



Bryan

Bryan Gray Looney
Partner

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D - (314) 552-6046

MY SERVICES

Health Care

EDUCATION

University of Tulsa College of Law, J.D.

Highest Honors

Order of the Curule Chair

Tulsa Law Review

Oral Roberts University, B.S., *magna cum laude*

ADMISSIONS

Arkansas

In partnering with health care providers, my goals are to create solutions that help move their initiatives forward while driving alignment and compliance with ever-evolving regulations.

overview

Bryan Gray Looney provides strategic counsel on a variety of issues affecting health care industry clients, including alternative payment models and other value-based medicine initiatives, collaboration and alignment models, physician compensation and other regulatory and compliance advice.

Bryan enjoys working with clients in structuring various collaboration and alignment models, including ambulatory surgery center joint ventures, office-based labs, and imaging joint venture models, as well as contractual and equity-based joint ventures (both provider-based and freestanding). Bryan also has experiencing leading physician practice acquisitions as well as acquisitions and dispositions transactions for hospitals and post-acute providers.

Bryan's experience in alternative payment models include structuring clinically integrated networks and accountable care organizations, providing advice to organizations participating in CMMI models (e.g., BPCI, BPCIA, CJR, Direct Contracting, ET3, etc.) and structuring and providing advice to organizations participating in other value-based initiatives (including Medicare Advantage and Medicaid Managed Care initiatives). He has extensive experience providing guidance on the fraud and abuse issues faced in these models, including advice on the value-based exceptions/safe harbors under the Stark Law and Anti-Kickback Statute.

Additionally, Bryan structures and analyzes physician compensation arrangements, structures professional service agreement arrangements (including foundation-model arrangements), performs fraud and abuse analyses, and drafts and negotiates service agreements between providers.

Bryan's work in the health care regulatory space includes issues involving the Stark Law, Anti-Kickback Statute, Medicare and Medicaid reimbursement, and federal and state privacy laws.

Bryan was a founding board member of Saving Grace, a local nonprofit that serves young women who have aged out of foster care.

Bryan works remotely and is licensed in Arkansas, practicing in Bentonville. Contact Bryan via email or telephone for in person/virtual meetings. Use our St. Louis office address for mail or deliveries.

affiliations

Professional

- American Health Lawyers Association

Community

- Saving Grace NWA, Founding Board Member

recognitions

- Listed in the Best Lawyers in America (by BL Rankings) 2010 - 2025