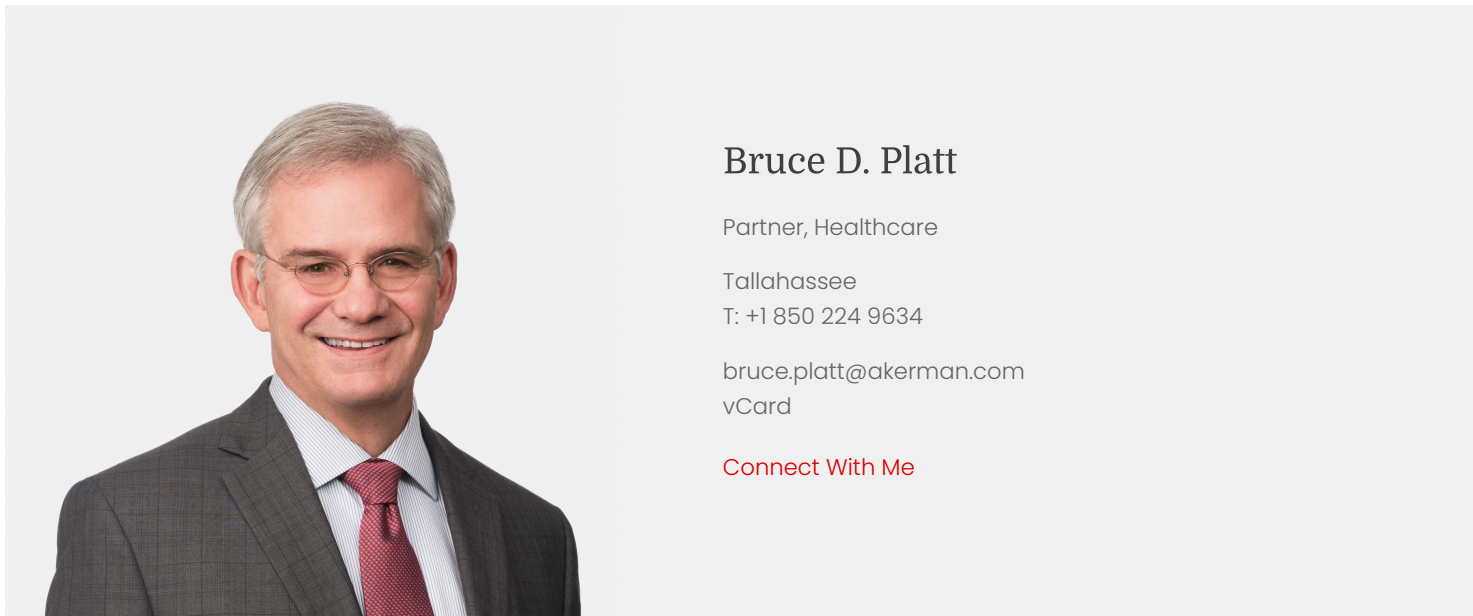


People



With a background in healthcare and medical technology, Bruce Platt helps insurers, continuing care retirement communities, providers, and related companies navigate federal and state regulations and administrative law. Clients rely on Bruce for guidance on complex regulations, such as the Florida Insurance Code, HIPAA, and the Affordable Care Act. His clients include Aetna, AvMed, Florida Blue, Health First, and UnitedHealthcare, among others.

Known for his experience with and understanding of state insurance law and insurance agencies, Bruce assists clients with applications and filings, including acquisition and certificate of authority applications for Health Maintenance Organizations (HMOs), insurance companies, reinsurers, prepaid limited health service organizations, third-party administrators, and discount medical plan organizations. Additionally, Bruce represents clients in disciplinary proceedings and rule development hearings and workshops. He also provides advice on strategic planning and government relations as well as regulatory and compliance issues.

Bruce serves as executive director and general counsel to the Florida Health Maintenance Organization Consumer Assistance Plan. In the community, he has served in leadership roles with the March of Dimes and has been involved on a volunteer basis with the Florida Healthy Kids Corporation.

Notable Work

HMO Certificates of Authority and Healthcare Provider Certificates: Representation of multiple clients in obtaining HMO licenses (Certificates of Authority and Healthcare Provider Certificates) through applications with the Florida Agency for Health Care Administration and the Florida Office of Insurance Regulation.

Continuing Care Retirement Community Certificate of Authority and Acquisition: Obtained regulatory approvals in a \$70 million project that included purchasing the assets of a failing continuing

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Areas of Experience

- Health Insurers and Managed Care Organizations
- Healthcare
- Healthcare Legislation and Government Affairs
- Healthcare Licensure and Compliance
- Insurance Regulation
- Medicare, Medicaid, and Third Party Reimbursement
- Senior Living and Care
- Health and Life Sciences

Education

- J.D., Florida State University College of Law, 1993
- B.S., Emory University, Biology, 1981

Admissions

Bars

- Florida

Related Content

- Akerman Sponsors FAHP Annual Conference
December 02, 2024
- The Florida Office of Insurance Regulation Amends the Application for Certificate of Authority for Health Maintenance Organizations
January 23, 2024
- ACTION REQUIRED TO AVOID FINES! DEADLINE APPROACHING: Florida Pharmacy Benefit Managers Must Be Licensed as a Third-Party Administrator by January 1, 2024
October 20, 2023

care retirement community out of bankruptcy while simultaneously obtaining a continuing care retirement community certificate of authority for the new entity.

Published Work and Lectures

- Health Law Rx Blog, Contributor
- *Law360*, Co-Author, “Takeaways From New Fla. Pharmacy Benefit Manager Rules,” May 30, 2023
- *Employee Benefit Plan Review*, Co-Author, “Group Health Plan Sponsors Are Getting Serious About Pricing Transparency and Avoiding Surprise Billing – Are You Keeping Up with the Latest Guidance and Phased Enforcement Deadlines?” Volume 75, No. 9, November 2021
- *American Health Lawyers Association*, Author, “Congressional Budget Office Issues Report on Medicare Part D Beneficiary Spending Patterns,” January 10, 2012
- *Westlaw Journal*, Co-Author, “*Florida v. HHS* Takes Health Reform to High Court,” December 2011
- *Aspatore Special Report*, Understanding the Health Care Reform Bill: An Immediate Look at the Potential Impact of the Patient Protection and Affordable Care Act, Co-Author, “Accountable Care Organizations: The Next Wave of Medicare Services,” 2010
- The Internet: New Opportunities, New Questions, Florida Underwriter, Volume 18, Number 4
- Dispelling the Negative Myths of Managed Care: An Analysis of Anti-Managed Care Legislation and the Quality of Care Provided by Health Maintenance Organizations, Co-Author, FSU Law Review Vo. 23, No. 2
- A Summary of the Health Care and Insurance Reform Act of 1993: Florida Blazes the Trail, FSU Law Review Vo. 21, No. 2

Affiliations

- Florida Healthy Kids Corporation, Purchasing and Contracting Committee, Member, 2011-2015
- March of Dimes, Signature Chefs Auction, Event Vice Chair 2008, Event Chair 2015
- Currently serving as Executive Director and General Counsel to the Florida Health Maintenance Organization Consumer Assistance Plan.

Honors and Distinctions

- *Best Lawyers*, 2025, Named as “Lawyer of the Year” for Health Care Law in Tallahassee
- *Best Lawyers*, 2013-2025, Listed in Florida for Health Care Law, Insurance Law
- *Florida Trend’s* Legal Elite, 2019, Listed for Insurance