



Jeremy D. Sherer

(he/him/his)

Partner

Co-Chair, Digital Health Practice

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CAPABILITIES

Business Transactions

Compliance

COVID-19 / Public Health
Emergencies

Digital Health and Other
Health Technologies

Fraud and Abuse, Stark, Anti-
Kickback Counseling and
Defense

Health Information Privacy
and Security

Medicare, Medicaid, Other
Governmental
Reimbursement and
Payment

Mergers and Acquisitions

Reproductive Health

Behavioral Health Providers

Physicians, Medical Groups,
Medical Foundations, and
Independent Practice
Associations (IPAs)

EDUCATION

The George Washington
University Law School, LL.M.,
Health Care Law, 2015

Boston College Law School,
J.D., 2014

Brandeis University, B.A.,
cum laude, 2010

BAR ADMISSIONS

Washington, D.C., 2016

Maryland, 2014

Massachusetts, 2014

“Digital health innovation is dramatically and tangibly impacting peoples’ lives. I provide business-oriented guidance that allows those on the front lines to create, build, and scale as they reshape the American health care industry.”

Widely recognized as a digital health thought leader, Jeremy Sherer counsels health care providers and suppliers, including hospital systems, national telehealth platforms, investors, and digital health startups on issues involving regulatory compliance, transactions, and innovative business arrangements.

Jeremy advises his clients on the full range of regulatory health care issues facing digital health stakeholders. Jeremy’s depth and breadth of experience enable him to help established and early-stage companies alike thoughtfully navigate a complex and ever-changing business and regulatory landscape. As one client’s CEO explained, “Jeremy is one of the best thought partners, and hands down the best legal navigator, I’ve found in the digital health space.”

Jeremy’s telehealth experience includes compliance with state licensure requirements for physicians and non-physician practitioners, corporate practice of medicine issues, remote prescribing (including controlled substances), patient consent, and Medicare, Medicaid, and commercial reimbursement. He also regularly advises clients on compliance with fraud and abuse laws, including federal and state anti-kickback and self-referral laws, as well as privacy issues arising under HIPAA and its state-level counterparts.

Chambers Massachusetts recognizes Jeremy as a top health care lawyer with notable experience advising clients on issues relating to regulatory compliance and transactions. As one client told *Chambers*, “Jeremy is an outstanding lawyer with a strong commitment to client service and terrific knowledge of the industry.”

Jeremy has substantial experience pertaining to structuring, operationalizing, and scaling “Friendly PC” arrangements across all 50 states. He also advises venture capital and private equity firms conducting regulatory diligence associated with consequential investments in digital health and health care technology ventures, from seed stage funding to nine-figure raises.

Representative Matters

- Regularly guides digital health companies through building and scaling fifty-state “Friendly PC” arrangements.
- Guided academic medical center client through drafting and establishment of system-wide telehealth policies and procedures.
- Counseled national telebehavioral health platform on controlled substances prescribing to comply with the Ryan Haight Act and state law.
- Counseled nationally recognized health system on telehealth licensure waivers across all 50 states throughout the COVID-19 pandemic.
- Served as regulatory counsel to venture capital firm in successful \$200 million investment in innovative telehealth platform’s Series D financing.
- Guided venture capital-backed pediatric care provider through successful \$20 million series B as regulatory counsel, subsequent practice acquisitions to expand into additional states.
- Advised leading New England health system on federal and state telehealth controlled substances prescribing requirements throughout COVID-19 pandemic.
- Served as regulatory counsel to industry-leading artificial intelligence “symptom checker” solution, including structuring of “per-click” compensation arrangements to comply with applicable law and HHS-OIG guidance.
- Developed frameworks for publicly-traded telehealth platform client addressing non-physician practitioner supervision and proxy credentialing issues nationwide.
- Represented nationally recognized pediatric health system in establishing national telehealth practice, including advising on licensure, prescribing, consent, and corporate practice of medicine issues across all 50 states.
- Advise dozens of digital health companies on developing and implementing robust regulatory compliance programs addressing issues involving professional licensure, scope of practice, supervision, prescribing practices, and patient consent.

Recognition

- Chambers USA, Up and Coming Healthcare Lawyer: Massachusetts, 2022, 2023
- Super Lawyers, Massachusetts , Rising Star, Health Care Law, 2017-2023
- Best Lawyers, Ones to Watch, Health Care Law, 2023, 2024
- Boston Magazine, Top Lawyers - Healthcare Law, 2023
- American Bar Association, Emerging Young Lawyer in Health Care, Health Law Section, 2019
- Northeast Telehealth Resource Center, 2018, Telehealth Champion, 2018
- Health Data Management, 12 Health IT Attorneys You Should Know, 2017

News

- Jeremy Sherer was Quoted in Law360 Healthcare Authority Article, “Amazon’s Healthcare Push Raises Tough Questions for Attys”
- Jeremy Sherer and Amy Joseph Published in Reuters Legal and Westlaw Today
- Jeremy Sherer is Quoted in Modern Healthcare article, “HHS finalizes telehealth flexibilities for opioid treatment programs”
- Jeremy Sherer is Quoted in Modern Healthcare article, “Why 2024 is the ‘Super Bowl’ for telehealth legislation”
- Law360 AI in Health Law: The Top Guest Articles of 2023
- Boston Magazine Announces its 2023 Top Lawyers
- Jeremy Sherer is Quoted in Law360 article, “New CMS Final Rule Clarifies Telehealth, Remote Care”
- Jeremy Sherer is Quoted in Law360 article, “CMS to Cut Medicare Provider Payments, Drawing Industry Ire”

- Jeremy Sherer is Quoted in Modern Healthcare article, "Biden focuses on healthcare with AI executive order, industry reacts"
- HLB's 2023 Massachusetts Super Lawyers and Rising Stars
- Amy Joseph and Jeremy Sherer published in Compliance Today, "Artificial intelligence: Compliance considerations for provider organizations"
- Twenty-One HLB Attorneys Have Been Named "Best Lawyers in America 2024" and Five HLB Attorneys as "Ones to Watch"
- Amy Joseph, Jeremy Sherer, and Stephen Phillips Published in Westlaw Today, "The rise of artificial intelligence: navigating health care regulatory considerations"
- Jeremy Sherer Quoted in Modern Healthcare, "Healthcare clients concerned about telehealth, workforce, lawyers say"
- Hooper, Lundy & Bookman Again Ranked Among Top Health Law Firms In The United States By Chambers USA
- Jeremy Sherer, Amy Joseph, and Monica Massaro Published in Expert Analysis Section of Law360
- Jeremy Sherer Quoted in Modern Healthcare
- Jeremy Sherer Interviewed by Modern Healthcare
- Jeremy Sherer Published in Westlaw Today
- Jeremy Sherer Quoted in AP News
- Jeremy Sherer Quoted in Modern Healthcare
- Jeremy Sherer Quoted in Modern Healthcare
- Jeremy Sherer discussed Top Ten 2023: Telehealth Trends on AHLA Podcast
- Jeremy Sherer is Published in Medical Economics
- Top Ten Issues in Health Law 2023
- Early funding rounds resilient in Q3 despite overall decline
- Twenty-Four HLB attorneys have been named "Best Lawyers in America 2023" and "Ones to Watch"
- What do GCs need to know to advise clients to avoid telehealth fraud?
- Hooper, Lundy & Bookman Celebrates 35 Years!
- Hooper, Lundy & Bookman Again Achieves Recognition Among the Top Health Law Firms in the United States by Chambers USA
- Hooper, Lundy & Bookman Elevates Five Partners and One Senior Counsel
- Hooper, Lundy & Bookman Congratulates 2021 Massachusetts Super Lawyers
- Massachusetts' Telehealth Landscape Post-Pandemic
- Chambers USA 2021 Ranks Hooper Lundy & Bookman Among the Top Firms in Healthcare in Massachusetts
- Strategic Perspectives: Top Five Health Law Developments in 2020
- Hooper, Lundy & Bookman Congratulates 2020 Boston Super Lawyers
- Strategic Perspectives: Telehealth has taken a giant step forward, but will momentum continue?
- Hooper, Lundy & Bookman Again Achieves Recognition Among the Top Health Law Firms in the United States by Chambers USA
- Hooper, Lundy & Bookman Ranked in the 2020 Edition of US News/Best Lawyers in America Best Law Firms
- Super Lawyers Recognizes HLB Boston Attorneys
- Hooper, Lundy & Bookman Named To American Bar Association's Health Law Top 10 List
- Top Patent Litigator Drew Woodmansee Joins Hooper, Lundy & Bookman as Head of IP Practice
- Hooper, Lundy & Bookman Accepted as a New Legal Resource for the Center for Telehealth and eHealth Law
- Hooper, Lundy & Bookman Launches Webinar Series with Focused Discussions on Post-Acute Care Partnerships
- Hooper Lundy & Bookman Recognized Among the Top Health Law Firms in the United States by Chambers USA
- MassHealth Implements Telehealth Benefit for Behavioral Health

- Jeremy Sherer recognized by ABA as an “Emerging Young Lawyer in Healthcare”
- Patient Control Over Health Data: Experts React
- CMS Issues Proposed Rule on Interoperability, Patient Information
- Survey Reveals Expectations of Sweeping Changes Coming to U.S. Health Care in the Next Two Years
- Telehealth Faces Legal Obstacles Before It Can Take Off
- Telemedicine Facing Increased Government Security
- How CVS and Aetna Can Use Data to Reduce Healthcare Costs
- Jeremy Sherer Named Top Health Care IT Attorney by Health Data Management

Insights

- Key Takeaways for Health Care Providers regarding new AI Transparency Provisions, EHR Certification criteria, and Information Blocking
- 2024 Medicare Physician Fee Schedule Highlights: Advancing Innovation and Equity
- Sweeping Executive Order Sets the Stage for Federal Oversight of AI in Healthcare
- DEA Extends COVID-19 Telemedicine Flexibilities for Controlled Substance Prescribing
- New Vermont Law Extends Temporary Licensure and Registration Options for Out-of-State Providers, Including for Telehealth
- The Rise of Artificial Intelligence: Navigating Healthcare Regulatory Considerations
- ONC HTI-1 Proposed Rule – Key Takeaways for Health Care Providers
- Preparing an Off-Ramp for the End of the Federal PHE: What Telehealth Providers Should Know
- DEA Proposes Modest Flexibilities for Telehealth Prescribing
- HLB’s Digital Health Practice Co-Author’s AHLA Telehealth Law Handbook
- Telehealth at the State Level: Trends in Licensure, Prescribing, Modalities
- Mapping Out the “Telehealth Cliff(s)” for Expanded Telehealth Flexibilities
- OIG is Circling the Telehealth Industry
- Telehealth and Prescribing Controlled Substances: Where are we now?
- HLB Contributes to Uniform Law Commission’s Uniform Telehealth Act
- HHS Fraud Alert Is A Major Warning To Telehealth Industry
- Telehealth regulatory oversight and enforcement trends
- Vermont Passes H. 655, Establishes Out-of-State Telehealth Licensure and Registration, New Digital Health Definitions
- Telehealth and the Covid-19 Public Health Emergency: Lessons Learned, Opportunities Realized, and a Glimpse at Things to Come
- Medicare Physician Fee Schedule Brings Sweeping Changes
- How Academic Medicine Can Stay Ahead of the Curve on Telehealth Reimbursement and Regulatory Compliance
- New Year Brings New Health Care Legislation in Massachusetts
- Final Anti-Kickback and Stark Rules: Value-Based Arrangements and Beyond
- California Clarifies Electronic Signature Law Effective Jan. 1, 2021
- Massachusetts Implements Permanent Telehealth Policy, Extends MassHealth Telemedicine Coverage
- CMS Issues Second Interim Final Rule to Expand Provider Flexibility and Coverage During the COVID-19 Pandemic
- How has COVID-19 Affected Laws Regarding Telemedicine?
- Practical Tips for Implementing Telehealth During the COVID-19 Pandemic
- CMS and ONC Finalize Interoperability and Information Blocking Rules
- UPDATED 3/18/20: Congress Enables HHS to Relax Telehealth Restrictions to Help Fight COVID-19

- COVID-19 Response: HLB Resource Page, California State of Emergency and Guidance, and CMS Survey Guidance
- Telehealth Trends and Tips for 2020
- California Legislative Update: Pushing for Payment Parity and Removing Barriers to Telehealth
- Medi-Cal Releases Updates to Telehealth Manual
- Health Law Perspectives June 2019
- Medicare Advantage Final Rule – Telehealth Expansion
- Health Law Perspectives, February 2019
- CMS Overhauls Medicare ACOs
- Telehealth and Fair Market Value
- Are You Prepared for ACO Contracting?
- President Trump signs the SUPPORT for Patients and Communities Act (H.R. 6)
- Telemedicine in Massachusetts: An Update
- Telehealth Updates – California
- CMS Proposes to Expand Telehealth Reimbursement Under Medicare
- HHS-OIG Seeks Comments on Value-Based Care, AKS and CMP
- Telemedicine Can Help to Combat Opioid Epidemic
- CMS Proposes Changes to Telehealth Reimbursement, Stark, Substance Use Disorder Treatment Reimbursement, and Evaluation & Management Reimbursement in the CY 2019 Physician Fee Schedule Proposed Rule
- Connecticut Permits Prescribing Limited Controlled Substances via Telemedicine
- The OIG Acts on Telehealth
- Privacy Compliance Highlights from 2017 – What Providers Should Know
- Ready or Not, EU's General Data Protection Regulation (GDPR) Is Here
- Kentucky Passes Telehealth Legislation
- Cyber Extortion Schemes Undermining Patient Care
- Significant MassHealth Reform Commencing March 1, 2018
- Texas Telemedicine Update: Texas Dispute with Teladoc Leads to Revisions to Telemedicine Clinical and Reimbursement Standards
- Health Law Basics for Massachusetts Lawyers
- Proposed Massachusetts Legislation Aims to Contain Health Care Costs: Highlights for Providers
- Health Law Basics for Massachusetts Lawyers
- More Than Just Paperwork: Prior Authorizations, the Latest Enforcement Risk
- Fraud, Abuse, and the Value-Based Payment Regime: Is New Thinking Needed?
- Value Based Reimbursement: The Rock Thrown into the Healthcare Pond
- DOJ Targets Individuals for Violations of False Claims Act and Anti-Kickback Statute
- IRS ACO Ruling Analysis for NAACOS Members
- The ACA 60-Day Overpayment Rule and Related Compliance Challenges
- DOJ Issues Memorandum on Individual Accountability for Corporate Wrongdoing: Implications for the Health Care Industry
- Navigating CMS' Tangled Web of Stark Law Interpretation

Events

- Amy Joseph and Jeremy Sherer are Speaking at HIMSS New England Chapter, "AI-Driven Healthcare Innovation: Bridging the Gap – The Legality of AI"
- HLB Webinar – 2024: A Landmark Year for Digital Health Innovation

- Amy Joseph and Jeremy Sherer Present Strafford CLE Webinar on Telehealth
- Amy Joseph and Jeremy Sherer are Speaking at MaHIMA's Winter Meeting
- Amy Joseph and Jeremy Sherer are Speaking at MHA'S Hot Topic Webinar Series
- Jeremy Sherer is Speaking at CTel Digital Health Summit
- Jeremy Sherer speaks at Strafford's "Navigating Key Telehealth Regulatory Issues"
- Gunderson Dettmer and Hooper, Lundy & Bookman Present "Navigating and Growing your Healthtech Company in the Current Market"
- Jeremy Sherer and Melania Jankowski Present at Massachusetts Health & Hospital Association
- David Schumacher and Jeremy Sherer Speak at MHA's Healthcare Legal Compliance Forum
- Massachusetts Health Association Webinar
- New England Rural Health Association Annual Conference
- Center for Connected Health Policy Telehealth Webinar Series
- National Association of Medicaid Fraud Control Units Annual Training
- 8th Annual NETRC Regional Conference: Exploring the Telehealth Universe
- The Golden State for Telehealth: What's Next for California?
- Telemedicine – Fraud & Abuse During the COVID-19 Pandemic and Beyond
- Telemedicine Management Services Agreements: Corporate Practice of Medicine, Fee-Splitting, Regulatory Compliance
- BBA Webinar: A Three-Part Telehealth Series – The Reimbursement Landscape
- BBA Health Law Section Telehealth Series: Interstate Practice
- BBA Health Law Section Telehealth Series: Foundational Concepts
- MHA Healthcare Legal Compliance Forum
- Opportunities in Digital Health and Value-Based Care in 2021
- HLB Announces Webinar Series Focused on Value-Based Care
- Digital Health and Value-Based Care
- Owning an Opportunity – Digital Health Developments 2021
- Telemedicine Management Services Agreements
- Key State Health Policy Updates in 2021
- California Hospital Association Compliance Webinar
- CTel Digital Health Virtual Summit
- ABA Washington Health Law Summit
- Federation of State Medical Boards CME: Telehealth and COVID-19
- MHA Legal Compliance Forum
- AHLA Webinar: Telehealth in the Senior Living Space
- California Telehealth Resource Center Summit
- Legal Considerations with Implementing Sustainable Telehealth Programs During the Pandemic and Beyond
- 2020 Northeast/Mid-Atlantic Virtual Telehealth Conference
- C-Tel's Virtual Spring Summit 2020
- Massachusetts Health & Hospital Association Webinar Series – COVID-19 and the Rise of Telemedicine
- Wolters Kluwer Health Law Webinar Series – Telehealth and COVID 19
- C-Tel Coronavirus Webinar Series – Telehealth, Long Term Care and COVID-19
- Webinar: CARES Act – Hot Topics for Health Care Providers
- AHLA Long Term Care and the Law
- Massachusetts Health and Hospital Association, "Telemedicine in 2020: Making the Leap"
- California Hospital Association, Hospital Compliance Seminar
- AHLA Telemedicine Webinar Series

- C-TeL Telehealth Fall Summit
- 5th Annual North Country Telehealth Conference: The Value of Virtual Care
- ConVerge2Xcelerate
- The Healthcare Roundtable for Chief Compliance Officers
- National Academy for State Health Policy (NASHP) 32nd Annual State Health Policy Conference
- CAHF Summer Conference
- The First Half is In the Books — What's In Store for the Rest of 2019
- Northeast Regional Telehealth Conference
- CteL Telehealth Spring Summit
- Talking Telehealth: Exploring the Role of Technology in Healthcare
- The First Quarter is In the Books — What's In Store for the Rest of 2019
- HCCA's 23rd Annual Compliance Institute
- ABA 20th Annual Emerging Issues in Healthcare Law Conference
- The National Symposium on Health Law and Policy
- ABA 16th Annual Washington Health Law Summit
- 4th Annual North Country Telemedicine Conference
- Biomedical Informatics Bootcamp: Telehealth & Data Analytics of the Future – 2018
- Boston Bar Association CLE: Telemedicine Today
- Northeast Telehealth Resource Center's Northeast Regional Telehealth Conference
- Boston Bar Association: Health Law Basics for New Lawyers