

Hooper, Lundy & Bookman launches new website, brand and URL

News

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Hooper, Lundy & Bookman is pleased to announce the launch of its new brand, which includes a client-focused website, url (hooperlundy.com), and firm tagline – *Health Law from Every Angle*. The website communicates the firm's values and mission and highlights the sophisticated and innovative work the firm does at the cutting-edge of health care law.

HLB pioneered health care law and set the standard for what a health care lawyer should be. Since its founding, HLB's mission has been to serve a viable, thriving environment of health care providers and the people they serve. The firm's tagline, *Health Law from Every Angle*, captures the unique offering it provides to clients given its singular focus on health care. It means that HLB clients benefit from the firm's combination of health care industry insight + legal strategy + government impact + an innovative business perspective.

Managing Shareholder Mark Reagan said, "We built our site to enhance the client and visitor experience and to offer them valuable content and insights to help contribute to their success. As the largest firm in the US focused exclusively on health care law, we occupy a distinctive position in the industry at the intersection of business, government and law that allows us to provide best-in-class service to our clients. Our new website better reflects this reality."

The site prominently features the firm's activities and commitment to Diversity, Equity and Inclusion, a core value that is infused into every aspect of the firm's business.

Reagan states, "We also wanted our site to reflect our deep commitment to diversity, equity and inclusion. The firm has a particular focus on health equity, recognizing that the most vulnerable among us face significant challenges in accessing the quality health care necessary to keep our communities healthy, safe and thriving. We are client-driven in all we do and are passionate about helping our clients to fulfill this mutual goal of serving all populations."

Ultimately, this site is for our clients and future clients to access value added insights to support their business goals. We invite you to sign-up for our insights [here](#).