

Lisa Atlas Genecov

Partner

Dallas Office

+1.214.765.3676

lisa.genecov@katten.com



Practices

FOCUS: Health Care

Corporate

Corporate Governance

Health Care Services Private Equity

Mergers and Acquisitions

Private Equity

Education

JD, The University of Texas School of Law, *with honors*

BA, Stanford University, *with distinction*

Bar Admissions

Texas

Community Involvements

Jewish Federation of Greater Dallas, Board of Directors, 2012–2020; Vice Chair, 2014-2019

Center for Women in Law at the University of Texas School of Law, Co-founder; Past President, Executive Committee

Women Business Leaders of the US Health Care Industry Foundation

American Bar Association, Member of Health Law and Business Law Sections; Health Law Section: Council Member, past chair of Diversity Coordinating Committee, Editorial Board of the e-Source newsletter, and Business and Transactions Interest Group

American Bar Foundation, Fellow

American Health Law Association (AHLA)

Texas Bar Association, Health Law and Business Law Sections

Dallas Bar Association, Health Law and Corporate Sections

Lisa Atlas Genecov counsels health care providers in connection with major transactions and regulatory issues, helping them to discover strategic opportunities under federal and state health care laws. She has decades of experience structuring transactions and implementing affiliations that achieve her clients' goals.

Major deals, major opportunities

In transactional matters, Lisa has particularly deep experience with mergers and acquisitions, frequently involving private equity. She previously acted as lead transaction counsel for a network of nonprofit hospitals in a deal that created the largest member-owned health care company in the United States. On the regulatory side, she has advised on compliance issues with initiatives ranging from virtual care programs and mobile apps, to ambulatory surgery centers jointly owned by hospitals and physicians.

Lisa's clients include health systems, hospitals, medical groups and other health care providers. In addition to counseling clients on acquisitions of entire hospitals or service lines, she also advises on various strategies to align the incentives of physicians, hospitals and payors, and the agreements reflecting such relationships. She also assists clients with physician recruitment, physician practice management, corporate practice of medicine prohibitions and fee-splitting issues.

Lisa Atlas Genecov

Partner

Representative Experience

- Represented large health care network of nonprofit hospitals in an acquisition of one of the largest US alliances of nonprofit academic medical centers.*
- Represented an ambulatory surgery center co-owned by a health system and physicians in connection with its development, syndication, real estate, regulatory, finance, governance and other legal matters.
- Represented private equity group in acquisition of large anesthesia practice management company and its affiliated anesthesia medical practice.*
- Represent an anesthesia platform company of a private equity group in its acquisition of anesthesia practices in the United States.
- Represent home health company in its acquisition activities of other home health companies in various regions of the US.
- Represented home health company in an investment of equity by a venture capital firm in connection with a loan transaction.
- Represent large health system in development of a virtual hospital at home program.
- Represent a regional nonprofit organization in forming a nonprofit physician organization for delivery of primary care services in connection with pursuing alternative payment models.
- Represented a dermatology practice in its acquisition by a large private equity group.*
- Represented large, regional nonprofit health system in joint venture with national health care payor regarding health plans and insured and self-insured products. Combined integrated care teams, health insurance benefits and administrative services to promote efficiencies and lower costs of care.*

Lisa Atlas Genecov

Partner

- Represented urgent care, occupational medicine and health care work site company in numerous acquisitions of primary care physician practices across the United States.*
- Represented large, national for-profit health system with change of ownership, notifications and related filings and other health care regulatory matters in its \$4.4 billion acquisition of another large health system.*
- Represented national hospice care operator in acquisition of various hospice agencies around the United States. Also served as lead transaction counsel in sale of the hospice care operator to larger hospice care company.*
- Represented large, regional nonprofit health system on developing its virtual care program. Addressed regulatory issues, prepared and negotiated contracts, and structured various affiliations for the provision of telemedicine and digital health services.*
- Represented large national health care system with respect to physician telemedicine initiatives. Addressed Anti-Kickback Statute, Stark Law and other regulatory issues; privacy and security issues; Medicare and state law reimbursement issues; and multiple vendor contract issues.*
- Represented digital health/mobile app company on health care regulatory matters, including HIPAA privacy and security issues.*
- Represented national physician practice management company in joint venture transaction with Texas nonprofit health system for development of urgent care centers.*
- Represented large, for-profit health system on health care regulatory matters in joint venture with large, national ambulatory surgical services company.*
- Represented Texas nonprofit regional health system in acquisition of large cardiology practice.*
- Represented revenue cycle solutions subsidiary of large for-profit health system in joint venture with large Catholic health system regarding revenue cycle services.*

Lisa Atlas Genecov

Partner

- Represented national health care staffing company in acquisitions of other staffing companies and a technology company providing scheduling and other management solutions.*
- Represented proton cancer treatment center developer in health care regulatory, corporate and transactional matters for development and operation of proton treatment centers with academic medical centers in several states.*

*Experience prior to Katten

Recognitions

Recognized or listed in the following:

- American Bar Association Health Law Section
 - Champion of Diversity and Inclusion Award, 2023
- *Best Lawyers in America*
 - Health Care Law, 2013–2024
 - Lawyer of the Year
 - Health Care Law, Dallas/Fort Worth, 2018
- *Chambers USA*
 - Healthcare, 2010–2024
 - Ranked Band 1 in Texas, 2020–2024
- Dallas Business Journal
 - Who's Who in Healthcare, 2013
- *D Magazine*
 - Best Lawyers in Dallas, 2012–2024
- Jewish Federation of Greater Dallas
 - William B. Finkelstein Cardozo Society Member of the Year Award, 2012

Lisa Atlas Genecov

Partner

- National Diversity Council
 - Top 50 Most Powerful Women in Law, 2017
- Southwest Jewish Congress
 - Inspiring Women of the Southwest, 2018
- *Super Lawyers*
 - Texas, 2003–2005, 2007, 2014–2023
 - Top 50 Women, Texas Health Care, 2020
- *The Legal 500 United States*
 - Recommended Attorney, 2015–2016, 2019–2024

News

- Katten Highly Ranked in Legal 500 United States 2024 (June 12, 2024)
- Katten Receives High Marks in *Chambers USA* Guide 2024 (June 6, 2024)
- *D Magazine* Features 13 Dallas Partners as 2024 Best Lawyers (April 24, 2024)
- Katten Dallas Attorneys Recognized by Texas Super Lawyers 2023 (September 18, 2023)
- Katten Attorneys Distinguished by *Best Lawyers®* (August 17, 2023)
- Katten Lauded in The Legal 500 United States 2023 (June 9, 2023)
- Katten Boosts Rankings in *Chambers USA Guide* 2023 (June 1, 2023)
- ABA Health Law Section Recognizes Lisa Atlas Genecov as the 2023 Champion of Diversity and Inclusion (May 2, 2023)
- *D Magazine* Recognizes 12 Dallas Partners on 2023 Best Lawyers List (April 27, 2023)
- *Texas Lawbook* Reflects on Five Years of Katten in Dallas in Q&A With Mark Solomon (April 14, 2023)

Lisa Atlas Genecov

Partner

- Katten Attorneys Recognized by 2022 Texas *Super Lawyers* (September 23, 2022)
- Katten Attorneys Recognized by *Best Lawyers®* (August 18, 2022)
- Katten Ranked Leading Law Firm by *Chambers USA 2022* (June 1, 2022)
- Dallas Attorneys Recognized in *D Magazine's* 2022 Best Lawyers List (April 22, 2022)
- Katten Attorneys Named to 2021 Texas Super Lawyers List (September 22, 2021)
- Katten Attorneys Listed in *The Best Lawyers in America®* (August 19, 2021)
- Katten Appoints New Practice Heads, Building on Stellar Leadership (July 15, 2021)
- Katten Boosts Rankings in *Chambers USA 2021* (May 20, 2021)
- *D Magazine* Names Katten Partners to Best Lawyers in Dallas List (April 23, 2021)
- Texas Super Lawyers Honors Five Katten Attorneys as Top Women, Rising Stars (December 16, 2020)
- Katten Attorneys Selected for 2020 Texas Super Lawyers List (October 19, 2020)
- Katten Attorneys Distinguished as Top Legal Talent in the 2021 *Best Lawyers in America* and *Best Lawyers: Ones to Watch* Lists (August 20, 2020)
- *D Magazine* Names Katten Partners to Best Lawyers in Dallas List (April 30, 2020)
- Katten Rated Top Law Firm by *Chambers USA 2020* (April 23, 2020)
- Lisa Atlas Genecov Shares How Trusting Her Instincts has Helped Her Career (March 27, 2020)
- Katten Attorneys Chosen for Top Women Texas Super Lawyers, Rising Stars Lists (February 5, 2020)

Lisa Atlas Genecov

Partner

- Katten Attorneys Chosen for 2019 Texas Super Lawyers List (September 3, 2019)
- Katten Praised in The Legal 500 United States 2019 Guide (June 11, 2019)
- Lisa Atlas Genecov Comments on Growth in PE Firms Targeting Health Care (May 29, 2019)
- Katten Lauded Top Ranked Law Firm by *Chambers USA* 2019 (April 25, 2019)
- Katten Health Care Partners Mentioned in *Dallas Business Journal* (December 19, 2018)
- New Katten Health Care Partners Create Media Buzz in Dallas (October 11, 2018)
- All-Star Trio of Women Boosts Katten's Health Care Practice in Dallas (October 5, 2018)

Publications

- Katten Health Care Symposium: M&A, Joint Ventures and Private Equity in Health Care: 2022 Deal Trends in Review (November 4, 2022)
- Katten Health Care Symposium: The Business of Health Care in the Wake of COVID, the Election and Social Uncertainty | Key Takeaways (November 10, 2020)
- Hospital Outpatient Physician "Supervision": CMS's Latest Rule Offers Greater Operational Flexibility But Still Exemplifies the Issue's Complexity (November 12, 2019)
- OIG Proposes to Add and Expand AKS Safe Harbors (October 21, 2019)
- CMS Proposes Sweeping Revisions to the Stark Law (October 17, 2019)
- CMS Issues Draft Guidance for Hospital Co-Location (May 6, 2019)

Lisa Atlas Genecov

Partner

Presentations and Events

- UT Law CLE 35th Annual Health Law Conference (April 18–19, 2024) | *Planning Committee*
- Physicians Legal Issues: Healthcare Delivery & Innovation Conference (September 7-8, 2023) | *Planning Committee*
- Katten Health Care Symposium (September 28, 2022) | *Moderator | Mergers, Acquisitions, Joint Ventures and Private Equity – Transaction Trends and Tips*
- The University of Texas School of Law 33rd Annual Health Law Conference (April 7-8, 2022) | *Moderator | Getting Private Equity and Hospital Physician Deals Done During the Pandemic and Beyond*
- Healthcare General Counsel Forum (October 17–19, 2021) | *Moderator | The Current Landscape of Healthcare M&A*
- The University of Texas School of Law 32nd Annual Health Law Conference (April 7-9, 2021) | *Moderator | Getting Deals Done: The Influence of COVID and New Players in the Market*
- Dallas Bar Association (March 17, 2021) | *Presenter | Keeping Your Deal Healthy: Representation and Warranty Insurance in Healthcare Transactions*
- Katten Webinar Getting Physician Deals Done in the Time of COVID (November 5, 2020) | *Speaker*
- Katten Health Care Symposium: The Business of Health Care in the Wake of COVID, the Election and Social Uncertainty (October 29, 2020) | *Presenter*
- 2020 North Texas Economic Forum – Healthcare: an Economic Engine in M&A (January 21, 2020) | *Presenter*
- ABA Physician Legal Issues Conference: Healthcare Delivery & Innovation Conference (September 12–14, 2019) | *Participant | Navigating Physician Acquisitions—Private Equity & Health System Buyers*

Lisa Atlas Genecov

Partner

- Dallas Bar Association (August 2019) (August 21, 2019) | *Moderator | Trends in Medical Group Transactions*
- AHLA Health Care Transactions Conference (May 1–3, 2019) | *Presenter | Private Equity vs. Health System Acquisitions of Physician Practices - Similarities and Differences in a Transaction*
- The University of Texas School of Law 31st Annual Health Law Conference (March 27–29, 2019) | *Moderator | Affiliations, Sales, and Conversions Among Non-Profit and For-Profit Healthcare Organizations*
- 20th ABA Conference on Emerging Issues in Healthcare Law (March 13–16, 2019) | *Presenter | Important Transactional & Regulatory Issues in Healthcare Private Equity*
- Katten Webinar: Closing the Deal – Health Care Private Equity Trends and Triggers (October 24, 2018) | *Panelist*
- The University of Texas School of Law 30th Annual Health Law Conference (April 2018) | *Presenter | Private Equity Transactions with Healthcare Providers*
- AHLA Annual Meeting June 2017 (April 2017) | *Women Lawyers in Leadership: What's In It For Me, Or is Trailblazing Worth the Trek Through the Jungle? | Presenter*
- The University of Texas School of Law 29th Annual Health Law Conference (April 2017) | *Presenter | Hospital, Physician and Payer Alignment: Trends and Strategies*
- AHLA Transactions Conference (May 2016) | *Presenter | Healthcare Risk: The Game of the Winning Transaction*
- The University of Texas School of Law 28th Annual Health Law Conference (April 2016) | *Presenter | All in the Family: Trends in Hospital, Physician and Payor Consolidation and Alignment Activities*
- The University of Texas School of Law 27th Annual Health Law Conference (May 2015) | *Presenter | Health Care M&A 2015, Trends and Considerations*
- ABA Health Law Section Webinar (February 2015) | *Speaker | Hospital and Physician Transactions—Conflict Management Strategies*

Lisa Atlas Genecov

Partner

- ABA Washington Health Law Summit (December 2014) | *Moderator | Final Standards for Accessible Medical Diagnostic Equipment*
- State Bar of Texas Health Law Conference (October 2014) | *Presenter | Health Care M&A: Due Diligence and Regulatory Risks in Acquisitions and Emerging Alignment and Collaborative Models*
- Women's White Collar Defense Association (November 2013) | *Presenter | Trends in White Collar Health Care Cases*
- State Bar of Texas Health Law Conference (October 2013) (October 2013) | *Presenter | An Attorney's Role in Counseling the Board: Governance in an Era of Health Reform*
- State Bar of Texas Health Care Law Conference (April 2012) (April 2012) | *Presenter | Rethinking Physician Affiliations: Employing Physicians in a Corporate Practice State*
- ABA Emerging Issues in Health Law Conference (February 2012) | *Presenter | How Integrated Should We Be? Emerging Physician-Hospital and Alignment Models*
- ABA Physician Legal Issues Conference | *Physician and Hospital Alignment Strategies | Presenter (June 2010) | Presenter | Physician and Hospital Alignment Strategies*