



Joel S. Goldman

Partner

Joel represents of a wide array of developers, owners and operators of senior care communities, including, assisted living, continuing care and congregate senior communities. He focuses on operational, licensure and regulatory issues, resident issues and risk management issues. In addition, he has significant experience with disability discrimination issues under the Americans with Disabilities Act (ADA) and Fair Housing Act.

Joel has been a noted presenter at numerous conferences and seminars throughout the United States for senior care industry associations, legal organizations and university academic programs. Joel's practical approach to issues and vast experience with senior care communities also make him a popular presenter at in-house training programs for multi-facility providers. Joel is a founding member of the California Assisted Living Association and has served on its Board of Directors since its inception in 1994.

Representative Work

Silverado Senior Living. Served as lead regulatory counsel in transaction with Health Care REIT involving the sale of 20 dementia care communities as well as hospice and home health entities in four states.

Atria Senior Living. Led team that prepared comprehensive analysis of impact of health reform on Atria as a national assisted living operator and assisted client with relicensing 25 assisted living communities in California in connection with Atria's transaction with Ventas.

Successfully assisted multiple clients in appealing RCFE licensing deficiencies with the California Department of Social Services.

Successfully resolved multiple license revocation actions against RCFEs resulting in limited probationary status.

Publications

"Top 5 Tips for Executive Directors," *CALA News & Views* (August 2017)

"Special Issue Brief: Medical Marijuana in Seniors Housing and Senior Care Communities," *American Seniors Housing Association* (November 2017)

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Practices/Industries

Senior Housing and Care
Health Care

- "Fair Housing Act Implications of 'Minority' Senior Communities," co-author, *Senior Housing Forum* (April 2016)
- "A Path to Independence with Individual Service Plans," *CALA News & Views* (Winter 2016)
- "Assisted Living Advocacy History - CALA's Impact on Resident Lives," *California Assisted Living Association News & Views* (Fall 2015)
- "Is Your Social Media in Compliance With Federal Fair Housing Law?" co-author, *Senior Housing and Care Law Alert* (September 2015)
- "High Levels of Care," *California Assisted Living Association News and Views* (Summer 2015)
- "The Power Of Human Touch," co-author, *California Assisted Living Association News and Views* (Summer 2015)
- "Revisiting Arbitration Agreements: Legal Trends and Practical Advice," co-author, *American Seniors Housing Association Special Issue Brief* (Spring 2015)
- "Three Types of Health Care Surrogate Decision Makers," co-author, *California Assisted Living Association News and Views* (May 2014)
- "Creating Realistic Expectations to Promote Satisfaction," co-author, *California Assisted Living Association Magazine* (December 2013)
- "Meet the Board: Joel Goldman," *California Assisted Living Association Blog – The Hearth* (September 2013)
- "Antitrust Considerations For Senior Living Providers," co-author, *American Seniors Housing Association Special Issues Brief* (Summer 2013)
- "Smooth Transitions: Move-ins from a Marketing & Clinical Perspective," *California Assisted Living Association Quarterly Magazine* (Spring 2012)
- "Medications in RCFEs," *California Assisted Living Association Bulletin* (Spring 2011)
- "Just the Facts, Ma'am: Realistic Expectations for Current and Future Residents," *California Assisted Living Association Bulletin* (Winter 2011)
- "Medicinal Marijuana in Senior Living: Complying at the Community Level," *Assisted Living Executive ALFA* (May 2010)
- "Handling Suspicious Behavior," *California Assisted Living Association Bulletin* (October 2009)
- "Preventing Scams Aimed At Elders," *California Assisted Living Association Bulletin* (September 2009)
- "Special Issue Brief: Pre-dispute Arbitration Agreements," *American Seniors Housing Association* (Summer 2009)
- "Locking Rooms of Memory Care Clients," *California Assisted Living Association Bulletin* (December 2008)
- "Arbitration Agreements," *California Assisted Living Association Bulletin* (November 2008)

"Moldy Green Oranges," *California Assisted Living Association Bulletin* (August 2008)

"Special Issue Brief: Resident Eviction—Managing the Challenges," *American Seniors Housing Association* (Summer 2007)

"Substitute Decision-Making: A Guide for Assisted Living Providers," contributing author, *Assisted Living Federation of America Special Report* (June 2005)

"Legal Implications of Marketing Materials for Seniors Communities," *Senior Housing Net* (February 2005)

"Dealing with Problem Family Members," *ALFA News* (April 2004)

"How to Host a State Regulator," *Contemporary Long Term Care* (September 2000)

Presentations

"Covering Your Assets," co-presenter, Argentum Senior Living Executive Conference (April 2019)

"Minimizing Operating Risks," presenter, Private Client (December 2018)

"Ask The Attorneys," California Assisted Living Association (November 2018)

"Are You Managing Your Risk Or Is Your Risk Managing You?," Private Client, (October 2018)

"Covering Your Assets," presenter, Argentum Executive Director Leadership Institute (October 2018)

"Ask The Attorneys," California Assisted Living Association (June 2018)

"Legal Issues Affecting CCRCs and RCFEs," Leading Age of California (Delta Region) (June 2018)

"Assisted Living Legal and Regulatory Issues," San Luis Obispo Area Providers (June 2018)

"Security and Resident Safety," American Seniors Housing Association (June 2018)

"Covering Your Assets—Risk Vulnerability in Assisted Living," Argentum (May 2018)

"Regulatory and Licensure Issues," Private Client (May 2018)

"Regulatory and Licensure Issues," Private Client (April 2018)

"Legal and Regulatory Issues Affecting Assisted Living Communities," Private Client (April 2018)

"Update on Regulatory and Licensure Issues," Private Client (April 2018)

"Legal and Regulatory Update," Private Client (April 2018)

"Regulatory and Licensure Issues," Private Client (March 2018)

"Litigation Threats," Private Client (March 2018)

"Hot Button Risks for Assisted Living Providers," Private Client (January 2018)

"How to Avoid Legal and Regulatory Problems," Private Client (November 2017)

"Assisted Living Regulatory and Risk Management Issues," Private Client (November 2017)

"Ask The Attorneys," California Assisted Living Association (November 2017)

"Dealing With Assisted Living Community Residents With Mental Health Issues," California Assisted Living Association (November 2017)

"Managing Risk in Senior Living Communities," 2017 Argentum Senior Living Executive Conference (May 2017)

"Legal Issues Update for Seniors Housing Providers," American Seniors Housing Association (October 2016)

"Ask The Attorneys," California Assisted Living Association (October 2016)

"Avoiding Litigation," Private Client (April 2015)

"What's Trending in Management, Marketing & Occupancy Levels - An Operations Update," co-speaker, InterFace Seniors Housing West Conference (February 2015)

"Assisted Living Regulation Enforcement," Senior Living In-House Counsel Retreat (September 2014)

"Don't Stagnate... Innovate - Staying Relevant in an Evolving Marketplace," California Assisted Living Association Spring Conference and Trade Show (June 2014)

Press

"Aging Together," Elevate Aging (September 2018)

"This Is a Must Read . . . You Are About to be the Subject of a Class Action Lawsuit," Senior Housing Forum (July 2017)

Honors & Awards

Chambers and Partners USA, Healthcare

Top Rated Lawyer in Health Care, Martindale-Hubbell™ (2013)

San Francisco's Top-Rated Lawyers (2012)

Northern California Super Lawyers, Health Care (2011-2017)

Professional Affiliations

Bar Association of San Francisco

Joel S. Goldman
Partner



Lawyers' Club of San Francisco

California Assisted Living Association (CALA), Board of Directors

National Association for Senior Living Industry Executives (NASLIE), Former Board of Directors

Assisted Living Federation of America (ALFA), Legal Committee

American Seniors Housing Association

Education

J.D., Order of the Coif, University of California, Berkeley Boalt Hall School of Law (1980)

B.A., Hampshire College (1976)

Admissions and Courts

California