). This decision could impact all multi-plaintiff actions sought to be coordinated or consolidated in state courts. To view the *GT Alert*, please click [here](#). To view the *GT Alert* as a PDF, please click [here](#).

### Recent Firm-Hosted Events

#### GREENBERG TRAUIG HOSTED MEDTECH PARTNERING DAY FEATURING MEDTRONIC AND ZOLL MEDICAL

On March 13, 2015, Greenberg Traurig LLP's Life Sciences & Medical Technology Group held its second MedTech Partnering Day at the firm's Boston office. The event connected some of New England's most innovative emerging medtech companies with strategic partners Medtronic and ZOLL Medical Corporation to maximize opportunities for collaboration, new business development, and market expansion. The program, supported by MassMEDIC and LB Ventures, included panel discussions focused on innovation, company presentations from Medtronic and ZOLL Medical Corporation, "State of the MedTech Industry" keynote address by Tom Sommer of MassMEDIC, one-on-one meetings between the strategic partners and early-stage companies, and networking opportunities throughout the day. In addition to attorneys from the Boston office, in attendance were Greenberg Traurig attorneys from the London, Fort Lauderdale, and Atlanta offices. To see the Greenberg Traurig press release, click [here](#).

## Life Sciences & Medical Technology

### GREENBERG TRAUIG HELD “CONVERSATION WITH ...” SPEAKER SERIES FEATURING GARY R. FLEISHER, MD, PHYSICIAN-IN-CHIEF AND CHAIRMAN, DEPARTMENT OF MEDICINE, BOSTON CHILDREN’S HOSPITAL

On March 12, 2015, Greenberg Traurig’s Boston office hosted Dr. Gary R. Fleisher from Boston Children’s Hospital as the featured speaker for its “Conversation With” monthly breakfast series. Dr. Fleisher is the physician-in-chief, pediatrician-in-chief, and chairman of the Department of Medicine at Boston Children’s Hospital and the Egan Family Foundation professor, Department of Pediatrics at Harvard Medical School. Dr. Fleisher discussed “The Next Big Ideas in Pediatric Medicine,” a discussion on how gene therapy, single-cell sequencing, surgical glue, and more will reshape care for our youngest patients and what it takes to transform ideas into breakthrough treatments. To see the Greenberg Traurig press release, click [here](#).

### GREENBERG TRAUIG ATTORNEYS HOST WORKSHOP DURING J.P. MORGAN HEALTHCARE CONFERENCE & BIOTECH SHOWCASE

The 33rd Annual J.P. Morgan Healthcare Conference & Biotech Showcase took place on January 12, 2015 in San Francisco. The conference is the biggest health care investing event of the year, attracting thousands of medical device, biotechnology, and pharmaceutical executives and investors in attendance from around the world. More than 30 Greenberg Traurig attorneys from offices around the world were in San Francisco for the conference to provide support to existing clients and forge new connections.

This year Greenberg Traurig also offered a workshop on [Maximizing Value in Partnering Deals](#). The workshop provided a comprehensive framework for the deal-making process in the life sciences and medical technology industries, including topics such as deal preparation and valuation, partner selection, and best practices for executing deals. Panelists from the United States and Europe also discussed common pitfalls and challenges in partnering deals. The workshop was followed by a networking reception attended by over 300 industry executives and investors. Greenberg Traurig’s Life Sciences and Medical Technology Group also hosted a wine tasting and networking reception during in conjunction with the conference.

## Recent and Upcoming Speaking Engagements

### GREENBERG TRAUIG BOSTON ATTORNEY DAVID DYKEMAN CHAIRS “ISRAEL BIOMEDICAL AND HEALTH CARE INNOVATION” DELEGATION TO ISRAEL

Greenberg Traurig’s David Dykeman (Boston) served as chair of the life sciences delegation to Israel, “Israel Biomedical and Healthcare Innovation.” In this role, Dykeman led a delegation of biomedical, healthcare, and venture capital (VC) companies for a three-day exploration of innovation in Israel from Feb. 2-5, 2015. To see the Greenberg Traurig press release, click [here](#).

### GREENBERG TRAUIG ATTORNEYS DISCUSS “LABELING LITIGATION: STRATEGIES FOR MARKETING PRODUCTS WHILE AVOIDING THE COURT ROOM” AT NATIONAL PRODUCTS EXPO WEST

On March 7, 2015, Greenberg Traurig attorneys Justin Prochnow (Denver), Robert Herrington (LA), Patricia Leonard (West Palm Beach), and Antonio Gallegos (Denver) presented to attendees of Natural Products Expo West, the country’s biggest trade show for the natural products industries, on strategies for handling food labeling and advertising class action lawsuits. Prochnow also served as a moderator at the Natural Products Expo West panel entitled “Defining ‘Natural’: Who Gets to Decide?” on March 5, 2015. To see the Greenberg Traurig press release, click [here](#).



#### [GREENBERG TRAURIG'S WHITNEY MAGEE PHELPS TO SPEAK AT NYAPRS'S 11TH ANNUAL EXECUTIVE SEMINAR ON SYSTEMS TRANSFORMATION](#)

On April 14, 2015, Whitney Phelps (Albany) will be participating in a panel titled, "Legal and Liability Issues: Managing Risk in a Changing Environment." Many community providers are grappling with new state and federal requirements around licensing, accreditation, HIPAA regulations, staff training, liability insurance, and contracting issues. This presentation and discussion will look at how to best prioritize these needs and develop and implement an effective risk management plan. For more information on the event, please click [here](#).

#### [GREENBERG TRAURIG'S LORI COHEN TO SPEAK AT ACI'S SUMMIT ON WOMEN LEADERS IN EU LIFE SCIENCES LAW](#)

Greenberg Traurig's Lori Cohen (Atlanta) is speaking at the American Conference Institute's (ACI) upcoming Women Leaders in EU Life Sciences Law conference, taking place in Munich, Germany from April 22-23, 2015. The conference follows the European version of ACI's Biosimilars event on April 20-21, 2015, also in Munich. For more information on the event, please click [here](#).

#### [GREENBERG TRAURIG'S JUSTIN PROCHNOW TO SPEAK AT FOOD & BEVERAGE UNIVERSITY CHICAGO CONFERENCE](#)

Greenberg Traurig's Justin Prochnow (Denver) is speaking at the upcoming Food & Beverage University's (FBU) Chicago conference on April 30, 2015. FBU is an entry-level crash course to the CPG food and beverage industries. Over 20 experts and industry veterans will address the dos and don'ts surrounding a variety of topics that early stage entrepreneurs face in their first few years of business. Prochnow will be speaking on the topic of "Regulations, Trademarks, and Key Filings for Brands." For more information on the event, please click [here](#).

#### [GREENBERG TRAURIG'S LORI COHEN AND SARA DESKINS TUCKER TO SPEAK AT DRI DRUG & MEDICAL DEVICE SEMINAR](#)

DRI's Drug & Medical Device Seminar is taking place in San Francisco on May 14-15, 2015. This seminar features leaders of the defense bar, perspectives from in-house counsel, and judges. Lori Cohen is speaking at 11:15 a.m. on a panel titled "Call 1-800-Bad Drug: Plaintiff Lawyer Advertising." Plaintiff lawyer advertising is ubiquitous. How does it impact litigation, and how can defense lawyers use it? Practical implications in the age of social media. Sara Deskins Tucker (Atlanta) is chairing the Young Lawyers Blockbuster Session starting at 1:30 p.m. and moderating the In-House Counsel Panel at 3:10 p.m. Greenberg Traurig is also a sponsor of the Young Lawyers Committee Meeting and Networking Reception at 4:30 p.m. For more information on the event, please click [here](#).

#### [GREENBERG TRAURIG ATTORNEYS TO SPEAK AT MASSDEVICE 2015 DEVICETALKS BOSTON](#)

On June 17, 2015, Greenberg Traurig attorneys David Dykeman (Boston), David Peck (Fort Lauderdale), and Sara Thompson (Atlanta) will be attending MassDevice's 2015 DeviceTalks in Boston. Dykeman will serve as a moderator, and Peck and Thompson will both serve as panelists. They will be participating on a panel entitled, "Hot Topics: M&A Megadeals, IP, Financing, and Products Liability Trends for MedTech Companies." For more information on the event, please click [here](#).



## Life Sciences & Medical Technology

### GREENBERG TRAURIG'S LIFE SCIENCES & MEDICAL TECHNOLOGY GROUP

Our Life Sciences & Medical Technology Group supports clients ranging from startups to large multi-national public companies and not-for-profit care providers, as well as investors, venture capital and private equity funds, investment banks, and public agencies. Our wide-ranging work encompasses numerous industry sectors, including biomedical engineering, biotechnology, chemistry, cosmetics, dietary supplements, disease management, drug delivery, EMR, billing and coding, immunology, medical devices, microbiology, nanotechnology, pharmaceuticals, stem cells, and vaccines. For more information on our Life Sciences and Medical Technology Group, please visit <http://www.gtlaw.com/Experience/Industries/Life-Sciences-Medical-Technology>.

Greenberg Traurig, LLP is an international, multi-practice law firm with approximately 1800 attorneys serving clients from 37 offices in the United States, Latin America, Europe, Asia, and the Middle East. The firm is among the "Power Elite" in the 2014 *BTI Client Relationship Scorecard* report, which assesses the nature and strength of law firms' client relationships. For additional information, please visit [www.gtlaw.com](http://www.gtlaw.com).

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