

# Li Yu Analyzes DOJ Enforcement of Fraudulent Medicare Marketing in *Law360*

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BLB&G Partner Li Yu analyzes the U.S. Department of Justice's ("DOJ") heightened enforcement of improper payments and marketing practices within the Medicare Advantage program in the article "Spotlight On Medicare Marketing Practices Enforcement Trend" [published](#) by *Law360*. In the article, Li highlights the DOJ's intervention in *U.S. ex rel. Shea v. eHealth Inc.*, where major insurers are accused of paying kickbacks to brokers for steering beneficiaries to enroll in specific Medicare Advantage plans. He also examines recent settlements and regulatory guidance addressing similar misconduct. Li concludes by offering practical advice for whistleblower and defense attorneys handling cases in this increasingly scrutinized area.

Based in New York, Li serves as a lead partner of the firm's [Whistleblower Practice](#). A seasoned trial and appellate lawyer, Li is a recognized expert in *qui tam* cases and has led groundbreaking False Claims Act litigation against Medicare Advantage organizations, drug manufacturers, pharmacy chains, medical device suppliers, and mortgage lenders. He has secured over \$800 million in settlements for kickback schemes, risk adjustment fraud, drug marketing fraud, and pharmacy billing fraud.