Bradley A. Roehrenbeck

Counsel

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Services

Complex Commercial Litigation

ERISA Litigation

Litigation

Health & Welfare Plan Design & Administration

Cybersecurity, Privacy & Data Governance

Industries

Health & Life Sciences

Brad Roehrenbeck’s practice focuses primarily on health care disputes and transactions. He represents plaintiffs and defendants in health care, ERISA, and complex commercial litigation matters in state and federal courts in North Carolina and across the United States.

Brad's health care practice includes transactional and litigation matters representing payors, providers, intermediaries, and vendors in the industry. He provides strategic, regulatory, and transactional counsel to health care entities and employers on a variety of matters, including managed care, health benefits, provider and network contracting, health insurance, privacy and security, and technology matters. He has represented clients in payor-provider payment disputes, coordination of benefits disputes, credentialing, provider and vendor contracting, benefits matters, and regulatory compliance.

In addition to his health care practice, Brad represents clients in a wide range of complex business disputes, from shareholder derivative suits, securities cases, and contract disputes to cases involving allegations of corporate mismanagement and fraudulent lending practices.

Prior to rejoining the firm in April 2024, Brad spent 12 years as the General Counsel of a middle-market third-party administrator (TPA), which specialized in administration of ERISA employer-sponsored health plans. Brad served on the company's Executive Leadership Team, providing strategic, legal, and business counsel to the company’s management team. Brad handled litigation management, contract and business negotiations, employment and employee benefits matters, privacy and information security, corporate acquisitions, corporate governance, regulatory compliance, and government relations. In this role, he oversaw a team of 45 employees and, in addition to his legal and compliance functions, he was responsible for the company's risk management, quality, and process excellence programs, and led the company's technology, human resources, COBRA administration, and customer experience teams.

Following law school, Brad held a clerkship with the North Carolina Business Court with then-Chief Business Court Judge Ben F. Tennille. After his clerkship, he practiced on the firm's Complex Commercial Litigation team, until going in-house in 2011. He is barred with the State of North Carolina. Brad earned his B.A. in Music from

Wake Forest University and his J.D. from Wake Forest University School of Law. He serves as the Chair of the Triad Board for the American Heart Association, where previously he twice chaired the Winston-Salem Heart & Stroke Walk. Brad formerly chaired the Corporate Counsel Section of the North Carolina Bar Association and served on the Elder Board at Salem Chapel. He is an Adjunct Professor at his alma mater, where he teaches a master's level course in health policy, called Paying for Health Care.

During law school, Brad served as Articles Editor for the *Wake Forest Law Review*.

Brad was recognized in 2026 and 2027 by *The Best Lawyers in America*® for Commercial Litigation.

Experience

Managed litigation brought against a third party administrator of health benefits in lawsuit brought by assignee of out-of-network surgical center alleging breach of contract and promissory estoppel arising out of disagreement over calculation of UCR and application of payment exclusions. Matter successfully resolved after dismissal for lack of personal jurisdiction.

Oversaw litigation brought against a North Carolina third party administrator of health benefits in lawsuit brought against it, municipal-sponsored group health plan, and municipality by a municipal employee enrollee of the plan challenging the application of certain plan exclusions for "illegal acts" arising out of an alcohol-related auto accident. Matter successfully resolved.

Represented health benefits plan administrator in dispute with health care provider over alleged amounts owed for dialysis treatment services. Matter successfully resolved. Favorably resolved issues relating to the client's insurance coverage rights in connection with the underlying dispute.

Represented commercial lender in more than a dozen cases pending in the North Carolina Business Court brought by the sellers and minority shareholders of a North Carolina twine manufacturer after the lender exercised its rights to collateral following the purchaser's default after the sale of the company. Obtained dismissal of all claims asserted against the lender.

Represented R.J. Reynolds Tobacco Company in longstanding ERISA class action alleging breach of fiduciary duty related to RJRT's 401K plan.

Represented directors and officers of a senior living facility operator in a derivative action asserted in the North Carolina Business Court by minority shareholders alleging breach of fiduciary duty. Successfully obtained dismissal of all direct claims.

Represented major doughnut manufacturer in dispute against a wholesale restaurant equipment liquidator, involving a broad swath of legal issues, including allegations of breach of contract, trademark infringement, unfair trade practices, fraud, and conversion. Successfully argued for the early dismissal of primary claims against our client.

Represented securities broker in regulatory actions before the NASD (FINRA) and SEC alleging improper investments in variable annuities.

Represented a consumer products manufacturing company when minority shareholders in the corporation brought suit against the company and its directors and officers alleging that the company defrauded shareholders and violated state securities laws in the partial redemption of their shares of company stock. Successfully negotiated a favorable business solution that allowed the company to dispense with the ongoing distraction of the dispute at a reasonable cost.

Education

Wake Forest University School of Law J.D. (2005) *Law Faculty Scholar*, *Scholastic Honors List*

Wake Forest University B.A., Music (2001) *Presidential Scholar*

Admissions

North Carolina (2005)

Court Admissions

U.S. Court of Appeals for the Fourth Circuit (2010)

U.S. District Court for the Eastern District of North Carolina (2006)

U.S. District Court for the Middle District of North Carolina (2006)

U.S. District Court for the Western District of North Carolina (2006)

U.S. Supreme Court (2013)

Clerkships

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Professional & Community Activities

North Carolina Bar Association
Corporate Counsel Section, Chair (2017-2018)
Litigation Section Council, Member (2008-2011)

Wake Forest University School of Law
Adjunct Professor (2017-Present)
Law Board of Visitors (2024-Present)
General Counsel Advisory Committee, Member (2018-2024)
Rose Council, Young Alumni Advisory Board Member (2014-2018)

American Heart Association
AHA Triad, Board Member (2023-Present) and Chair (2024-2026)
Winston-Salem Heart and Stroke Walk, Chair (2021-2022)

Salem Chapel, Elder Board Chair (2010-2017)

Insights

News Releases

Kilpatrick Attorneys Once Again Earn Outstanding Recognitions in 2027 Edition of The Best Lawyers in America®

August 20, 2026

Publication

Plan Sponsors Must Prep for New Mental Health, Drug Rules

October 3, 2024

Alert

MHPAEA 2024 Final Rule Requires Action by Plan Sponsors

September 23, 2024

News Releases

Accomplished Litigation Counsel Re-Joins Kilpatrick in Winston-Salem

April 24, 2024