William Gibson

Shareholder

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William "Bill" Gibson is a shareholder in the Firm's Princeton office and a member of the Health Care Litigation Group.

Bill Gibson is a seasoned litigator in Baker Donelson's Princeton office. Bill has successfully resolved numerous reimbursement disputes with major commercial payors, resulting in hundreds of millions of dollars in value to medical provider clients.

Bill has experience with practically every aspect of the business of health care and revenue cycle management, including payor disputes, private and public payor reimbursement methodologies, IDR regulations, audits, marketing, overpayments and recoupments, pre-payment reviews, government relations, and regulatory compliance.

With a particular emphasis on medical billing, claims administration, and economic/damages analysis, Bill focuses his practice on the interplay between complex facts and complicated law. He works with clients and expert witnesses to craft compelling, accurate, and admissible expert testimony that will survive *Daubert* motions and convince courts and juries.

Bill can work with clients at all levels of an organization to effectively translate complicated and specialized business practices and procedures into stories that expert witnesses – and, ultimately, juries – can understand.

Bill also counsels doctors, medical practices, and hospitals on reimbursement and compliance issues, including the implementation of the federal No Surprises Act and similar state surprise billing laws.

In addition to his work with experts and representation of health care providers, Bill has robust litigation experience in cases involving breach of contract, commercial, employment, insurance, medical device, and real estate disputes, among others. He also has significant experience in white collar matters and internal investigations, including representing foreign individuals accused of violating antitrust laws and the Foreign Corrupt Practices Act (FCPA).

In 2018, Bill was appointed by the New Jersey Supreme Court to serve a four-year term as a member of the District VII Fee Arbitration Committee. In 2021 and 2022, he served as vice chair of that committee.

Representative Matters

Results may vary depending on your particular facts and legal circumstances.

- Obtained an arbitration award of more than $110 million (including attorney's fees) against a large health insurer on behalf of a national emergency care provider following a three-week arbitration hearing in Miami, Florida. The dispute concerned underpayments by the insurer for medical services provided to its members.
- Represented a national medical group in multiple litigations against a health insurer and certain of the insurer's affiliates seeking hundreds of millions of dollars in out-of-network underpayments. The cases were successfully settled on a confidential basis prior to trial.
- Successfully represented multiple Northeast charity care hospitals in disputes over Medicare Advantage reimbursement and improper denials.

- Successfully represented a New Jersey hospital in multiple disputes over improper medical necessity denials, recovering over $4 million.
- Obtained a favorable settlement for pain management providers in an overpayment dispute against the country's largest insurance company.
- Represented a multistate primary care provider in a multimillion-dollar dispute with a dental services provider.
- Successfully represented a nationwide radiology group in a dispute with the nation's largest auto insurance company.
- Represented a homeowner in a bench trial concerning a deed restriction dispute.
- Represented an insurance carrier in a jury trial involving allegations of bad faith coverage decisions; the case settled favorably during trial.

Professional Honors & Activities

- Member – Association of the Federal Bar of New Jersey

Publications

- "New Sherriff's in Town: Commercial Payers' Increasing Role in Addressing Fraud and Abuse," *AHLA Connections* (September 2017)

Education

- University of Chicago Law School, J.D., 2005
- Rutgers University, B.A., 1999, magna cum laude

Admissions

- New Jersey