



Attorneys at Law

Media contact: Kevin Duffy  
404-873-8131, [kevin.duffy@agg.com](mailto:kevin.duffy@agg.com)

## **PRESS RELEASE**

### **Arnall Golden Gregory Partner Jason Bring Addresses Georgia Supreme Court About Law Firm 'Attack' Ads**

ATLANTA -- Jason Bring, a partner in Arnall Golden Gregory's Healthcare and Litigation practices and co-leader of the firm's Long-Term Care Industry Team, told the Georgia Supreme Court in a recent hearing that a law firm's ad campaign was "an attack" on a business.

Mr. Bring represents PruittHealth, which operates dozens of skilled nursing and assisted living facilities in the Southeast. A Mississippi law firm targeted the client's nursing homes in ads seeking clients.

In a first-of-its-kind action in the U.S., Mr. Bring won temporary restraining orders and permanent injunctions that blocked the ads. The Mississippi law firm appealed to the Georgia Supreme Court.

At the hearing, Mr. Bring argued that the advertising "didn't need to use our name at all. What they've done is an attack," and added the ads alarmed the community and created the impression that "people were being abused." The court will rule later.

The *Fulton County Daily Report*, Georgia's leading newspaper for legal industry news, [reported](#) on the hearing.

Mr. Bring represents providers in litigation, governmental investigations, regulatory compliance and administrative disputes. His expertise includes False Claims Act (whistleblower) cases, liability claims and certificate of need (CON) matters. He also pursues administrative appeals on behalf of providers to recover and maximize reimbursement under the Medicare and Medicaid programs.

The lawyers on AGG's Healthcare Litigation Team are industry experts experienced in addressing the full spectrum of challenges facing providers.

### **ABOUT ARNALL GOLDEN GREGORY LLP**

Arnall Golden Gregory, with approximately 160 attorneys in **Atlanta** and **Washington, DC**, employs a "business sensibility" approach, developing a deep understanding of each client's situation in order to find a customized, cost-sensitive solution. A past honoree on The National Law Journal's prestigious Midsize Hot List of forward-thinking law firms, AGG advises on corporate, litigation and regulatory matters for numerous industries, including business services, healthcare, life sciences, logistics and transportation, real estate, franchising, information services, energy, and manufacturing. AGG is a solutions partner that subscribes to the belief "not if, but how."