

Media Contact: **Nina Dietrich, L.L.C.**
Nina Dietrich
(201) 493-8944 / nina@ninadietrich.com

Firm Contact: **Brach Eichler L.L.C.**
Alan Levine
(973) 228-5700/ alevine@bracheichler.com

For Immediate Release

KEITH J. ROBERTS JOINS BRACH EICHLER

Roseland, NJ – November 22, 2011 – Keith J. Roberts (age 43) has joined Brach Eichler L.L.C. as a member of the firm’s healthcare practice group. He previously was a partner at Roberts & Moscaritolo in River Edge.

Roberts’ practice focuses in the areas of healthcare law, complex insurance litigation personal injury and PIP (spell this out) arbitration. He serves as counsel to MRI facilities, surgical centers, neurologists, orthopedic surgeons, physiatrists, chiropractic physicians, dentists, oral surgeons, multi-disciplinary facilities and physical therapists.

A highly experienced insurance litigator, he has argued important cases before the trial and appellate courts in New Jersey and prosecutes insurance claim-related lawsuits and arbitrations. In addition, Roberts has successfully prosecuted millions of dollars of medical benefit claims pursuant to the No Fault PIP Arbitration process on behalf of medical providers treating auto accident victims, and is a recognized expert in this practice field.

Roberts is one of a select few attorneys to serve on the New Jersey Auto Insurance Commissioners Technical Advisory Committee on PIP (PIPTAC). As a result, he has participated in the administrative and statutory reform of New Jersey's No Fault Automobile Insurance System, as well as the No Fault PIP Arbitration process.

Roberts earned his B.A. from Manhattan College and a J.D. from New York Law School. A resident of Old Tappan, NJ, he serves on the Forthright Advisory Council (formerly the National Arbitration Forum), and provides counsel on behalf of the user community engaged in the process of PIP dispute resolution with insurance carriers throughout the state. He also serves as moderator/speaker for the annual New Jersey Institute for Continuing Education No Fault Insurance (PIP College), a program that he has developed over the past ten years.

“Keith’s arrival enables us to provide strong physician advocacy in both litigation and arbitration matters,” said John D. Fanburg, chair of the healthcare practice group and managing member of Brach Eichler. “Keith is highly experienced in advocating for physicians’ rights in matters involving insurance carriers, fraud-related defense, state-

initiated disciplinary proceedings, or prosecuting medical provider claims for reimbursement, as well as in the typical range of healthcare litigation matters.”

About Brach Eichler L.L.C.

Brach Eichler L.L.C. is a full-service law firm based in Roseland, N.J. With nearly 60 attorneys, the firm is focused in the following practice areas: healthcare; real estate; litigation; tax, trusts and estates; and business & finance. Brach Eichler attorneys have been recognized by clients and peers alike in *Best Lawyers in America*, *Chambers USA*, and *New Jersey Super Lawyers*. Visit www.bracheichler.com