



## ***Stark Law and Anti-Kickback Statute:***

### *Modernizing Legal Frameworks to Enable Value-Based Care*

#### Speaker Biographies

**Mary R. Grealy**  
**President**  
**Healthcare Leadership Council**

Mary R. Grealy is president of the Healthcare Leadership Council, a coalition of chief executives of the nation's leading healthcare companies and organizations. HLC advocates consumer-centered healthcare reform, emphasizing the value of private sector innovation. It is the only health policy advocacy group that represents all sectors of the healthcare industry. She was appointed to the position in August 1999. Ms. Grealy has an extensive background in healthcare policy. She has led important initiatives on the uninsured, improving patient safety and quality, protecting the privacy of patient medical information, and reforming the medical liability laws. She testifies regularly before Congress and federal regulatory agencies. She is a frequent public speaker on health issues and has been ranked many times by Modern Healthcare as one of the 100 Most Powerful People in Healthcare and has been named to Modern Healthcare's list of the Top 25 Women in Healthcare for 2009.

**Troy Barsky**  
**Partner**  
**Crowell & Moring LLP**

Troy Barsky is a partner in Crowell & Moring's Washington, D.C. office and a member of the firm's Health Care Group, where he focuses on health care fraud and abuse, and Medicare and Medicaid law and policy. Troy counsels all types of health care entities, including hospitals, group practices, and health plans on the physician self-referral law (Stark Law) and the Anti-Kickback Statute, innovative healthcare delivery models, such as Accountable Care Organizations (ACOs), and Medicare & Medicaid payment and coverage policy. He also defends clients seeking resolution of government health care program overpayment issues or fraud and abuse matters through self-disclosures and

negotiated settlements with the U.S. Department of Justice, U.S. Health & Human Services Office of the Inspector General and the Centers for Medicare & Medicaid Services (CMS).

Troy has extensive healthcare government experience, serving at the U.S. Department of Health & Human Services (HHS) for 11 years, from 2002-2013. Prior to joining the firm, Troy was the Director of the Division of Technical Payment Policy at CMS from 2009 to 2013 where he was responsible for Stark law policy and other Medicare payment issues. He implemented important sections of the Affordable Care Act, including the creation, development, and operation of the CMS Voluntary Self-Referral Disclosure Protocol (SRDP). Troy was also a key team member in the development of the Medicare Shared Savings Program and Medicare ACOs including the issuance of fraud and abuse waivers associated with this program. Additionally, he advised the Center for Medicare & Medicaid Innovation (CMMI) in the development and testing of new demonstrations and models. Prior to joining CMS, Troy served in the HHS Office of the General Counsel, CMS Division, Program Integrity Group from 2002-2009. In that role, he focused on Medicare and Medicaid fraud and abuse. Specifically, Troy was the program integrity senior litigation attorney, where he focused on pharmaceutical and medical device False Claims Act matters as well as Medicare and Medicaid overpayment collection.

**Saliha K. Greff**  
**VP Commercial Law**  
**Medtronic**

Saliha Greff is the Vice President of Commercial Law within the Patient Monitoring and Recovery division of the Minimally Invasive Therapies Group at Medtronic. Prior to this, she served as VP and Chief Compliance Counsel for the Respiratory and Monitoring Solutions (R&MS), Neurovascular, and Peripheral Vascular franchises within Covidien where she had primary responsibility for operationalizing the compliance program, managing R&MS products liability matters, and advising the R&MS sales and marketing teams on commercial sales strategies. Prior to joining Covidien in 2011, Saliha spent over 15 years advising health care providers in governmental investigations, regulatory compliance, transactional and litigation matters. Saliha received a B.A. from the University of Michigan, a J.D. from the Syracuse University College of Law, and a Master in Public Health from the Harvard School of Public Health. She lives on a farm in Longmont, Colorado with her husband and their rescued horses, dog, cat and chickens.

**Travis G. Lloyd**  
**Partner**  
**Bradley Arant Boult Cummings LLP**

Travis G. Lloyd is a partner in the health care practice group of Bradley Arant Boult Cummings LLP, practicing in the firm's Nashville, Tennessee office. Travis provides counsel to a broad range of health care industry clients on a wide variety of regulatory matters in the context of day-to-day operations and business transactions.

A substantial portion of Travis's practice involves advising clients on fraud and abuse issues, including those that relate to the federal anti-kickback statute and physician self-referral prohibition commonly known as the Stark law. His experience includes guiding healthcare providers through complex compliance issues, assisting with the structuring of transactions, conducting due diligence analysis for transactions, managing internal compliance reviews and investigations, making voluntary disclosures to government entities, and assisting with False Claims Act litigation.

Travis writes and speaks frequently on various health care topics. He is an active member of the American Health Lawyers Association, currently serving on the editorial board of its *Journal of Health & Life Sciences Law*. He previously served on the AHLA's Mentoring Committee and as a lead editor for its *Representing Hospitals and Health Systems Handbook*. Travis also serves as vice chair of the Healthcare Facility Operations Interest Group within the American Bar Association's Health Law Section.

Travis is a graduate of Davidson College, Georgia State University, and Harvard University.