

PRACTICE FOCUS



Marotta specializes in the regulation of health care delivery systems, with a specific emphasis on pharmacy, medicine information technology and its regulation at the state and federal levels.

Marotta is Senior Vice President and Chief Regulatory Counsel of WebMD Health Corporation. His responsibilities include, among other things, the regulatory aspects of WebMD's business at the state and federal level. For almost 30 years, he has commented before numerous state agencies and legislatures, in virtually every state, and the United States Congress, to discuss the practice of medicine and pharmacy, their regulation and related health care and information technology policy issues. Marotta has addressed a wide range of specific subjects, including the use of automation and technology in the practice of medicine and pharmacy, the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"), patient privacy, confidentiality and security, and social networking.

Marotta presently serves as a member of the Board of Directors, Executive Committee and is Chairperson Emeritus of the eHealth Initiative ("eHI"), a Washington, D.C., organization whose mission is to drive improvement in the quality, safety and efficiency of health care through information and information technology. He also serves as the co-chairperson of eHI's Privacy and Security Committee.

Prior to joining WebMD, he was the Senior Vice President – Regulatory Counsel of Merck-Medco Managed Care, L.L.C., a division of Merck & Co., Inc., now known as MedcoHealth Solutions, Inc., an independent public company. In May, 2000, Marotta was awarded Merck-Medco's inaugural "Lifetime Achievement Award" for his distinguished service to the company and commitment to patient care.

Robert D. MAROTTA OF COUNSEL

CONTACT ME

rmarotta@keglerbrown.com

p 614 . 462 . 5435

f 614 . 464 . 2634

Government & Legislative Affairs

Health Care Regulation

Health Information Technology

“Building lasting relationships with our clients, sharing their goals, and providing effective counsel- it’s what we do.”



Robert D. MAROTTA OF COUNSEL

CAREER HIGHLIGHTS

In 1995, the Pharmaceutical Care Management Association (“PCMA”) presented Mr. Marotta with the President’s Distinguished Service Award, citing “his guidance, direction, and personal efforts in establishing a successful and nationally recognized legislative program supporting managed care pharmacy.” He has served as chairman of the association and a member of its board of directors and executive committee. From 1989-2000, Mr. Marotta served as chairperson of the PCMA’s regulatory affairs committee.

In 2001, the PCMA awarded Mr. Marotta with the Latiolais Honor Medal, the highest honor in managed health care. The medal is presented annually to an individual “who has shown exemplary service to the managed health care arena, his or her own profession, and the American public.”

As an adjunct professor on the faculty at the Ohio Northern University Raabe College of Pharmacy, Mr. Marotta from time-to-time has taught clinical courses on pharmacy benefit management, practice before regulatory agencies, and the legislative process.

Mr. Marotta is active in many civic and charitable endeavors, particularly those that provide educational opportunities for deserving students at both the secondary school and college levels.

PROFESSIONAL MEMBERSHIPS

American Bar Association, member
American Health Lawyers Association, member
American Pharmaceutical Association (APhA), member
American Society for Pharmacy Law, member
The Columbus Academy, board of trustees, former member (2000-06)
Columbus Bar Association, member
National eHealth Initiative, board of directors, chairman
Ohio Northern University, board of trustees, member
Ohio State Bar Association, member
Privacy Officers Association, member
The University of Notre Dame, College of Arts and Letters, advisory council, member

BAR ADMISSIONS

Ohio

EDUCATION

Juris Doctorate (1974)
Illinois Institute of Technology

Bachelor of Arts (1968)
University of Notre Dame