

# CENTURY BUSINESS

Lawrence M. Kohn—

## Century City Lawyer

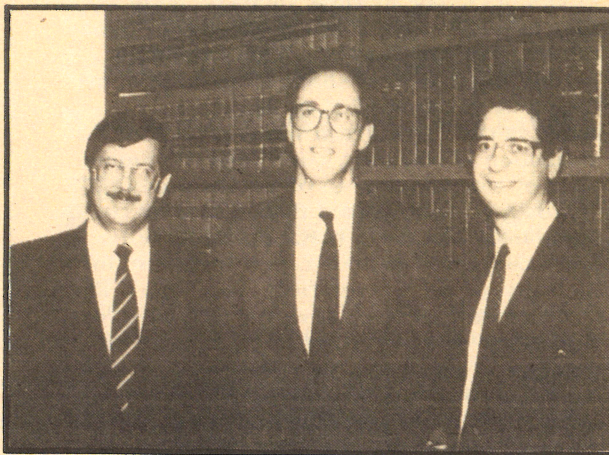
The excitement and energy of a new venture is in the air of Suite 430 in Century City's Fox Plaza, where three attorneys from a large health care law firm recently set up a new four-man firm: Hooper, Lundy & Bookman, Inc. They are Patrick Hooper, Robert W. Lundy, Jr. and Lloyd A. Bookman—all former partners at Weissburg and Aronson, Inc.

I talked to Hooper and Lundy about their reasons for leaving the large firm and plans for their new operation. "The firm (Weissburg and Aronson) had grown quite large and all of us felt that it was difficult for any individual partner to have much influence anymore on its direction," Lundy explained. The partners hope to eventually build a firm of 15 to 20 lawyers with a number of branch offices—large enough to serve clients well but small enough to allow each member a good measure of control over the firm's direction.

Hooper predicted that smaller health care law firms will become the rule rather than the exception as competition increases in the field. While working at Weissburg and Aronson, he said, he and his partners often found themselves in the difficult position of being asked to represent a client whose interests conflicted with those of another client. The firm managed such conflicts honorably, he added, but "it gets very difficult when you represent everyone in town."

Many of us think of a national law firm as one with large offices in a number of big cities across the country. But Hooper and Lundy believe that their new firm has national stature—despite its small size and single office—because they represent hospitals and other health care providers in many states, deal with federal programs and issues and have national reputations for expertise in health care law.

The three partners brought with them an impressive list of clients, among them national hospital chains such as National Medical Enter-



**Robert W. Lundy, Jr., Patrick Hooper,  
Lloyd A. Bookman**

prises, Inc., based in Los Angeles County, First Hospital Corporation in Virginia and Health Care Services of America, based in Alabama. They also represent major hospitals in California and other states, as well as some national health care trade associations based in Washington, D.C.

This far-flung clientele means travel. Indeed, the mobility offered by the airlines is another reason that Hooper, Lundy & Bookman can claim national status. "We are able to set up our practice anywhere there is an airport," Hooper said. "As long as you can hop on an airplane and go to Montana or Florida or Pennsylvania to service your clients, you can service them as well as any firm in the country."

Hooper started out in 1973 as a Deputy Attorney General representing California in civil litigation on health, education and welfare issues. In 1976 he joined Weissburg and Aronson, where, according to his bio, he was "involved in hundreds of administrative and judicial proceedings throughout the country as the lead trial and appellate attorney" for the firm.

His experience and credibility with agency of-

ficials is a boon to his clients in the heavily regulated health care industry. "The last thing we ever want to do is end up in litigation against the federal or state government," he said. "It's difficult and expensive. Sometimes we can shortcut that through the appropriate phone calls."

Lundy's expertise is in health care business transactions, but he has handled administrative and judicial hearings as well. "Many business lawyers have never seen the inside of a courtroom, have never seen what happens when their contracts blow up," Hooper said of his partner. "Bob's been on both sides."

Lundy said the demand for his kind of specialized knowledge has grown in recent years as competition among hospitals has increased and public funding has diminished. To cope with these changes, he helps hospitals set up innovative programs such as joint ventures in which hospitals and doctors operate some of the hospital services. In what Lundy calls "the ultimate joint venture," some hospital corporations now are selling their real estate and continuing to operate as lease holders.

Lloyd Bookman, the new firm's other partner, specializes in Medicare, Medicaid and the other government programs that provide hospitals with almost half of their funding. He works with Lundy to structure the business arrangements of hospitals to take advantage of those programs and to avoid running afoul of related regulations.

The fourth member of the firm, W. Bradley Tully, also specializes in advising health care companies on business matters.

The new firm's announcement says its members "have been involved in many of the most important and complex issues to have confronted the health care industry over the years." As they launch their new firm, they can expect many more years of involvement in national legal issues.

**If you have any information regarding Century City Lawyers, please let us know by contacting Mr. Kohn at 652-1442.**

**Lawrence M. Kohn is a marketing consultant, producer/host of the radio program, "It's Your Business," on KIEV Radio 87 AM, Monday nights at 6 p.m., and owner of Keep in Touch, the newsletter service.**