

WILLIAM MACK COPELAND

**118 Mitchell Blvd.
Harrison, Ohio 45030
(513) 290-2458**

PROFILE

A Seasoned health care attorney and executive whose practice concentrates on hospital, physician and other health care related activities. Mr. Copeland is board certified in healthcare management by the American College of Healthcare Executives. Mr. Copeland has extensive experience serving as hearing officer in medical staff dispute cases and as arbitrator or mediator in cases involving health care transactional and/or fraud issues. He is on the panel of the American Health Lawyers Alternative Dispute Resolution Service, the American Arbitration Association, and the National Arbitration Forum.

EMPLOYMENT HISTORY

*President & Chief Executive Officer, COPELAND LAW, L.L.C., Cincinnati, Ohio,
January 2001 to Present.*

Chief executive officer of a specialty law firm with a special expertise in health law. The firm concentrates in three main legal areas:

Hospital Medical Staff Proceedings

Legal services in in this area include:

- Serving as hearing officer in fair hearings regarding medical staff disciplinary proceedings. This service includes preparing the hearing officer report, to include findings of fact, analysis and recommendations.
- Where the medical staff desires to utilize a hearing panel, serving as independent counsel to the hearing panel. This service includes drafting the panel findings, recommendations and report.

EMPLOYMENT HISTORY (Continued)

- Advising the Medical Executive Committee in fair hearings before hearing officers and hearing panels. Serving as legal counsel to hospital management, medical staff leadership, and medical staff peer review committees regarding peer review and corrective action activities. This service includes drafting fair hearing plans and advising on reporting requirements.
- Presenting continuing medical education presentations to the medical staff leaders regarding medical peer review.

Health Care Fraud and Abuse Issues

Legal services in in this area include:

- Serving as legal counsel to providers in activities involving health care False Claims Act issues. Mr. Copeland has served as lead counsel in several False Claims Act cases.
- Providing advice and review on matters where the Anti-Kickback Statute and/or Stark are potential issues.
- Advising health care clients with regard to developing and maintaining compliance programs.
- Advising health care clients on physician joint ventures, physician contracting, physician recruiting and Medicare and Medicaid issues.

Arbitration for Health Care Transactional and Employment Issues

Legal services in this area include:

- Serving as arbitrator or hearing officer for American Arbitration Association and/or American Health Lawyers Association Dispute Resolution Service arbitrations and hearings.
- Recent case where I served as arbitrator include:
 - A hospital-physician contract breach involving an income guarantee in excess of \$500 thousand.

EMPLOYMENT HISTORY (Continued)

- A physician practice-physician breach involving an employment agreement. Claims in the case were in excess of \$700 thousand.
- A physician practice-physician dispute involving an employment agreement. Claims in the case were \$100-\$250 thousand.
- A physician practice-physician dispute involving a recruiting contract. Claims in the case were in excess of \$150 thousand.
- *Corporate Counsel*, USAF MSC Association (a national association), September 1995 to Present.
- *Senior Vice President, Business Development*, EXECUTION CONNECTIONS (a wholly owned executive search subsidiary of The Network Job List), Houston, Texas, March 2012 to January 2014.
- *Chairman, President & Chief Executive Officer*, PULMONARY SOLUTIONS, INC., Blue Ash, Ohio, November 2001 to June 2005
Chief Executive Officer for a specialty health care firm that provides full service respiratory therapy services to hospitals, home medical oxygen equipment and related services and sleep therapeutic services under contract to hospitals.
- *Corporate Counsel*, RESPIRATORY CARE RESOURCES, INC., Mason, Ohio, January 2001 to July 2002.
Corporate counsel for a specialty health care firm that provides full service respiratory therapy services to nursing homes. Coordinates all legal services for the company and serves as compliance officer and reimbursement consultant for the company.
- *President*, COPELAND & BROWN CO., L.P.A., Cincinnati, Ohio, February 1992 to December 2000.

EMPLOYMENT HISTORY (Continued)

- Chief Executive Officer of a specialty law firm that emphasized serving the needs of healthcare providers. The firm represented hospitals, physicians and other health care providers in activities involving False Claims Act issues, compliance programs, medical staff issues, professional review activities, fraud and abuse review work, physician joint ventures, physician recruiting, and Medicare and Medicaid issues.
- *Chairman, Health Care Group, FROST & JACOBS* (Currently Frost Todd Brown), Cincinnati, Ohio, February 1988 to February 1992.

As chairman of the Frost & Jacobs Health Care Practice Group, a multi-disciplinary group of twenty-one attorneys, coordinated and managed the firm's health care practice. Personal practice involved helping hospitals deal with physician relations problems, avoid Medicare fraud and abuse, recruit physicians, engage in hospital/physician joint ventures, assess and credential physicians, restructure medical staff bylaws and engage in professional review activity.

- *Adjunct Assistant Professor*, Department of Hospital and Health Administration, College of Social Sciences, Xavier University, 1979 to 1992.
- *Adjunct Assistant Professor*, School of Planning, University of Cincinnati, 1989 to 1995.
- *President and Chief Executive Officer*, ST. FRANCIS-ST. GEORGE HOSPITAL AND HEALTH SERVICES, INC., Cincinnati, Ohio, 1978-1987.

Managed the consolidation of two hospitals and built a replacement facility. Merged the operating staffs and medical staff of each facility into cohesive single units providing outstanding health services for the community. Expanded the facilities, adding a freestanding surgery center, a retirement complex, a nursing home, and ancillary facilities such as a diagnostic center for breast disease. Acquired several other businesses, including a consulting firm and a materials management software system.

During the ten years as Chief Executive Officer, the organization always produced a return well in excess of the industry average.

EMPLOYMENT HISTORY (Continued)

- Chairman of the Board & Chief Executive Officer, Ohio Catholic Health Services, Inc., 1985-1988.

Statewide preferred provider organization owned by fourteen Catholic hospitals. Led the organization through its formation and development phase.
- Chairman, President, and Chief Executive Officer, DON ROWE ASSOCIATES, Mineola, New York, 1983-1987.

Consulting firm specializing in healthcare management.
- Administrator, ST. GEORGE HOSPITAL, Cincinnati, Ohio, 1976-1978.
- Managing Partner, Copeland & Reig, West Chester, Ohio, 1975-1976. Consulting firm specializing in physician development activities.
- Medical Service Corps Officer, (Retired), U.S. Air Force, 1954-1975.

EDUCATION & TRAINING

- Bachelor of Arts, Business Administration, Colorado State University, Pueblo, 1965.
 - Master of Science, Management/Finance, University of Colorado, Boulder 1969.
 - Juris Doctor, Chase College of Law, Northern Kentucky University, 1977.
 - Doctor of Philosophy, Health Services Management, Century University, 1992, Dissertation title: "Survey and Analysis of the Potential for Multi-Hospital Systems in the Not-For-Profit Sector."
 - Masters Program in Health Law, American Health Lawyers Association, Washington, DC, 1995.
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EDUCATION & TRAINING (Continued)

- Arbitration Training, American Health Lawyers Association, Washington, DC, 2006.
- Advanced Mediation Training, American Health Lawyers Association, Washington, DC, 2006.
- Arbitration Fundamentals and Best Practices, American Arbitration Association, San Francisco, CA, 2009.

PROFESSIONAL LICENSE

Admitted to the Bar:

Ohio

U.S. District Court, Southern District of Ohio



Addendum to CV

WILLIAM M. COPELAND

PUBLICATIONS: Author of many professional articles and papers including:

- “Marketing to Medicare/Medicaid Beneficiaries: What You Can/Can’t Do,” *The Higher Calling – MSC History, Legacy, and Culture Newsletter*, USAF MSC Association (MSCA), Inc., September, 2022, p. 68.
- “The Federal False Claims Act,” *The Higher Calling – MSC History, Legacy, and Culture Newsletter*, USAF MSC Association (MSCA), Inc., April, 2022, p. 68.
- “Advice from Your Legal Counsel: Be Genuinely Concerned About the Anti-Kickback Statute,” *The Higher Calling – MSC History, Legacy, and Culture Newsletter*, USAF MSC Association (MSCA), Inc., December 2021, p. 48.
- “How to Deal with the Disruptive Practitioner,” *USAF MSC Newsletter*, June 2019, pp 52-54.
- “Tales from a Fair Hearing Officer: the Good, the Bad and the Ugly,” *Medical Staff News, A Publication of the American Health Lawyers Association*, Vol. 15, Issue 2, December 2016, p 2.
- “Negligent Credentialing: A Historical Perspective and Strategies for the Future,” *Medical Staff News, A Publication of the American Health Lawyers Association*, Vol. 13, Issue 1, May 2014, p. 4.
- “Dealing With the Disruptive Practitioner,” *Synergy, A Publication of National Association Medical Staff Services*, January-February 2014, p. 1 (Cover Article).
- “The Healthcare Quality Improvement Act: An Adequate Investigation, One of Four Standards Required to Achieve Immunity,” *Medical Staff News, A Publication of the American Health Lawyers Association*, Vol. 11, Issue 1, November 2012, p. 9.
- “The Anti-Kickback Statute: Still Around and Still Viable,” *Fraud & Abuse, A Publication of the American Health Lawyers Association*, Vol. 1, Issue 2, May 2012, p. 1 (Cover article).

[Publications prior to 20112 available upon request.]

PRESENTATIONS: Faculty at many professional seminars and presentations, including:

- Physician Employment Agreements: Problem Areas that can be Landmines," Mentor Health, Web-Based program, September 7, 2022.
 - "Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do," Mentor Health, Web-Based program, August 24, 2022.
 - "Healthcare Quality Improvement Act - Achieving Immunity in the Hospital's Peer Review Process," Esquire CLE, August 24, 2022.
 - "The Anti-Kickback Statute: The Year in Review," Esquire CLE, August 3, 2022.
 - "How To Deal with The Disruptive Physician Practitioner in A Legally Compliant Manner," Esquire CLE, July 15, 2022.
 - "Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do," Mentor Health, Web-Based program, July 6, 2022.
 - "Dealing with the Disruptive Practitioner in a Legally Compliant Manner," GRC Advisory Online, Web-Based program, June 30, 2022.
 - "Dealing with the Disruptive Practitioner in a Legally Compliant Manner," Mentor Health, Web-Based program, June 15, 2022.
 - "Anti-Kickback, Fraud, Stark, and Marketing - Where are the Landmines?" Compliance Train, Web-Based Program, June 9, 2022.
 - "The Healthcare Quality Improvement Act: The Quest for Immunity in Your Peer Review Process," Mentor Health, Web-Based program, May 27, 2022.
 - "Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do," 247 Compliance, Web-Based program, May 11, 2022.
- "Anti-Kickback, Fraud, Stark, and Marketing - Where are the Landmines?" GRC Advisory Online, Web-Based Program, May 6, 2022.

PRESENTATIONS (Continued):

- Dealing with the Disruptive Practitioner in a Legally Compliant Manner,” Mentor Health, Web-Based program, April 29, 2022.
 - “Physician Employment Agreements: Items to Consider,” Mentor Health, Web-Based program, April 19, 2022.
 - “Dealing with the Disruptive Practitioner in a Legally Compliant Manner,” Mentor Health, Web-Based program, March 29, 2022.
 - “Anti-Kickback, Fraud, Stark, and Marketing - Where are the Landmines?” Compliance Online, Web-Based Program, March 17, 2022.
 - “Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do,” Compliance Online, Web-Based program, March 16, 2022.
 - “Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do,” Mentor Health, Web-Based program, March 7, 2022.
 - “The Nuts & Bolts of Filing a Whistle-blower Case,” Upskill-Educator, Web-Based program, February 14, 2022.
 - “Dealing with the Disruptive Practitioner in a Legally Compliant Manner,” Mentor Health, Web-Based program, February 14, 2022.
 - “Paying for Referrals: A Danger to your Freedom,” BookMyWebinars, Web-Based Program, January 28, 2022.
 - “The Healthcare Quality Improvement Act: How to Achieve Immunity in Your Peer Review Process,” Upskill Educators Web-Based Program, January 27, 2022
 - “The Anti-Kickback Statute: 2021 – Year in Review,” Mentor Health, Web-Based program, January 24, 2022.
 - “The Federal False Claims Act: Enforcement and Recent Updates” Compliance Online, Web-Based Program, January 21, 2022.
- “Physician Employment Agreements: Items to Consider,” Mentor Health, Web-Based program, January 13, 2022.

PRESENTATIONS (Continued):

- “Recent Legal Actions Under the Anti-Kickback Statute,” Compliance Online, Web-Based Program, December 13, 2021.
- “Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do,” Compliance Train, Web-Based Program, December 8, 2021.
- “The Federal False Claims Act: Enforcement and Recent Updates” BookMyWebinars, Web-Based Program, December 6, 2021.
- “Physician Employment Agreements: Items to Consider,” Mentor Health, Web-Based program, November 16, 2021.
- “Physician Employment Agreements: Items to Consider,” Mentor Health, Web-Based program, October 26, 2021.
- “Dealing with the Disruptive Practitioner in a Legally Compliant Manner,” Compliance Train, Web-Based Program, October 21, 2020.
- “The Federal False Claims Act: Enforcement and Recent Updates” Webinar Planet, Web-Based Program, September 30, 2021.
- “Anti-Kickback, Fraud, Stark, and Marketing - Where are the Landmines?,” Compliance Online, Web-Based Program, September 29, 2021.
- “The Nuts and Bolts of Filing a Whistle Blower Case,” Skill Acquire, Web-Based Program, September 15, 2021.
- “Anti-Kickback, Fraud, Stark, and Marketing - Where are the Landmines?,” Compliance Train, Web-Based Program, September 1, 2021.
- “The Federal False Claims Act: Enforcement and Recent Updates” Juztwebinar, Web-Based Program, August 12, 2021.
- “Recent Legal Actions Under the Anti-Kickback Statute,” Skill Acquire, Web-Based Program, August 11, 2021.
- “The Anti-Kickback Statute: Paying for Referrals is a Bad Idea,” Skill Acquire, Web-Based Program, July 15, 2021.

PRESENTATIONS (Continued):

- “The Nuts and Bolts of Filing a Whistle Blower Case,” Skill Acquire, Web-Based Program, June 3, 2021.
- “The Federal False Claims Act: Enforcement and Recent Updates,” Compliance Online, Web-Based Program, April 12, 2021.
- “The Federal False Claims Act: Enforcement and Recent Updates” Juztwebinar, Web-Based Program, August 12, 2021.
- “Recent Legal Actions Under the Anti-Kickback Statute,” Skill Acquire, Web-Based Program, August 11, 2021.
- “The Anti-Kickback Statute: Paying for Referrals is a Bad Idea,” Skill Acquire, Web-Based Program, July 15, 2021.
- “The Nuts and Bolts of Filing a Whistle Blower Case,” Skill Acquire, Web-Based Program, June 3, 2021.
- “The Federal False Claims Act: Enforcement and Recent Updates,” Compliance Online, Web-Based Program, April 12, 2021.
- “The Anti-Kickback Statute: Paying for Referrals is a Bad Idea,” Juztwebinar, Web-Based Program, April 10, 2021.
- “Medical Staff Fair Hearings from a Hearing Officer's Perspective - Is Your Process Lawsuit-Proof,” Skill Acquire, Web-Based program, March 24, 2021.
- “Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do,” Skill Acquire, Web-Based Program, March 21, 2021.
- “The Healthcare Quality Improvement Act: How to Achieve Immunity in Your Peer Review Process,” GRC Educators, Web-Based Program, March 19, 2020.
- “The Healthcare Quality Improvement Act: The Quest for Immunity in Your Peer Review Process,” Edupliance, Web-Based Program, March 13, 2020.
- “Physician Employment Agreements: Items to Consider,” Mentor Health, Web-Based program, March 4, 2021.
- “Dealing with the Disruptive Practitioner in a Legally Compliant Manner,” Compliance Online, Web-Based Program, January 23, 2020.

PRESENTATIONS (Continued):

- “The Anti-Kickback Statute: Paying for Referrals is a Bad Idea,” Mentor Health, Web-Based Program, January 17, 2020.
- “Marketing to Medicare or Medicaid Beneficiaries - What You Can and Cannot Do,” Edupliance, Web-Based Program, January 15, 2020.

[Presentations prior to 2021 available upon request].

PROFESSIONAL ORGANIZATIONS AND ACTIVITIES:

- Life Fellow, American College of Healthcare Executives (board certified in health care management)
- American Arbitration Association, Arbitration Panel Member
- American Health Lawyers Association
- American Health Lawyers Association Alternative Dispute Resolution Service Panel Member
- National Arbitration Forum, Panel Member
- American Medical Association Doctors Advisory Network 1993-2005 (Panel was discontinued in 2005.)
- Ohio State Medical Association Physician Advisors Panel
- American Bar Association Advisory Panel
- Society of Ohio Healthcare Attorneys
- USAF MSC Association, Inc.
General Counsel 1996-Present
- Cincinnati Bar Association
Chairman, Health Law Committee 1991-1994.

Ohio State Bar Association Health Law Committee, 1988-Present

PROFESSIONAL ORGANIZATIONS AND ACTIVITIES (Continued):

- Health Law Journal of Ohio Editorial Advisory Board, 1988-1995.
- Greater Cincinnati Health Care Coalition Board of Directors, 1991-1992.
- American Hospital Association Council on Management, 1986.

Ohio Hospital Association

- Board of Trustees, 1985-1986.
- Chairman, Southwest District Council, 1986.

Health Industry Business Communications Council

- Chairman of the Board, 1987-1988.
- Board of Governors, 1984-1988.
- Executive Committee, 1985-1988.

- Greater Cincinnati Hospital Council Board of Trustees, 1981-1986
 - Chairman of the Board, 1984-1985.

HONORS AND AWARDS:

- Senior-Level Healthcare Executive Regent's Award (American College of Healthcare Executives), 2007
- Outstanding Preceptor Award (Xavier University MHA Program), 1987
- The Monsignor Griffin Award for Outstanding Contribution to Healthcare Literature (Ohio Hospital Association), 1979
- Air Force Meritorious Service Medal, 1975.
- Sigma Iota Epsilon, 1969
- Air Force Commendation Award with Oak Leaf Cluster, 1967 & 1968