



Robert D. Marotta

Of Counsel

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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.

For almost 40 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, its regulation at state and federal levels, 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, social networking, veterans' health issues and prescription drug and opioid abuse.

Most recently, Marotta served as Senior Vice President and Chief Regulatory Counsel of WebMD Health Corporation. His responsibilities included, among other things, managing the regulatory aspects of WebMD's business at the state and federal level.

Marotta presently serves as 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.

His other related experience includes serving as the Senior Vice President – Regulatory Counsel of Merck-Medco Managed Care, L.L.C., a division of Merck & Co., Inc., now known as Express Scripts, 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.

In recognition of his contributions to the healthcare industry, the Pharmaceutical Care Management Association ("PCMA") presented 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 also served as PCMA's Chairperson and a member of its board of directors and executive committee. The PCMA awarded Marotta with the Latiolais Honor Medal.

Marotta is a U.S. Army Veteran.

Professional Affiliations

- + American Bar Association, member
- + American Health Lawyers Association, member
- + Columbus Bar Association, member
- + National eHealth Initiative, chairman emeritus, past board member
- + Ohio State Bar Association, member
- + Pharmaceutical Care Management Association, chairman emeritus, past board member

Special Honors

- + Martindale-Hubbell Rating of AV

Charitable + Civic Involvement

- + Franklin County Opiate Action Plan Corporate Advisory Council, member
- + Ohio Northern University, board of trustees, trustee fellow
- + The University of Notre Dame, College of Arts and Letters, advisory council, member (2002-2016)
- + Ohio Northern University, board of trustees, member (2002-2010)
- + The Columbus Academy, board of trustees, former member (2000-2006)

Bar Admissions

- + Ohio

Education

- + Illinois Institute of Technology (J.D., 1974)
- + University of Notre Dame (B.A., 1968)

KEGLER
BROWN
HILL +
RITTER