

Gene Farber, JD

Gene Farber, JD, serves as the Chief Operating Officer of Reliance ACO LLC. He is in charge of overseeing the day-to-day running of the ACO which has grown from 14,000 beneficiaries in 2014 to over 37,000 beneficiaries. In 2017, he led the effort to form a new Next Generation ACO; Reliance Next Gen ACO, which was accepted into the program in 2018.

From 2004-2013, Mr. Farber specialized in healthcare law primarily representing physicians. He oversaw the implementation of setting up private practices for primary care physicians who were previously employed by a major hospital system. This involved negotiation with the hospital and the creation of the legal structure for each of the practices.

In the public sector, Mr. Farber has served as an elected member of the West Bloomfield, Michigan Township Board, chairman of the Planning Commission and was appointed by Governor Jennifer Granholm as a public member of the State of Michigan Oil and Gas Advisory Board (2004-2016).

Mr. Farber received his law degree from the University of Michigan.