

As Seen In

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WHO'S WHO | in Corporate Law

GREG BLOOM

Garfunkel, Wild & Travis PC



Greg Bloom is a managing partner at Garfunkel, Wild & Travis PC in Great Neck. Bloom was recently appointed chair of the firm's business practice group. He is also a member of the firm's health care, tax, finance and real estate, and corporate reorganization and bankruptcy practice groups.

Bloom handles a variety of business transactions including mergers and acquisitions, joint ventures, leasing, loans, management and other corporate matters. He also advises clients in connection with complex transactions, including acquisitions and sales of health care facilities and other businesses, the establishment and operation of ambulatory surgery centers, and joint ventures among both health care facilities and other business entities.

Bloom regularly counsels clients regarding business and transactional matters and in legal compliance issues. His practice includes the representation of for-profit and not-for-profit entities, as well as individuals. Bloom represents clients in many different industries, and has significant experience representing physicians, hospitals, ambulatory surgery centers, nursing homes, physician management companies and other clients in the healthcare industry.

Corporate clients will need to strike a careful balance between exercising caution in a contracting economy, while keeping pace with ever expanding technological advances, Bloom noted. "We expect that both we and our clients will need to find more creative means of financing transactions as a result of tightening lending practices in the credit markets," he said.

Corporate compliance will also be a key area of focus in the coming year, with regulators and the public demanding more accountability of corporate principals, officers and directors, he said. "The implementation of carefully designed corporate compliance plans, together with having knowledgeable and diligent compliance officers who are well informed on the regulatory landscape in their industry will be imperative in the coming year."

In the healthcare field, there is increasing scrutiny of potentially abusive billing practices and mechanisms to capture ancillary service revenue outside of a healthcare provider's gen-

eral field, Bloom said. "These healthcare clients will need to be especially vigilant in their regulatory compliance," he said.

Prior to joining the firm in 1995, Bloom practiced at Kelly, Drye & Warren LLP in its corporate transaction and securities departments. He also practiced as a certified public accountant for Goldstein, Golub, Kessler LLP.

Bloom earned a juris doctor from Fordham University School of Law. He earned a bachelor's degree in accounting, cum laude, from SUNY Albany.

Bloom is a member of the American Bar Association and the NYS Bar Association. He is admitted to practice in NYS and CT and before the NYS Supreme Court, Appellate Division and the Connecticut Superior Court.

Bloom has also assisted in writing a portion of *Legal Aspects of Health Care Administration*, 7th Edition, and has written a number of articles for the *New York Health Law Update*.

Founded in 1980, Garfunkel, Wild & Travis maintains one of the most active health care practices in the Northeast, while also providing services to many non-health related clients. Always at the forefront of federal and state developments, the firm meets a full range of needs including EPA/environmental issues, strategic planning, complex transactions, exempt and taxable financing, white collar defense, estate planning, elder law, litigation, tax issues, real estate, fraud and abuse, licensing, capital formation and bankruptcy.