

Bruce Merlin Fried

Partner



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Overview

Bruce Merlin Fried is a partner in Dentons' Health Care practice; a former national chair of Dentons' Health Care group; and a leader of Dentons' global Health Care practice. He has been recognized by *Chambers USA*, *Best Lawyers*, *Super Lawyers*, *The Legal 500* and *ExpertGuides* as one of the leading health care lawyers in the US. Mr. Fried, a health care law and policy authority, counsels and represents health plans, physician organizations, hospital groups, consumer organizations, health care information technology companies, pharmaceutical and biotech companies and other health care organizations with regard to federal health care programs and policies. He is often called on to offer strategic business advice to corporate executives.

Bruce has more than 30 years of experience in health care law and policy, both in the public and private sectors. He served as director of the Center for Health Plans and Providers at the Health Care Financing Administration (HCFA; now the Center for Medicare and Medicaid Services), where he was responsible for policy and operations for the Medicare program. Prior to that, Bruce was director of HCFA's Office of Managed Care where he managed the rapid growth of the Medicare managed care program.

He has served on the boards of many health care organizations, including publicly traded, privately held and nonprofit entities.

Insights

- Co-author, "CMS final rule aggressively moves ACOs into two-sided risk," Dentons client alert, January 17, 2019
- "Health Care Innovation, But 'First, Do No Harm,'" *Real Clear Policy*, October 2017
- "Innovation and Medicare: Transparent, accountable and 'outside the box' thinking," *The Hill*, December 8, 2016
- "Replacing The Affordable Care Act: A Reality Infusion," *Dentons Client Alert*, November 21, 2016

Activities and Affiliations

Presentations

A frequent speaker, author and regular news source, Mr. Fried is regularly asked to address topics such as:

- The Affordable Care Act
- Evolution of the health care system
- The Medicare and Medicaid programs
- The business of health care
- Health care information technology and medical privacy
- Quality and performance measurement
- Other health care-related issues

Memberships

Mr. Fried is a member of numerous boards and organizations, including:

- Co-Chairman, Lombardi Comprehensive Cancer Center Gala, 2015-present
- Board of Visitors, Lombardi Comprehensive Cancer Center
- Advisor, Thrive.AI
- Chairman, World Cerebral Palsy Initiative, a global collaboration of cerebral palsy groups from the US, Australia, Canada, the Netherlands, Turkey, Singapore and Scotland, 2010-2017
- Board of directors, RegionalCare Hospital Partners, 2011-2016
- Board of directors, Fidelis SeniorCare, Inc., 2006-2015
- Chairman, board of trustees, United Cerebral Palsy, 2007–2012
- Board of directors, HealthSpring, Inc., 2006–2012
- Board of directors, SureScripts, Inc., 2005–2008
- Board of directors, CareScience, Inc., 1999–2003
- Board of directors, MedicalLogic/Medscape, 1998–2003
- Member, National Advisory Committee of the Berman Bioethics Institute of Johns Hopkins University, 1998–2007
- Member, American Health Lawyers Association

Prior and Present Employment

Prior to joining the government, Mr. Fried was vice president of Federal Affairs at one of the nation's largest managed care organizations.

He served as chief coordinator of the 1992 Clinton/Gore campaign's Health Care Advisory Group. After the election, he was a member of President-elect Clinton's transition team.

From 1990 to 1994, Mr. Fried was executive vice president of The Wexler Group, where he counseled and represented insurers, hospitals, pharmaceutical companies, clinicians, consumer groups and philanthropies on legislative and regulatory matters. Prior to 1990, he was involved in health care public interest activities and practiced with national, regional and local legal aid organizations.

Areas of focus

Practices

- Advocacy and Government Affairs
- Congressional Investigations (United States)
- Corporate and Coalition Campaign Management
- Health Care
- Health Care Advocacy
- Health Care Regulation
- Insurance Legislative and Administrative Advocacy
- Life Sciences
- Public Policy and Regulation
- Strategic Communications

Industry sectors

- Accident and Health Insurance
- Government
- Health Care
- Insurance
- Insurance Regulation
- Life Sciences and Health Care
- Nonprofit Entities
- Space Business
- Technology

Issues and opportunities

- Global Smart Cities & Connected Communities Initiative and Think Tank

Education

- Fredric G. Levin College of Law, University of Florida, 1974, JD
- University of Florida, 1971, BA

Admissions and qualifications

- District of Columbia

- Florida
- US Supreme Court