



## Andrea Frey

(she/her)

**Partner**

**Chair, Digital Health Practice**

**Co-Chair, Reproductive Health Practice**

San Francisco: 415.875.8507

afrey@hooperlundy.com

### CAPABILITIES

COVID-19 / Public Health  
Emergencies

Business Transactions

Compliance

Digital Health and Other  
Health Technologies

Health Information Privacy  
and Security

Medical Staff Operations and  
Disputes

Reproductive Health

Research

Behavioral Health Providers

Community-Based Clinics

Hospitals and Health  
Systems

### EDUCATION

University of Washington  
School of Law, J.D., M.P.H.,  
2016

Tufts University, B.A., 2009

### BAR ADMISSIONS

California, 2016

“Ensuring that clients’ and their patients’ data are appropriately protected requires in-depth knowledge and understanding of federal and state health privacy and security laws and requirements. My goal is to provide clients with practical and clear advice to guide them through the ever-evolving landscape of such laws so that they can feel confident that their data is safeguarded.”

Andrea Frey specializes in digital health, technology, and data sharing issues and regularly counsels health care providers, health technology companies, health information exchanges, and related businesses in navigating the complex web of federal and state laws that govern the exchange of health information. These include federal laws like HIPAA, the information blocking rules, and substance use disorder privacy regulations under 42 C.F.R. Part 2, as well as state laws like California’s Confidentiality of Medical Information Act (CMIA).

Andrea frequently works with clients on implementing measures to both safeguard and leverage their data in a compliant manner, such as through limited data use agreements and data licenses, and strives to ensure clients are up-to-date with regard to regulatory trends that could impact operations, including federal and state initiatives aimed at improving access to health data. She also often provides clients with strategic legal advice on the development, implementation, and operation of telemedicine services and other innovative digital health solutions.

More broadly, Andrea regularly advises clients on a range of regulatory and compliance issues, including clinical research requirements, medical staff operations and self-governance, provider licensure and credentialing, scope of practice and supervision requirements, as well as end-of-life and medico-legal matters. She also assists clients on a wide range of other transactional matters. As part of her transactional practice, Andrea often drafts and negotiates various types of contracts, including purchase agreements, operations transfer agreements, management agreements, and the like, and assists clients with conducting complex regulatory and corporate due diligence.

## Recognition

- Best Lawyers, Ones to Watch, Business Organizations (including LLCs and Partnerships), 2022-2024
- The Burton Awards, Finest Law Firm Writers, 2018

## Professional Affiliations

- American Health Lawyers Association
- California Society of Healthcare Attorneys
- Leadership Council on Legal Diversity
- Women in Health Care Executives

## News

- Rachel Zacharias and Andrea Frey Published in ABA Health Law, "HHS Finalizes Amendments to HIPAA Privacy Rule to Strengthen Privacy Protections for Reproductive Health Information Post-Dobbs"
- Andrea Frey is Quoted in Law360 Article, "Tougher Privacy Rule Won't End Abortion Data Fight"
- Hooper, Lundy & Bookman Elevates Five Partners and One Office Managing Partner
- Andrea Frey and Stephanie Gross Are Quoted in Law360 Article, "A Look Back at the Abortion Battles of 2023"
- Andrea Frey, Emily Brodtkin and Taryn Reid Published in Reuters, "Understanding standing with Alliance for Hippocratic Medicine v. FDA"

## Insights

- HHS Finalizes Amendments to HIPAA Strengthening Privacy of Reproductive Health Information Post-Dobbs
- HHS Issues Guidance Regarding Informed Consent and Patient Privacy in Medical Training Settings
- Part 2 Update: HHS Final Rule Aligning Federal Protections for Substance Use Disorder Records with HIPAA
- Key Takeaways for Health Care Providers regarding new AI Transparency Provisions, EHR Certification criteria, and Information Blocking
- HHS Releases Long-Awaited Proposed Rule Regarding Appropriate Disincentives for Health Care Providers that Engage in Information Blocking

## Events

- Andrea Frey is Speaking at CAMSS 53rd Annual Education Forum
- HLB Webinar – 2024: A Landmark Year for Digital Health Innovation
- Hospital Association of Southern California (HASC) 2023 Annual Meeting
- Webinar: Health Information Exchanges and the Data Sharing Agreement
- Emily Brinkman and Andrea Frey Present to San Diego County Bar Association