

PARTNER

Deborah J. Rotenberg

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T. (916) 329-3081



PRACTICE AREAS

Corporate and Business
Healthcare
Nonprofits

EDUCATION

UC Law, San Francisco
J.D., 2005

University of California,
Davis
B.A., Political Science,
Public Service, 2000

ADMISSIONS

California

LEADERSHIP

California Abortion Alliance
Advisory Board

Planned Parenthood
Advocates Mar Monte
Board

MEMBERSHIPS

American Bar Association

American Health Law
Association

Sacramento County Bar
Association, Health Care

California Society for
Healthcare Attorneys

UC Hastings Board of
Governors

OVERVIEW

Deborah Rotenberg brings over 18 years of experience in Medicaid, Medicare, facility licensure, scope of practice, and provider-side billing/reimbursement issues to Murphy Austin's healthcare practice. Often serving as "outside in-house counsel," Deborah advises healthcare providers, including, but not limited to, clinics, hospitals, pharmacies, individual providers, DME providers, and clinical laboratories on a wide array of day-to-day regulatory compliance and reimbursement matters.

Deborah is regularly asked to provide legal opinions and strategic guidance about enrollment and licensure, record retention, billing and reimbursement, audits and investigations, public program participation standards, payor disputes, scope of practice, patient privacy, pharmaceutical regulation, and clinical operations. Deborah also has considerable policy and legislative advocacy experience and advises both private organizations and public policy makers on legislative and administrative proposals related to healthcare. Deborah has a particular expertise in legal matters pertaining to reproductive health care, including those relating to abortion care and comprehensive family planning services.

Deborah received her B.A. from University of California, Davis and earned her J.D. from University of California, Hastings College of the Law, now UC Law, San Francisco.

EXPERIENCE

Speaking Engagements

- Panelist, "Family PACT: The future of the state's most important family planning program," California Primary Care Association 2024 Annual Conference, October 18, 2024
- Co-Presenter, "Protecting Access to Reproductive Healthcare," California Primary Care Association 2024 Region IX Clinical Excellence & Leadership

Conference, June 9, 2024

- Co-Presenter, “Notes from the Field: Updates and Common Licensure and Enrollment Pitfalls Impacting Billing,” California Primary Care Association 2024 Financial Conference, May 16, 2024
- Co-Presenter, “Necessary Care, Uncompensated Costs: Challenges for FQHCs when Providing Obstetrics Services,” California Primary Care Association 2023 Annual Conference, October 13, 2023
- Co-Presenter, “Navigating Compliance with SUD Records Laws,” California Primary Care Association Compliance Symposium, March 11, 2022

HONORS

- *Sacramento/Sactown Magazine’s* Top Lawyers List, Healthcare (2024)