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Jeffrey P. Rust is a partner at Farrell Fritz PC. Rust focuses his practice on healthcare and corporate transactions and regulatory matters. He advises hospitals, health systems and multi- and single-specialty medical practices in joint ventures, mergers and acquisitions, financing, governance issues, employment matters, shareholder and partnership agreements, contract drafting and negotiation, dispute settlements, and in the formation and operation of for-profit and not-for-profit entities.

Rust provides counsel regarding compliance with federal and state fraud and abuse laws, reimbursement issues, self-referral and Stark implications of hospital-physician relationships, and on a variety of complex legal, business and transactional matters.

Taking on complex matters starts with being a good listener, Rust said.

“We need to understand the facts and any assumptions the client might have made,” Rust said. “It helps to paraphrase and to ask probative questions. As attorneys, we must be diligent in our fact-finding. The best attorneys excel in these skills.”

Once the facts are understood and any inferences identified, Rust then focuses on the client’s objectives and provides tailored solutions.

“In health care, the governing regulations are often confusing and counterintuitive,” he noted. “The industry is also rapidly changing. The

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in Real Property Certiorari Law,
Health Care Law



concentration of health care into integrated networks, the implementation of the Affordable Care Act, and the shift away from traditional ‘fee-for-service’ to quality and outcome-based incentives creates new and dynamic issues for the industry. For those of us that counsel physicians, group practices, and hospital systems, our clients value an attorney’s ability to think creatively and to ar-

ticulate the potential legal risks in each solution to a complex matter.”

Rust is a contributor to Farrell Fritz’s New York Health Law blog. He was selected for inclusion in The Best Lawyers in America in 2013 and 2014 in the field of health care law. He chairs the Long Island chapter of the Arthritis Foundation’s board of directors. He was selected to serve as one of two delegates to the Arthritis Foundation’s northeast regional board.

Rust earned a juris doctor from The University of Akron School of Law and holds an M.B.A. in finance from The University of Akron College of Business.

With more than 85 attorneys, Farrell Fritz PC in Hauppauge provides a full array of legal services. Its lawyers are known in the New York business community for their quality service and for their deep commitment to the community. Highly respected for its experience in many areas of law, Farrell Fritz handles legal matters in the areas of bankruptcy and creditors’ rights; commercial litigation; construction; corporate and finance; distressed assets; emerging companies and venture capital; eminent domain; environmental law; estate litigation; health care; labor and employment; land use, municipal and zoning; real estate; tax planning and controversy; and tax certiorari and trusts and estates for a variety of corporations, not-for-profit organizations and individuals.

