



# Alexandra MacKenzie Pearsall

## Senior Associate

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## Overview

Alexandra Pearsall provides comprehensive legal representation to clients in the healthcare and life sciences industries. She advises manufacturers, wholesalers, pharmacies, physician dispensers, and other healthcare and life sciences entities on federal and state compliance matters, including fraud and abuse laws, anti-kickback and self-referral laws, FDA regulations and use and disclosure of health information. Alexandra has substantial experience with industry regulations as it relates to pharmacy benefit manager relationships with pharmacies, manufacturers, wholesalers and plan sponsors. She is a frequent contributor to the Day Pitney Healthcare Blog.

Alexandra interned at the Office of the Attorney General – Government and Healthcare Fraud Division, where she conducted investigations related to the False Claims Act in the pharmaceutical industry. In addition, she was also a compliance fellow at a large pharmaceutical company, where she gained extensive experience in policy and risk management by working within the guidance of a corporate integrity agreement.

## Experience

Defended an independent pharmacy in audit appeal to major pharmacy benefit manager resulting in reversal of over \$2 million in recouped funds

Counseled network of physician dispensers regarding network access across various pharmacy benefit managers

Defense of independent pharmacy in State Board of Pharmacy action resulting in avoidance of disciplinary action

Appealed and secured rescission of independent pharmacy network terminations from major pharmacy benefit managers

## Education and Credentials

### Education

Seton Hall University School of Law, J.D., *Health Law Outlook*, Managing Editor

James Madison University, B.A., with Honors

## Practices & Industries

[Corporate & Business Law](#)

[Healthcare](#)

[Healthcare & Life Sciences](#)

[Life Sciences](#)

## Admissions

State of New Jersey

## Affiliations

American Bar Association

American Health Lawyers Association

American Association for Justice

# Recognition and Community

*No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome. See Awards Methodology.*

## Recognitions

Selected to the list of New Jersey *Super Lawyers* Rising Stars (Thomson Reuters), 2020-2024

# Insights

Certain ASCs Face New Prior Authorization Payment Requirements from CMS

April 29, 2024

Generative Artificial Intelligence Representations and Warranties Emerge in Venture Financing Transactions

April 29, 2024

HHS Issues Long-Awaited Final Rule Modifying Part 2 Regulations

February 28, 2024

New DOJ Safe Harbor Policy for Voluntary Self-Disclosures in M&A Transactions—What You Should Know

February 28, 2024

New Providers/Entrants Beware – Ignorance Is Not a Defense

December 20, 2023

Proposed Penalties for Information Blocking – Comment Deadline Approaching

December 20, 2023

CT's New Change in Ownership Process Will Impact the Timing of Transactions

October 16, 2023

Providers Beware—New Standard Established in False Claims Actions

October 16, 2023

Need Help Navigating the Alphabet Soup of State Consumer Privacy Laws?

June 22, 2023

New MA Plan Health Equity Requirements: Are You Ready?

June 22, 2023

Party of Five: Connecticut Is Latest State to Enact Comprehensive Consumer Privacy Law

June 28, 2022

OIG Issues Favorable Opinion to Physician-Owned Medical Device Company

June 28, 2022

Corn, Wheat, Hogs and ... NFTs?

June 28, 2022

Additional Guidance From FDA on Importing Drugs From Canada

June 28, 2022

FTC and Breach Notification – Time to Review Your Incident Response Plan?

June 28, 2022

FDA Proposes Update to Current Guidance on Cybersecurity in Medical Devices

April 14, 2022

New Guidance Clarifies HHS's Position on Business Associates and HIPAA Transactions

March 29, 2022

Health Data Breaches Continued to Soar in 2021

March 29, 2022

Consumer Data Privacy Laws - Where Are We Now?

March 29, 2022

What the EEOC's Most Recent Advice on Accommodating Religion and COVID-19 Vaccinations Means in Healthcare

March 29, 2022

TECH Talks Trending at Day Pitney

March 29, 2022

OSHA Soliciting Input on COVID-19 and Workplace Safety

March 29, 2022

PhRMA Code Revised After OIG Expresses Skepticism About Industry Speaker Programs

September 16, 2021

Be Prepared - Provider Relief Fund Audits Are Coming

September 16, 2021

New Rules Protect Patients From Surprise Billing

September 16, 2021

HHS Eases Prescribing Requirements for Opioid Addiction Medication

June 1, 2021

Updated Resources for Healthcare Providers

June 1, 2021

Potential Federal Privacy Bill

June 1, 2021

Supreme Court Resolves Circuit Split and Narrows the Scope of the TCPA

June 1, 2021

More Regulation for Urgent Care and Retail Clinics?

June 1, 2021

OIG Increases Oversight of Telehealth Services

June 1, 2021

Fifth Circuit Weighs In on HIPAA Penalties Due to Data Breaches

March 25, 2021

In Response to Extensive Lobbying, Congress Recalibrates Medicare Physician Fee Schedule for 2021

March 25, 2021

The Long-Awaited HIPAA Proposed Rule Promises Enhanced Access Right

March 25, 2021

The Commonwealth of Virginia Enacts a Consumer Data Privacy Law

March 25, 2021

Show and Tell: The Trump Administration Releases the Transparency in Coverage Final Rule

December 21, 2020

OIG Special Fraud Alert Questions the Need for Industry-Sponsored Speaker Programs

December 21, 2020

FDA Sued Over Final Rule Permitting Importation of Prescription Drugs from Canada

December 21, 2020

New Open Payments Reporting Requirements Effective January 1, Are You Ready to Comply?

December 21, 2020

2021 E/M Changes: Winners, Losers and Audits

December 21, 2020

Hurry Up and Wait: ONC Extends Compliance Dates for Information Blocking and Health IT Certification Requirements in 21st Century Cures Act Final Rule

December 21, 2020

Threats to Telehealth? Telehealth Providing Invaluable Services During the Coronavirus Pandemic, But at What Cost?

October 1, 2020

CMS Launches Care Compare-Providing Patients and Caregivers With User-Friendly Decision-Making Platform

October 1, 2020

CMS Set to Release New COVID-19 Mandatory Reporting Requirements for Nursing Homes

April 21, 2020

COVID-19 and Telehealth: Providing Care at a Distance

March 31, 2020

HHS Responds to COVID-19 Pandemic By Waiving Certain HIPAA Penalties and Sanctions for Hospitals

March 19, 2020

## In The Media

National Publication: A 50 State Survey on Opioid Prescribing Requirements

American Health Lawyers Association (AHLA), November 20, 2019

PBMs: What Are They & Why They Matter

August 10, 2018

So a PBM Wants to Terminate Your Contract: The Top 10 Mistakes to Avoid to Keep You in the Network

August 24, 2017