



Calvin B. “Cal” Marshall, Jr.

Shareholder



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I enjoy distilling complex regulatory requirements and principles into practical, understandable advice for clients.

Cal Marshall is a go-to advisor for health care and business clients seeking counsel on regulatory and compliance matters as well as structure and negotiation of transactions. He advises a diverse client base, including revenue cycle management companies, medical practices, health care vendors, startup and established businesses, publicly-traded companies, and nonprofits. Clients look to Cal for guidance regarding some of the most important and cutting-edge issues they face, including compliance with HIPAA, 42 C.F.R. Part 2, CCPA, and other federal and state privacy and security laws; data breach response; telemedicine issues; Medicare enrollment and claims matters; and revenue cycle management and EMR-related issues. Cal advises clients concerning Stark, Anti-Kickback, state fee-splitting laws, and other fraud and compliance matters, including self-disclosures. Clients turn to him for advice on corporate governance-related matters; mergers and acquisitions; and assistance with negotiation of employment, professional services, medical director, leasing, and other agreements, including contracts with governmental entities. Cal also works with nonprofit entities on organizational, governance, and tax exemption-related matters, among others. As a former aide to several members of the U.S. House of Representatives, Cal has a unique background working on health care policy and government oversight matters. When counseling clients, Cal brings both technical acumen and a focus on the big picture, which allow him to provide practical advice tailored to the needs of individual businesses. Although he is based in Tennessee, Cal's clients are located throughout the country.

Experience

Advising clients on HIPAA compliance issues, including ransomware and other data security incidents and management of data breach response processes and communications

Services

- Audit Counsel: PPP Loans and Other Investigations
- Business
- Chambliss Startup Group
- Charitable and Public Purpose Organizations
- Commercial Contracts
- Cybersecurity and Data Privacy
- Fraud, Compliance, & Reimbursement
- Health Care
- Health Care Facilities
- Physician Practices
- Revenue Cycle Management
- eHealth, Data Privacy, and Security

Industries

- Charitable and Public Purpose Organizations
- Health Care
- Health and Wellness
- Information Technology
- Startups and Emerging Companies
- Transportation and Logistics

Admissions

- Tennessee

Advising clients with respect to state privacy, security and breach notification laws, including the California Consumer Privacy Act, among many others

Representation of national and regional revenue cycle management, practice management and electronic medical record companies in creation and negotiation of contracts with their clients, vetting and negotiation of arrangements with their vendors, management of disputes and advising on a wide variety of compliance issues, including billing, coding and data sharing and use issues

Representation of medical practices in negotiation of professional services, medical director, leasing, and other arrangements with health care facilities

Advising physicians and medical practices on employment-related matters, including compensation, scheduling, and non-compete clauses

Evaluation and revision of compliance programs and policies

Advising health care clients with respect to Stark, Anti-Kickback, and other fraud and compliance matters, including management of self-disclosure processes and communications with the government

Representation and advising of clients in state and federal government contracting matters, including responses to requests for proposal, advising on regulatory issues, structuring of data sharing arrangements, and negotiation of contracts

Representation of medical practices and other health care clients in connection with mergers, acquisitions, sales, ownership succession matters, and joint ventures

Assisting clients with real estate matters, including negotiation of agreements with lenders

Assisting startup companies with business formation, structure, and management of compliance and regulatory issues

Representation and advising of churches and other nonprofit entities in connection with organizational matters, governance, and tax exemption-related issues

Associations

Professional

- American Health Law Association

Education

- J.D., University of Virginia School of Law, 2011
- B.A., Covenant College, magna cum laude, 2005

- American Telemedicine Association

Bar Associations

- American Bar Foundation, Fellow
- American Bar Association
 - Standing Committee on Publishing Oversight (SCOPO), Member
 - Past Section Officers Conference Liaison to SCOPO
- American Bar Association, Health Law Section:
 - *The Health Lawyer* Editorial Board, Chair
 - Interest Group/Task Force Executive Leadership Team, Vice Chair
 - Publications Book Editorial Board, Past Co-Chair and Vice Chair
 - Health Care Fraud and Compliance Interest Group, Past Chair and Vice Chair
- Chattanooga Bar Association
- Tennessee Bar Association

Noteworthy

- *Best Lawyers in America: Ones to Watch*, Corporate Governance and Compliance Law, Corporate Law, Health Care Law, and Privacy and Data Security, 2021-2023
- *Mid-South Super Lawyers*, *Mid-South Rising Stars*, Health Care, 2019-2022
- Former Executive Editor, *Virginia Tax Review*
- Former Co-Captain, Covenant College Cross Country Team (2004-2005)

Community

- The Company Lab, Volunteer Legal Advisor through Chambliss Startup Group
- Company Lab HealthTech Accelerator, Past Legal Advisor
- Men's Ministry Network, past Board Member and Secretary
- Covenant College Seed Project Pitch Event (2016), Judge Panelist
- Past "Chattanooga IQ" Program Volunteer, Chattanooga Area Chamber of Commerce
- Young Professionals Association of Chattanooga

Sidebar

Outside of the office, Cal enjoys spending time with his family. He is also an avid cyclist and college basketball fan.