

Cybil Roehrenbeck

Partner

Washington, D.C.

Biography

As a partner in the Government Relations and Public Affairs group, Cybil Roehrenbeck leads the firm's health care lobbying practice. Cybil helps clients effectively present their values and challenges to Congress and federal regulators and obtain the best possible results for their businesses. She provides counsel on federal legislative and regulatory opportunities, often focusing on healthcare reimbursement and emerging sectors such as digital health, artificial intelligence (AI), and value-based care.

Cybil has over 20 years of experience in health care and government relations and frequently leads advocacy campaigns for national trade associations, innovator companies, healthcare providers, and multi-stakeholder coalitions. Cybil also serves as Executive Director of the AI Healthcare Coalition, which advocates on behalf of healthcare AI innovators.

Cybil previously worked as a lobbyist and attorney for the American Medical Association (AMA), where she advocated before Congress and officials from the U.S. Department of Health & Human Services on issues related to digital health, value-based care, health reform, and program integrity. She also spent five years on Capitol Hill as a legislative counsel to Representative Walter B. Jones (R-NC) and Committee liaison, where she was lead staff for the House Home Health Caucus. Cybil began her career as an associate with U.S. Representative J.C. Watts, Jr. (R-OK).

Cybil serves on the American Bar Association (ABA)



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Practices

Government Relations and Public Affairs

Health

Industries

Life Sciences and Health Care

Areas of focus

Digital Health

Health Legislation and Policy

Medical Device Artificial Intelligence

Telehealth Services

Artificial Intelligence

Standing Committee on Governmental Affairs, and as Chair of the ABA Health Law and Policy Committee. Cybil is an Adjunct Associate Professor at American University Washington College of Law, where she teaches health law and policy, and a frequent speaker at national health law and advocacy conferences.

Representative experience

Secured a significant and favorable legislative provision in the 2020 year-end omnibus and COVID relief bill.*

Successfully advocated for the first-ever Medicare reimbursement of an autonomous artificial intelligence (AI) system.*

Argued for and achieved a two-year stay of a regulatory requirement impacting all Medicare enrolled providers.*

Secured a favorable legislative provision in the 2018 Bipartisan Budget Act.*

Achieved wins in each annual Medicare reimbursement and fee schedule process since 2010.*

Represent national trade associations as lead Congressional advocate.*

Lead multi-stakeholder advocacy coalitions and campaigns.*

*Matter handled prior to joining Hogan Lovells.

Latest thinking and events

- Media Mention
 - Congress faces learning curve on AI in health care *AXIOS*
- Hogan Lovells Events
 - AI Health Law & Policy Summit
- News
 - Technology policy's next big challenge: Divergent approaches to regulating AI
- News
 - HHS ONC proposes new AI / ML requirements for

Education and admissions

Education

J.D., University of Georgia School of Law, 2006

B.A., University of Virginia, 2003

Memberships

Uniform Law Commission:
Appointed ABA Advisor to the Drafting Committee on Telehealth

American Bar Association Health Law Section: Co Chair, Health Law Policy & Coordinating Committee; Vice Chair, Washington Health Law Summit

American Health Lawyers Association

Bar admissions and qualifications

District of Columbia

Virginia

Court admissions

Supreme Court of Virginia

certified Health IT

- News
 - FDA promotes pre-approval for changes to AI devices via Predetermined Change Control Plans
- News
 - CMS AppliedVR decision shows innovative tech can secure payment pathway under Medicare's rigid statute