

Sarah E. Coyne

Partner

Sarah Coyne guides her clients through regulatory compliance concerning health care information and technology and in forging agreements on behalf of physicians and other health care providers that comply with the regulations defined by the Stark, Anti-Kickback, and False Claims Acts, helping to maximize reimbursements while minimizing risks. She also deals regularly with patient safety and quality-of-care issues involving disputes with physicians, patient claims and complaints, medical staff bylaws and organizational structures, and other issues that tend to fall outside of regulatory compliance guidelines. She is a go-to attorney for all things legal that pertain to hospitals, but her knowledge and experience span multiple areas within health law, and she is a highly valued resource to the gamut of clients in the health & life sciences industry. Rural and small-community hospitals particularly will not find a more informed and better-prepared advocate than Sarah, and she also is part of a group of Quarles attorneys who understand, as well as or better than anyone, how HIPAA and Wisconsin State law interact.

As the chair of the Quarles Health & Life Sciences Practice Group, Sarah oversees a nationally recognized team of lawyers that represents a "one-stop shopping experience" for virtually any client in the health care industry, dealing with matters from labor & employment to pharmacy, litigation, real estate, intellectual property, data privacy, and, yes, health law itself.

Health care as a career transcends the law in Sarah's case. She began professional life as an occupational therapist, who cared so much about her patients that she conducted research on laws and regulations concerning their maladies on her own time, and she enjoyed it so much that she decided to go to law school. She loves working with hospital administrators to avoid regulation traps and encumbrances and takes great satisfaction in successfully doing so. She also wields a deft pen, writing updates on health law that her clients greatly enjoy reading!

Legal Services

- Health Information Technology, Privacy & Security
- Hospitals & Health Systems
- Data Privacy & Security
- Health & Life Sciences
- Provider/Physician Groups

Education and Honors

- University of Wisconsin Law School (J.D., *cum laude*, 1995)
 - Order of the Coif
- University of Wisconsin (B.S., *with honors*, 1987)



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- University of Wisconsin (O.T.R., *with honors*, 1987)

Bar Admissions

- Wisconsin

Court Admissions

- U.S. District Court, Western District of Wisconsin, 1995
- U.S. District Court, Eastern District of Wisconsin, 1995

Professional and Civic Activities

- American Bar Association (Member, Health Law Section)
- American Health Lawyers Association (Member)
- Wisconsin State Bar Association (Member, Health Law Section)
- Fellows of the American Bar Foundation (Member)
- Fellows of the Wisconsin Law Foundation (Member)
- Wisconsin Association for Healthcare Quality (Member)
- Wisconsin Hospital Association (Member)
- Wisconsin Society for Healthcare Risk Management (Member)
- International Association of Privacy Professionals (Member)
- Practiced at the William S. Middleton Memorial Veterans Hospital in Madison for four years
- Experience as a registered occupational therapist
- Invited Participant in Governor Doyle's eHealth Initiative Privacy and Security Task Force: Legal Workgroup, Implementations Workgroup, Solutions Workgroup
- Executive Committee for HIPAA Collaborative of Wisconsin (HIPAA COW) and is active in its preemption workgroup and other workgroups related to confidentiality of health care information

Professional Recognition

- Fellow of the Wisconsin Law Foundation Class of 2013
- Recognized as Best Lawyers® 2014 Madison Health Care Law "Lawyer of the Year"
- Selected as a "2013 Leader in the Law" by the Wisconsin Law Journal
- Selected as the 2011 "Wisconsin Health Law Attorney of the Year" by the Health Law Section of the Wisconsin State Bar
- Martindale-Hubbell AV® Peer Review Rated
- Listed in The Best Lawyers in America® (2009–present: Health Care Law)
- Listed in Madison Magazine as a top lawyer in the area of health law
- Fellow of the American Bar Foundation

Publications

10/21/14

"Understanding Health Care Provider Credentialing and Scope of Practice"

Wisconsin Medical Society's Symposium 2014

10/06/14

"Navigating the Stormy Waters: Strategies for Medical Staff Professionals to Ensure Smoother Sailing"
National Association Medical Staff Services, New Orleans

08/28/14

Health Information
Wisconsin Hospital Association Health Law Manual Webinar Series

05/19/14

"Fundamental Obligations of Health Care Organization Boards: What Every Board Member Needs to Know!"
2014 WHA Rural Health Conference

05/02/14

"3rd Annual Ethics Symposium: Ethical Issues of Medical Documentation"
William S. Middleton Memorial VA Hospital

04/24/14

"HIPAA for Litigators, for the Wisconsin Defense Counsel"
2014 Spring Conference

11/06/13

Not So Fast - Government Cautions Against Third-Party Payment of Premiums for Qualified Health Plans
Health Law Update

11/04/13

Omnicare Settles More Allegations Under The False Claims Act & Anti Kickback Statute
Health Law Update

10/31/13

Hospitals May Assist With Premium Payments for Patients Who Purchase Insurance Through a State or Federal Exchange / Marketplace Without Fear of Anti-Kickback Liability
Health Law Update

10/24/13

Hospitals: Watch Out for Tax Implications of Physician Loan Agreements - Forgiven Repayments Might Be Taxable Wages!
Health Law Update

05/01/13

"HIPAA Review: Keeping PHI Private and Secure"
Wisconsin Medical Society Conference

05/01/13

"Real World ROI: To Release or Not to Release?"
Wisconsin Medical Society Conference

05/01/13

"Reinventing Customer Service in Healthcare: Lessons Learned from the Best"
Panel moderator at the ACHE/WMGMA Conference

04/01/13

"Who's Been Snooping in My Records?"

Panel moderator at the HIPAA COW Spring Conference

04/01/13

"Stay Out of Jail and Be Compliant - the new Final HIPAA Rule on Enforcement and Notices of Privacy Practices"

Quarles & Brady HIPAA Rule Change Webinar Series

03/04/13

"It's Your Business...to know about Health Care Reform"

Columbus Community Hospital

03/01/13

"EMTALA and Patients Leaving AMA: How to Keep your Cool When Things Get Heated"

03/01/13

"What is in the Final HIPAA Rule, What is Not, and What To Do About Business Associates"

Quarles & Brady HIPAA Rule Change Webinar Series

02/22/13

HIPAA Final Rule On Breach Notification: Shark Or Minnow? (Discuss Amongst Yourselves)

Health Law Update

02/08/13

HIPAA Rule Update: Call Us (To Help Revise Your Notice of Privacy Practices), Maybe

Health Law Update

02/01/13

"Hospital Board Compliance: Education Update"

02/01/13

"Fun with HIPAA: A Refresher and Client Update"

02/01/13

HIPAA Rule Update: Stop, Drop . . . and Comply - Understanding the New Restrictions on the Sale of PHI and the HIPAA Enforcement Rule

Health Law Update

01/22/13

HIPAA Rule Update: Extended Compliance Time for "Grandfathered" Agreements

Health Law Update

01/18/13

It's Finally Here! HHS Releases the Final Rule to Modify the HIPAA Privacy, Security, Breach Notification and Enforcement Rules

Health Law Update

01/01/13

"Responsibilities and Liabilities of Non-Profit Directors"

01/01/13

"De-identified Data"

RWHC Compliance Roundtable

01/01/13

"Health Law"

State Bar of Wisconsin: Annual Survey of Wisconsin Law

12/03/12

Exciting Holiday Reading: How to De-Identify Health Information!

Health Law Update

08/29/12

Proposed IRS Regulations: Burying Tax-Exempt Hospitals Under More Red Tape

Health Law and Tax-Exempt Organizations Law Update

08/10/12

Out with the Old, In with the...Older? DHS Returns to a 24-Hour Timeframe for Authentication of Verbal Orders

Health Law Update

06/29/12

The "Individual Mandate" Upheld Under Congress' Power to Tax; Parts of Medicaid Expansion Upheld

Health Care Reform

05/23/12

"From Chaos to Calm: Managing A Medical Practice in a Complex Environment"

Wisconsin Medical Society Seminar

05/15/12

Wisconsin State Bar Annual Survey of Wisconsin Law, Health Law Chapter

Health Law Alert

05/01/12

"Overcoming Day-to-Day Legal & Practical Hurdles"

Wisconsin Medical Society Conference

04/01/12

"The Practitioner's Duty To Inform (And Practical Documentation Tips)"

RWHC Compliance Roundtable

04/01/12

"Breach Notification and Disclosures to Law Enforcement"

HIPAA COW Spring Conference

04/01/12

"Legal and Ethical Issues in Reproductive Care"

WAPC Conference

02/09/12

CMS Says: No Need to Revise EMTALA to Apply to Inpatients

Health Law Update

01/05/12

Happy 2012! Here's to a Whole New "Stark" to the New Year

Health Law Alert

01/01/12

"Health Law"

State Bar of Wisconsin: Annual Survey of Wisconsin Law

11/17/11

Have the "HIPAA Police" Finally Arrived? HHS Launches Formal Audit Program

Employee Benefits/Health Law Update

08/22/11

No Whammies! New CMS Reimbursement & Resident Reductions Take a Hit on Teaching Hospitals' Bottom Lines

Health Law Alert

07/15/11

Hospitals: Are Your Visitation Policies in Shape?

Health Law Update

07/05/11

Annie Get Your Gun...Unless You See a Sign - Health Care Implications of Wisconsin's New Concealed Carry Law

Health Law Alert

06/16/11

Wisconsin State Bar Annual Survey of Wisconsin Law, Health Law Chapter

Health Law Alert

06/01/11

HHS Pulled a Fast One - Proposed Expansion of HIPAA's Accounting Requirements

Health Law Update

04/12/11

"Legal Boundaries for Physicians Helping Pregnant Women"

Wisconsin Association for Perinatal Care

04/01/11

"Using Deferred Compensation to Incent On-Call Coverage"

American Bar Association: The Health Lawyer

04/01/11

"A Tough Act to Follow: Wisconsin's Quality Improvement Act Great for Health Care Providers"

WMJ

01/13/11

Looming Deadlines - Fun Fun Fun!

Health Law Update

12/16/10

Bill Would Exempt Many Businesses, Health Care Providers from the FTC's Red Flags Rule
Business Law Update

11/01/10

"Strategies for Complying with Evolving HIPAA and HITECH Regulations"
Inside the Minds: Recent Developments with HIPAA

09/28/10

CMS Publishes Stark Law Self-Disclosure Protocol
Health Law Update

09/17/10

Two Months Since Issuance of the Meaningful Use Rules: Questions Remain Despite CMS Guidance
Health Law Alert

08/02/10

Staying Vigilant, Covered Entities! The Interim Breach Notification Rule is Still in Effect!
Health Law Update

07/14/10

More HIPAA, Anyone?
Health Law Update

06/14/10

CMS Delays TJC Deadline To Comply With Existing Telemedicine Rules
Health Law Update

06/04/10

The Telemedicine Yo-Yo: CMS Proposal Would Allow Hospitals to Privilege Telemedicine Providers by Proxy
Health Law Update

06/01/10

Oops, They Did it Again: The FTC Extends the Red Flags Rule Deadline Until December 31, 2010
Business Law Alert

05/14/10

Helpful Guidance from OCR on Conducting a Security Risk Analysis
Health Law Update

05/13/10

WIRED for Health Act
Health Law Update

02/16/10

HIPAA Has Some New Teeth: Update on Interim Final Rule On "Improved Enforcement" Under HITECH
Business Law Update

11/03/09

It's Déjà Vu All Over Again . . . Again: FTC Delays Red Flags Rule until June 1, 2010; Congress May Exempt Small Employers
Business Law Alert

10/07/09

FDA Clarifies Investigational Drug Issues

Health Law Update

10/06/09

HIPAA Breach Notification Goes Live: Providers May Now Report Breaches to DHHS Via Online Form

Health Law Update

08/27/09

A HIPAA Breach Notification Handbook: Everything You Ever Wanted to Know About Breach Notification Requirements but Were Afraid to Ask

Health Law Update

08/03/09

Physician Assistants May Sign Their Own Prescriptions Without Physician Countersignature (With Some Caveats, Of Course!)

Health Law Update

08/03/09

Health Law Chapter of the 2009 Annual Survey of Wisconsin Law

Health Law Update

07/30/09

Déjà Vu All Over Again? The FTC Delays the Red Flags Rule to November 1

Health Law Update

07/20/09

CMS Proposes Changes to the Physician Supervision Requirement for Outpatient Hospital Services

Health Law Update

07/15/09

Budget Bill Makes Changes Affecting Patient Health Care Records and Treatment Records

Health Law Alert

06/15/09

Health Care Providers Beware: Congress Expands The False Claims Act

Health Law Update

05/01/09

Change of Deadline: Three More Months To Comply With FACTA Red Flags Rule

Health Law Update

04/23/09

Federal Trade Commission Issues Proposed Breach Notification Rule

Health Law Update

04/21/09

How To Avoid The HIPAA (HITECH) Security Breach Notification Requirement: DHHS Issues (Timely!) Guidance On Methodologies To "Secure" Protected Health Information

Health Law Update

04/13/09

Time Running Out on Identity Theft Rules Deadline

Health Law Update

03/26/09

The OIG Narrows the Self-Disclosure Protocol to Exclude Stark Violations

Health Law Update

03/04/09

A Practical HIPAA Compliance "To Do" List: Covered Entities And Business Associates Have New Affirmative HIPAA Obligations Under President Obama's Stimulus Package!

Health Law Update