

WHO'S WHO | in Women in Professional Services

LOURDES MARTINEZ

Garfunkel, Wild & Travis, PC



Lourdes Martinez is a partner/director at Garfunkel, Wild & Travis, PC with offices in Great Neck and Hackensack, NJ.

Martinez is a member of the firm's compliance and white collar defense, HIPAA compliance and health care practice groups. Her practice includes defending clients in criminal, civil and regulatory government actions; assisting clients in implementing both fraud and abuse and HIPAA compliance programs; and advising clients on a wide array of compliance, regulatory and business matters.

Martinez has defended clients in federal False Claims Act cases, quality

of care cases, physician licensing matters and federal, state and other third-party audits. Her clients include for-profit and not-for-profit skilled nursing facilities, hospitals, home health agencies, physicians and other providers.

The health care industry has been in a state of crises for a long time now, Martinez said.

"Providers are under constant stress to deliver high quality care and services to their patients while keeping current with laws and regulations that frequently change and impose new requirements," she said. "On top of that, low reimbursement rates from government health plans — which traditionally have not kept pace with the cost of delivering services — are under constant threat of being placed on the chopping block."

"Finally, government auditors and investigators, who have become more and more aggressive in their quest to recover monies paid for erroneous or fraudulent claims, at times target hard working and law-abiding providers and subject them to onerous claims and medical record reviews that consume time and money," Martinez said.

"Each of these different tensions combine to make the provision of legal services to members of the health care industry uniquely challenging," she said.

Martinez joined Garfunkel, Wild & Travis in 1998. Prior to joining the firm, she was an assistant district attorney in the Kings County District

attorney's office, where she prosecuted hundreds of felony cases from inception through trial and served as special counsel to the Crimes Against Children Bureau.

Martinez is admitted to practice law in New York and New Jersey. She is a member of the American Health Lawyers Association, the Healthcare Compliance Association, the Nassau County Bar Association and serves on the Committee of the Health Law Section of the NYS Bar Association.

She earned a law degree from St. John's University School of Law and is a graduate of the University of Scranton, where she earned a bachelor's degree in chemistry and business.

Martinez writes and lectures on regulatory defense and compliance issues. Her published works include articles written for the New York Health Law Update and the New York State Bar Association's Health Law Journal.

Founded in 1980, Garfunkel, Wild & Travis with offices in Great Neck, Stamford, CT and Hackensack, NJ 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 complex transactions, strategic planning, exempt and taxable financing, white collar defense, real estate, EPA/environmental issues, estate planning, elder law, litigation tax issues, fraud and abuse, licensing, capital formation and bankruptcy.