

HEALTHCARE

DIGITAL HEALTH

TRANSFORMING HEALTHCARE DELIVERY



Digital Health solutions are fundamentally transforming healthcare delivery, quality and innovation. As the doctor-patient relationship evolves beyond the in-person encounter, digitized data and technology converge with health care delivery and payment. Our digital health team works with clients to create solutions that improve access to medical services and engage patients in managing their healthcare, while also meeting complex and ever-evolving regulatory considerations.

Top-tier rankings in **Health Information Privacy & Security** the *Legal 500 USA*, *US News—Best Lawyers* and *Chambers USA*

Tier 1 Health Rankings in all of the industry's top legal directories

Authors of ***The Law of Digital Health*** book.
Published by AHLA

Our team leads emerging and established organizations through the unique—and often unanticipated—transactional, regulatory and compliance challenges. Uniting our depth of experience and our ability to anticipate change, we help clients develop creative solutions to the obstacles that slow adoption and growth so they can keep moving forward in an ever-changing industry.

McDermott
Will & Emery

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NOTABLE EXPERIENCE

- **ARTIFICIAL INTELLIGENCE (AI)**
Represented a multinational technology company in an AI collaboration with an academic medical center to develop algorithms for automated assistance in detection of diseases and conditions
- **mHEALTH**
Advised a European digital health company on its launch of medical devices and a companion mobile application in the United States
- **HEALTH IT**
Represented a healthcare system in licensing and implementing an enterprise data warehouse, analytic tools and a population health management software
- **TELEMEDICINE**
Counseled a specialty-specific professional association on the US and international legal, regulatory and practical issues of operating “second opinion programs”
- **FOOD and DRUG ADMINISTRATION**
Guided a global medical device and technology company on labeling and marketing strategies and compliance programs for mobile apps, companion diagnostics, medical devices and combination products
- **BIG DATA**
Advised a technology company in a data collaboration to expand its core data sharing and quality improvement platform for oncology practices, and facilitate development of new treatments for oncology patients
- **GLOBAL PRIVACY & CYBERSECURITY**
Advised a multi-state health insurer responding to two major security breaches affecting more than 100 million people regarding its member notification obligations and response to regulatory investigations
- **HEALTH INTERNET OF THINGS**
Counseled a life sciences company on transactional and data protection issues raised by the launch of a Bluetooth-enabled injection device for a biologic product and related mobile app

UNPARALLELED EXPERIENCE

- Formation and Financing
- Intellectual Property
- Licensing, Collaborations and Complex Commercial Transactions
- Mergers & Acquisitions
- Data Privacy and Security
- Data Strategy
- Device Clearance, Labeling and Compliance
- Health IT Certification and Regulation
- Reimbursement and Revenue Strategy
- Sales and Marketing Compliance
- Fraud and Abuse Counseling

DIGITAL HEALTH PRACTICE LEADS



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