



Lynn Shapiro Snyder
Strategic Advisor

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Lynn Shapiro Snyder is a senior health care regulatory lawyer and strategic advisor for health care and life sciences companies.

She has over 40 years of experience at the law firm Epstein Becker Green navigating clients through health care regulatory, reimbursement (Medicare, Medicaid, commercial), billing, health policy challenges, health care mergers and acquisitions, and health care fraud enforcement, including anti-kickback and false claims investigations (DOJ/*qui tam* cases / DHHS OIG / state Medicaid Fraud Control Units). Lynn's clients include all types of health care and life sciences companies, vendors serving health care companies that are focused on the U.S. market, as well as private equity and venture capital firms investing in such companies. She is the Founder and Chair of the Board of the [Women Business Leaders of the U.S. Health Care Industry Foundation](#). Lynn also advises on enterprise risk management arising from her board work for Epstein Becker Green and WBL and from her other outside board positions.

Lynn has advised and defended a wide range of health care providers, payers, and vendors in connection with federal and state health care fraud enforcement actions. She has conducted many internal investigations and advocated for many clients before DOJ / DHHS OIG / state Medicaid Fraud Control Units. In doing so, Lynn has been a leader in crafting new corporate integrity obligations for new areas of enforcement. Lynn also has served as a government-approved monitor for compliance monitor contractual obligations, including being a monitor for an electronic health record vendor.

Additionally, Lynn has advised on commercialization strategies and compliance related to artificial intelligence, digital health (including prescription digital therapeutics), and telemedicine. Lynn advises clients on strategies for Medicare, Medicaid, TRICARE, VA, and commercial payors. She also has extensive experience providing comprehensive strategies to medical device and pharmaceutical manufacturers on coding, coverage, payment, and reimbursement issues under

Medicare, Medicaid, and with commercial payors. Besides coding, coverage, and payment issues, areas of Lynn’s counsel include new payment methods, such as accountable care and pay for value, as well as HCPCS codes, CPT codes, J codes, and Q codes. Lynn also advises clients on new legislation, such as the Cures Act, the Inflation Reduction Act, and the No Surprises Acts.

One of the earliest health care lawyers—and one of the first women in the field—Lynn has guided the strategic growth of leaders and innovators in the health care industry. She uses a deep professional network to cut red tape, prevent costly missteps, and keep deals on track. Her practical, well-timed insights inform the big-picture solutions clients need in government inquiries, product launches, corporate mergers, and more.

Clients count on Lynn’s future-thinking to identify their risks and rewards in a dynamic business and regulatory climate, including health care reform and the impact of new consumerism. To strengthen clients’ enterprises, Lynn discovers best-in-class practices during annual business missions visiting non-U.S. health systems—Belgium 1995, Israel 1997, Brazil 1999, Italy 2002, Argentina 2005, Czech Republic 2006, Ireland 2008, Chile 2009, France 2010, Great Britain 2012, the Netherlands 2013, Israel 2014, Scotland 2015, Denmark 2016, Germany 2017, and Sweden 2019. In addition, she leads international health care companies in gaining a U.S. foothold.

Lynn’s long-lived commitment to health care clients started with working in her family’s retail pharmacy / home medical equipment business and extends today to service on boards of directors. A champion of inclusion, Lynn founded the [Women Business Leaders of the U.S. Health Care Industry Foundation™](#) (WBL). Her 20-year leadership has resulted in WBL’s strong, growing industry network and numerous appointments of women to corporate boards.

Lynn holds several leadership positions within Epstein Becker Green, including as a member of its Board of Directors and as Vice Chair of the Finance Committee, and is cofounder of the firm’s Health Employment and Labor (HEAL®) strategic industry group. She is also Strategic Counsel with EBG Advisors, Inc., and [National Health Advisors](#). Additionally, Lynn frequently speaks and writes on the subjects of health reform, enterprise risk, and compliance. She authored *Advancing Women in Business: 10 Best Practices* and co-authored *Answering the Call: Understanding the Duties, Risks and Rewards of Corporate Governance*.

Lynn represented several health trade associations during the enactment of the 1977 Medicare Anti-Fraud and Abuse Amendments and the 1978 HMO Amendments. She has served as a member of (1) the State of Florida Agency for Health Care Administration Health Care Fraud and Abuse Working Group (1993-1994) and (2) the Study Panel on Reforming the Fee-for-Service Medicare Program, sponsored by the National Academy of Social Insurance (1996-1998). Lynn represented the American Hospital Association in drafting the legislation for the Medicare Prospective Payment (“DRG”) System (1982).

Projects

TPA Licenses for Health Care Technology Company

Medicare Claims Assistance for Medical Device Developer

Medicare Compliance for DMEPOS Supplier

Medicare Advantage Post-Payment Audit of Medical Device

Credentials

Education

- Northwestern University Kellogg School of Management
 - Women Director Development Program (July 31 to August 2, 2002)
- The George Washington University Law School (J.D.)
- Franklin & Marshall College (A.B., *magna cum laude*)
 - Phi Beta Kappa
 - Economics with Health Economics concentration

Board of Directors

- AMCP (American Managed Care Pharmacy) Foundation (former)
- Apria Healthcare (2019 to 2022) (Blackstone Portfolio Company)
- Epstein Becker & Green, P.C. (2007 to present)
- Magnolia Holdings/PT Solutions (2023 to present) (General Atlantic Portfolio Company)
- Maryland/Israel Development Center (former)
- Nashville Health Care Council (2021 to 2023)
- National Hospice Foundation (former)
- Trustmark Mutual Holding Company (2006 to present)
- Women Business Leaders of the U.S. Health Care Industry Foundation, Inc. (2000 to present)

Board of Advisors

- TPG International Health Academy (former)
- Benjamin Rush Society, Franklin and Marshall College (former)

- BNA Health Care Fraud Reporter (former)
- BNA Health Insurance Report Advisory Board (former)
- Harvard School of Public Health Policy and Management Executive Council (former)
- HelpAround (former)
- Primex Wireless (former)
- Protocare Sciences, Advisory Board (former)
- Savor Health (former)

Professional & Community Involvement

- Women Business Leaders of the U.S. Health Care Industry Foundation
- American Health Lawyers Association
- Food and Drug Law Institute
- Health on Wednesday, a group of Women Health Policy Experts, Founding Member

Focus Areas

Services

Artificial Intelligence

Health Payer/Provider Relations

Investment Analysis

Population Health Strategies

Health Care Compliance

Media

The PACE Program: What Changes May Be Coming Soon?

Projects: CMS & Medicare Regulation

End-to-End Expertise: Industry Experience and Insight

Our Network: Legal, Consulting, and Policy

Insights

FDA Oversight of AI Software Developed by Health Care Providers
August 10, 2023

CMS Launches First Federal Regulatory Action to Implement Medicare Drug Price Negotiation Program
February 13, 2023

CMS Framework for Health Equity: An Opportunity for Client Advocacy
May 20, 2022

7 Hot Health Care Industry Sectors for Investment, Growth & Consolidation in 2020
January 9, 2020

Epstein Becker Green Attorneys Author Bloomberg BNA Portfolio on Provider Risk Sharing Arrangements
October 8, 2014

Certifications

- The Florida Bar Board of Legal Specialization & Education, Board Certified in Health Law (1998 to Present)