

Amy Cotton Peterson

PARTNER

National Chair, Health Law Practice Group

Phoenix

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About Amy

Health care counsel with an insider's perspective

Amy Cotton Peterson helps entities in the health care industry navigate the labyrinth of laws and regulations governing their operations and evolving businesses. With deep knowledge of constantly evolving technologies, service models and clients' business needs, she advises on:

- **Health care transactions**, representing buyers, sellers and investors in all aspects of the sale or purchase of health care entities.
- **Regulatory compliance**, advising on federal and state regulations governing licensure, privacy, Medicaid and Medicare reimbursement, clinical trials, provider self-referral and false claims.
- **Provider defense**, representing and defending providers before professional licensing boards and state and federal regulatory agencies.
- **Business operations and development**, counseling clients through internal and remedial investigations and obtaining regulatory approval for novel business initiatives.

As a licensed physical therapist, Amy brings an inside-the-industry perspective to the legal and regulatory issues facing providers and related entities.

Experience in Action

- **Drafting and negotiating agreements relating to the purchase or sale of entities or lines of business**, including complex multi-jurisdictional transactions, internal reorganizations and investment transactions.

Education and Honors

Pepperdine University
School of Law (J.D., 2005)

- CALI Future Excellence Award, Entertainment Law

A.T. Still University of Health Sciences (M.S.P.T., 1999)

Truman State University
(B.S., *cum laude*, 1996)

Harvard Law School
Executive Education

Bar Admissions

Arizona





- **Advising on laws and regulations** governing the practice of health care professions, corporate practice of medicine, medical spas, privacy, telemedicine, fraud, and waste and abuse laws.
- **Representing providers before state and federal regulatory bodies**, including defense of *qui tam* challenges to drug pricing, reporting and marketing, drafting voluntary disclosures and providing assistance with state regulatory agency, FDA, DEA and OIG investigations.
- **Counseling clients through internal investigations and developing policies, procedures and compliance programs** for operations in multiple states, and analyzing regulatory compliance for novel business initiatives.

Recent Success

- Regulatory counsel for seller of a publicly traded specialty pharmacy operating in 50 states with over 2,000 permits.
- Regulatory counsel for the buyer of a subsidiary of a large publicly traded pharmacy, wholesaler and third-party logistics provider operating in all 50 states.
- Regulatory counsel for the buyer of behavioral health facilities across multiple states.
- Managed internal reorganizations for health care entities operating in multiple states and defended corporate practice of medicine claims.
- Represented individual providers and entities before state optometry boards, behavioral health boards pharmacy boards, physical therapy boards and medical boards.

Capabilities

Direct Sales Industry

Health & Life Sciences

Health Information Technology, Privacy and Security

Pharmacy, Drug and Device

Health Care Transactions

Telehealth

Sports, Entertainment and Media Industry

Franchise, Distribution & Direct Sales

Health Insurance Industry Partners (PBMs, TPAs, DMPOs and URAs)

Provider and Physician Groups

Professional Recognitions

- *AZ Big Media*, "Top 100 Lawyers in Arizona," 2023
- Selected as one of the "AzBusiness Leaders" by *AZ Business Magazine* (2022)
- Gonring Pro Bono Award Recipient (2022)





- Selected to *American Bar Association* Health Law Section Top 10 List (2020)
- Selected to "Outstanding Women in Business," *Phoenix Business Journal* (2020)
- Selected for inclusion in Southwest Super Lawyers® - Rising Stars, Health Care (2012–2016)

Professional & Civic Activities

- American Health Law Association
- Chrysalis (Executive Board Member)
- Mayor's Commission on Disability Issues (Former Member)
- Arizona Autism United (Former Executive Board Member)
- Licensed physical therapist

