ALSTON & BIRD

Joyce Gresko

Partner

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Related Services

Health Care ▪ Health Care Legislative & Public Policy ▪ Health Care Regulatory Counseling and Fraud & Abuse ▪ Reimbursement ▪ HIPAA/Health Information Privacy, Security & Breach Response ▪ Corporate Compliance Programs ▪ FDA/Food, Drug & Device ▪ Legislative & Public Policy ▪ Government Ethics & Compliance

Joyce advises clients on regulatory, legislative, and compliance issues. Clinical laboratories and a wide range of other health care entities rely on her comprehensive understanding of health care law and on her advocacy and public policy experience to navigate through various policy issues.

Joyce Gresko is an attorney in Alston & Bird's Washington, D.C. office, where she is a member of the Health Care Group and Legislative & Public Policy Team. She focuses her practice on health care regulatory, legislative, and compliance matters. Her clients include clinical laboratories, medical device manufacturers, durable medical equipment suppliers, health care professional associations, and other health care entities. She assists her clients with understanding and resolving issues relating to Medicare and Medicaid coverage, coding, and payment, federal and state fraud and abuse laws, effective compliance programs, and health care quality. Joyce also leads Alston & Bird's Government Ethics & Compliance practice, advising corporate and political committee clients on federal and state election law and lobbying requirements. She thinks about her clients' needs holistically and strategically and brings a practical approach to problem-solving.

Joyce draws on her experience of more than a decade as a public policy advocate and campaign professional. She worked for Democratic candidates campaigning for President, governor, U.S. Senate, and U.S. House. She also held leadership positions in advocacy organizations including the Juvenile Diabetes Research Foundation (JDRF). Joyce was named a 2020 Washington, D.C. Trailblazer by *The National Law Journal* and has been recognized by *The Best Lawyers in America©* for Health Care Law.

Representative Experience

- Serving as counsel to a national clinical laboratory association, advising it on a wide variety of coding, reimbursement, program integrity, CLIA compliance, and public policy issues.
- Representing a wide variety of Medicare and Medicaid providers before Congress, the Department of Health and Human Services, Centers for Medicare & Medicaid Services (CMS), and Medicare contractors.
- Assisting health care providers in complying with the Anti-Kickback Statute, Stark Law, Civil Monetary Penalties Law, and other federal and state health care fraud, waste, and abuse laws.
- Providing practical advice to clinical laboratories and other health care clients on structuring arrangements to comply with relevant laws and regulations and reduce risks of violating fraud and abuse laws.
- Assisting laboratories with internal compliance investigations and responding to government inquiries and investigations.

- Counseling laboratories and medical device manufacturers on coverage, coding, and payment issues relevant to emerging technologies and on regulatory issues that arise during product development and commercialization.
- Counseling health care clients on effective compliance program design and implementation.

Publications & Presentations

Publications

- "INSIGHT: Congress Delays Medicare Clinical Laboratory Price Reporting—What Happens Now?," *Bloomberg Law,* March 17, 2020.
- "Implementation of the Medicare Clinical Laboratory Fee Schedule Overhauls Hits a Snag," *Bloomberg BNA Medical Devices Law & Industry Report*, May 10, 2017.
- "Big Changes and Uncertainty Looming for Off-Campus Provider-Based Departments," *Bloomberg BNA Medical Devices Law & Industry Report*, February 3, 2017.
- "CMS Releases Final Rule Implementing New CLFS Payment Law," *Bloomberg BNA Medical Devices Law & Industry Report*, July 20, 2016.
- Proposed Rule to Implement Medicare Access and CHIP Reauthorization Act (MACRA)
- "Changing Time for Clinical Laboratories," *Bloomberg BNA Medical Devices Law & Industry Report*, April 27, 2016.
- "CMS Proposal for Clinical Laboratory Fee Schedule Overhaul Raises Questions," *Bloomberg BNA Medical Devices Law & Industry Report*, October 14, 2015.
- "FDA Announces Plans to Regulate Laboratory Developed Tests," *Bloomberg BNA Medical Devices Law & Industry Report*, August 20, 2014.

Presentations

- "What Does Congress Have in Store for Fixing PAMA?" G2 Intelligence, webinar, November 14, 2023.
- "Current Topics in Laboratory Fraud, Waste, and Abuse," 2021 AHLA Fraud and Compliance Forum, webinar, September 21-22, 2021.
- "The Biden Administration Agenda & Impact on Healthcare," Q1 Diagnostic Reimbursement Conference, webinars, December 10, 2020 and February 17, 2021.
- "Returning to the Courts and Classrooms: Considerations for College Basketball in the Age of COVID-19," LEAD1 Association Webinar, December 9, 2020.
- "Employee COVID Testing," Women, Influence, & Power in Law Conference, webinar, October 26 - 30, 2020.
- "Countdown to Kick-off: How to Execute Your Winning COVID-19 Testing Plan," LEAD1 Association Webinar, July 21, 2020.
- "2019 Clinical Laboratory Enforcement and Regulatory Update," 2019 AHLA Fraud and Compliance Forum, Baltimore, MD, September 25-27, 2019.

Professional & Community Engagement

- District of Columbia Bar
- Maryland State Bar Association
- Everybody Wins DC

Education

- Georgetown University (J.D., 2008)
- University of Michigan (B.A., 1992)

Admitted to Practice

- District of Columbia
- Maryland