Poyner Spruill^{^{up}}

Bill Shenton

OF COUNSEL

t: 919.783.2947

Bill's areas of expertise include health and hospital law, civil litigation, and administrative law.



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JURISDICTIONS LICENSED North Carolina

BIOGRAPHY

Bill's practice has involved advising and representing health care facilities and individual providers in federal and state regulatory compliance issues, certificate of need ("CON") issues, administrative appeals involving CON's and compliance issues, HIPAA, and state and federal civil litigation. He has served as Chair of the Health Care Section of the North Carolina Bar Association, President of the N.C. Society of Health Care Attorneys, and has spoken at health care conferences and seminars concerning Risk Management and Regulatory Compliance Issues and HIPAA Compliance.

AREAS OF FOCUS

HEALTH CARE

• Represents health care facilities, providers, and trade associations regarding compliance with state

and federal statutes and rules

- Represents health care providers, facilities, and trade associations in administrative and civil proceedings
- Advises health care facilities and practices on acquisitions, sales, contracts, and business issues
- Advised national health care trade association in the development of a website for members to exchange business benchmarking information and in drafting an agreement to license the use of the copyrighted business forms developed by the association
- Assisted national trade association in developing awareness document concerning applicability of the HIPAA Privacy Rule to its members
- Advised provider of medical devices in developing website disclosures and procedures to comply with the HIPAA Privacy Rule and other web-based issues
- Advising health care providers and employer-sponsored health plans in complying with the HIPAA Privacy and Security rules, and drafting compliance documents
- Advising organization that accredits home health and other community-based services nationally with regard to business, contract and regulatory compliance issues
- Representing nursing homes and assisted living providers in matters involving compliance with licensure, Medicare and Medicaid standards, as well as state licensing requirements
- Advising and assisting a North Carolina regulatory board in organizing, adopting its temporary and permanent rules, and in ongoing issues regarding the interpretation of the scope of its organic statute, and actions against licensees
- Representing health care providers in licensing issues pending before professional licensing boards
- Representing nursing homes, home health agencies, and other community-based services in transactions involving purchase and sale of businesses and assets
- Advising and representing health care providers in certificate of need issues including documenting exemptions from review for new services, and establishing the basis for approval of applications to establish new hospital-based, nursing home, home health, dialysis, and other services
- Representing physician groups in assessing issues involved in merger of practices

CREDENTIALS

CERTIFICATIONS & SPECIALIZATIONS

Certified Yellow Belt in Legal Lean Sigma by the Legal Lean Sigma Institute®

EDUCATION

University of North Carolina School of Law, J.D., 1979 University of North Carolina, B.A., 1975

NOTABLE ACCOMPLISHMENTS

Ranked among Super Lawyers magazine's North Carolina "Super Lawyers" (Health Care Law), 2006 – 2015, and 2018

Recognized in The Best Lawyers in America® (Health Care Law), 2007 – 2017, 2021, 2023-2025; (Administrative / Regulatory Law) 2023-2025; (Litigation – Health Care Law) 2023-2025; (Corporate Law) 2024-2025

Phi Beta Kappa Holderness Moot Court Bench National Moot Court Team, Member

PROFESSIONAL & COMMUNITY ACTIVITIES

North Carolina Society of Health Care Attorneys, President, 2002 – 2003 North Carolina Bar Association; Chair, Health Law Section, 1991 – 1992; Chair, Public Information Committee, 1998 – 2000 Certified Superior Court Mediator Member, International Association of Privacy Professionals Member, Privacy Work Group, North Carolina Healthcare Information and Communications Alliance (NCHICA)