



Larri J. Broomfield Shareholder

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Larri Broomfield has more than 35 years of experience in business transactions with a focus in the health care and adjacent industries. He has served on for-profit and nonprofit boards and advisory groups. He is a shareholder and former chair of Reinhart's Health Care Practice, a member of the Corporate Law Practice and a former member of the firm's Board of Directors.

Larri counsels service and manufacturing businesses, including health care organizations and software as a service (SaaS) businesses. He regularly advises clients on a wide range of matters, including mergers and acquisitions, joint ventures, complex commercial contracts and licensing. He also helps clients structure relationships among their owners.

Larri frequently shares his experience and expertise through speaking engagements with the business community, health care professionals and financial professionals. He also writes articles on emerging law and contractual issues in business, health and law journals.

Education

- J.D., Harvard Law School
- B.S., summa cum laude, State University of New York at Albany

Bar Admissions

Wisconsin

Practices

- Health Care
- Corporate Law



Services

- Mergers and Acquisitions
- Emerging Businesses and Early-Stage Investing
- Health Care Technology and Innovation
- Software, Technology and Licensing
- Tax-Exempt Organizations

Matters

- Represented private equity buyers and sellers in multiple transactions involving hospice and home care businesses.
- Represented a private-equity backed pain management business in multiple acquisitions and sales.
- Represented provider groups in sales to private-equity backed and family office buyers.
- Represented Arizona dental practice seller in sale to private-equity backed buyer.
- Represented a managed dental company with operations in the Midwest in multiple acquisitions.
- Represented multiple long-term care providers on sales and acquisitions of facilities.
- Represented Doral Dental USA, LLC, a managed dental company with national operations, in its sale to DentaQuest.
- Represented an Illinois health system in the acquisition of multiple provider businesses and the subsequent transfer of control of the system to a larger organization.
- Represented Trilogy Health in the sale of its Medicaid HMO.
- Represented Abri Health Plan, Inc., a Medicaid HMO, in the sale of its ownership interests to Molina Healthcare, Inc.
- Represented SynergyHealth, Inc., a multi-entity hospital system, in its affiliation with Froedtert Health System, Inc.
- Represented the seller of a home health and durable medical equipment business to a Tennessee organization.
- Currently representing multiple providers preparing to sell to private-equity backed buyers.
- Represented bswift, a health care analytics company, in its sale to Aetna.
- Represented a county in the privatization of hospital and mental health services.



- Representing a document management and ROI service provider in connection with its sale to a private-equity backed buyer.
- Representing multiple health systems in the formation of a public-private psychiatric hospital joint venture.
- Represented independent physicians in formation and divestiture of ambulatory surgery centers and specialty hospitals.

Honors & Affiliations

Honors

- *The Best Lawyers in America*® – Lawyer of the Year, Health Care Law; Corporate Law
- Selected for inclusion in *Wisconsin Super Lawyers*
- Wisconsin Top Rated Lawyer Martindale-Hubbell AV® Preeminent™ Peer Review Rated
- American Lawyer Media and Martindale-Hubbell™, 2013 Top Rated Lawyer in Technology

Affiliations

- State Bar of Wisconsin
- Milwaukee Bar Association
- Independent Care, Inc. (former Board of Directors)
- Abri Health Plan, Inc. (former Board of Directors)
- KeyLink Solutions, Inc. (former Board of Directors)
- Milwaukee Center for Independence (former Board of Directors)
- Greater Milwaukee Association of Phi Beta Kappa (President)

Presentations

- "Hospice Consolidation Transactions from Soup to Nuts," National Hospice and Palliative Care Organization, Management and Leadership Conference
- "Physician/Hospital Ventures: A Modified Venture Capital Analysis," Physician Leadership Institute
- "Emerging Trends in Healthcare Transactions," State Bar of Wisconsin
- "Possibilities and Pitfalls of Expansion: Expanding Through Consolidation, Mergers, Joint Ventures and



Acquisitions," Wisconsin Association of Homes and Services for the Aging

Presentations

- "Conditions," Contract Law in Wisconsin (Chapter 11), State Bar of Wisconsin, 1995-present