



## Martin A. Folliard

### Associate

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## OVERVIEW

Martin Folliard is an associate in the firm's Research Triangle Park office. He is a member of the Health Care and FDA practice group.

## PROFESSIONAL BACKGROUND

Prior to joining the firm, Martin served as the Director of Risk and Regulatory Affairs for a dental school in North Carolina. In this role, Martin developed and managed a comprehensive compliance and risk management program for the school, addressing a wide array of regulatory issues including HIPAA Privacy, health care fraud and abuse, patient non-discrimination, and professional liability. Martin also worked on transactional matters, centralizing the school's contract review process and negotiating agreements to support the school's strategic initiatives.

## PROFESSIONAL / CIVIC ACTIVITIES

- American Health Lawyers Association

## SPEAKING ENGAGEMENTS

- Presenter, "Post COVID-19, What Keeps Us Awake at Night: Privacy and Security in Dentistry and Education," University of Pennsylvania School of Dental Medicine, June 2020

## EDUCATION

- J.D., North Carolina Central University School of Law, 2015
- B.A., University of North Carolina at Chapel Hill, 2011

## ADMISSIONS

- Bar of North Carolina

## THOUGHT LEADERSHIP *POWERED BY HUB*

- 14 September 2023, Ensuring Continuity of Care Following a Cyberattack: ARPA-H Launches Project to Enhance Cybersecurity Tools for Health Care Organizations
- 29 June 2023, The Million Dollar Question: Long-Awaited Final Rules Outline Information Blocking Enforcement Priorities and Civil Monetary Penalties Against Certain Information Blockers
- 27 April 2023, HHS Proposes Heightened Protections for "Highly Sensitive" PHI Related Reproductive Health Care in the Wake of Dobbs
- 23 March 2023, The U.S. Fifth Circuit Court of Appeals Is Poised to Address Emergency Abortions and the Scope of EMTALA's Preemption of State Abortion Laws
- 24 January 2023, Confidentiality of Substance Use Disorder Records: Long-Awaited NPRM Proposes Aligning Part 2 With HIPAA
- 14 July 2022, Privacy of Health Information After Dobbs: OCR Guidance on Disclosures of PHI and the Privacy of Personal Information on Devices
- 17 March 2022, COVID-19: State Law Telehealth Considerations: State Licensure Requirements Persist, Permissible TeleHealth Modalities Generally Expand, and Insurance Parity Laws Ensure Reimbursement (Part 2 of a 3-part Series)

## OTHER PUBLICATIONS

- "Privacy of Health Information After *Dobbs*: OCR Guidance on Disclosures of PHI and The Privacy of Personal Information on Devices," *Employee Relations Law Journal*, Winter 2022

## AREAS OF FOCUS

- Health Care and FDA

## INDUSTRIES

- Digital Health
- Health Care Sector