HansonBridgett



Joel S. Goldman

Partner

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Areas of Focus

- Senior Housing and Care
- Health Care

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Joel represents a wide array of developers, owners, and operators of senior care communities, including, assisted living, continuing care, and congregate senior communities. He focuses on regulatory, licensure, and operational issues, as well as resident and risk management issues.

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. His 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 Welltower 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.

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

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

Publications

"Five Lessons Learned: Overlooked Issues to Help Avoid Legal Trouble," *American Seniors Housing Association* (February 2023)

"Holiday Fun or Holiday Fund?," *California Assisted Living Association Legal Update* (November 2022)

"What Makes an Effective Executive Director?," *California Assisted Living Association News & Views* (April 2022)

"Business Realities in the Age of COVID-19," *Seniors Housing Business* (June 2020)

"Protecting Employees on the Front Lines: Interim Cal/OSHA Guidance for Skilled Nursing and Long-Term Care Facilities," Labor & Employment + Senior Housing & Care Law Alert (April 2020)

"Top 5 Tips for Executive Directors," *California Assisted Living Association News & Views* (August 2017)

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

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

"Fair Housing Act Implications of 'Minority' Senior Communities," *Senior Housing Forum* (April 2016)

"A Path to Independence with Individual Service Plans," *California Assisted Living Association 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?" Senior Housing & Care Law Alert (September 2015)

"High Levels of Care," *California Assisted Living Association News and Views* (Summer 2015)

"The Power Of Human Touch," *California Assisted Living Association News and Views* (Summer 2015)

"Revisiting Arbitration Agreements: Legal Trends and Practical Advice," *American Seniors Housing Association Special Issue Brief* (Spring 2015)

"Three Types of Health Care Surrogate Decision Makers," *California Assisted Living Association News and Views* (May 2014)

"Creating Realistic Expectations to Promote Satisfaction," *California Assisted Living Association Magazine* (December 2013)

"Meet the Board: Joel Goldman," California Assisted Living Association's Blog – *The Hearth* (September 2013)

"Antitrust Considerations For Senior Living Providers," *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,” *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)

“What Makes an Effective Executive Director?,” *California Assisted Living Association News & Views* (April 2022)

Presentations

“Non-Compliance Conference Webinar,” panelist, California’s Assisted Living Association (March 2026)

“Emerging Trends: Criminal Prosecution,” panelist, California’s Assisted Living Association’s Risk Reduction Symposium (February 2026)

“Navigating the Challenges of Senior Living,” co-presenter, 2025 CALA Fall Conference & Trade Show (November 2025)

“Ask the Attorneys,” 2025 CALA Fall Conference & Trade Show (November 2025)

“Navigating the New Dementia Care Regulations,” presenter, Elevate 2025 CALA Spring Conference & Trade Show (June 2025)

“Ask the Attorneys,” co-presenter, Elevate 2025 CALA Spring Conference & Trade Show (June 2025)

“Ask the Attorneys,” California Assisted Living Association Fall Conference and Expo (November 2024)

“Ask the Attorneys,” California Assisted Living Association Spring Conference and Expo (June 2024)

“A Proactive Approach to Minimizing Risk,” California Assisted Living Association Spring Conference and Expo (June 2024)

“Ask the Attorneys,” co-presenter, California Assisted Living Association Fall Conference and Trade Show (November 2023)

“Leading Causes of Liability and How to Avoid Them,” California Assisted Living Association Conference (November 2023)

“Leading Causes of Liability and How to Avoid Them,” California Assisted Living Association Webinar (February 2023)

“Policy And Legal Update,” American Seniors Housing Association (January 2023)

“Ask the Attorneys,” California Assisted Living Association’s Fall Conference (November 2022)

“A Practical Exploration of Legal, Operational & Risk Management Issues,” moderator, California Assisted Living Association’s Fall Conference (November 2022)

“Five Practical Ways to Reduce Liability,” American Seniors Housing Association (November 2022)

“Ask the Attorneys,” California Assisted Living Association’s Virtual Summer Symposium (June 2021)

“Ask the Attorneys – California Considerations,” California Assisted Living Association’s Virtual Summer Symposium (June 2020)

“Managing Risk During a Public Health Crisis,” California Assisted Living Association’s Virtual Summer Symposium (June 2020)

“Insurance Coverage Considerations,” California Assisted Living Association’s Risk Symposium (February 2020)

“Covering Your Assets,” Argentum Senior Living Executive Conference (April 2019)

“Minimizing Operating Risks,” 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,” Argentum Executive Director Leadership Institute (October 2018)

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

“Legal Issues Affecting CCRCs and RCFEs,” LeadingAge of California’s 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,” 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,” 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

“Mitigating risk of falls in senior living improves resident, community well-being,” *McKnights Senior Living* (September 2023)

“[Senior Living & LTC: Understanding the ADA, the FHA, and Where They Intersect]” *Marsh Risk Insights* (June 2023)

“Top Legal Issues in Senior Living,” *Senior Living Foresight* (March 2023)

“You Simply Can’t Get Away With This,” *Senior Living Foresight* (January 2023)

“Aging Together,” *Elevate Aging* (September 2018)

Honors & Awards

Chambers and Partners USA, Health Care, Band 5 (2020– 2021)

Professional Affiliations

Bar Association of San Francisco, Member

Lawyers’ Club of San Francisco, Member

California Assisted Living Association, Board of Directors

Argentum, Legal Committee Member

American Seniors Housing Association, Member

Academic Distinctions

Order of the Coif, Member

Education

J.D., University of California, Berkeley School of Law (1980)

B.A., Hampshire College (1976)

Admissions and Courts

California