

## KIRSTEN K. ULLMAN – FOUNDER & MANAGING PARTNER



Kirsten Ullman is the **founder and managing partner** of Ullman Bursa Law. Ms. Ullman is a trial attorney with a diverse background of experience. During the past two decades, she has dedicated her practice to the areas of professional liability defense, including medical and legal malpractice defense, and has defended nursing homes, assisted living facilities, physicians, hospitals, chiropractors, home health agencies, nurses, pharmacists, dentists and attorneys, and has been designated Long Term Care Litigation Support National Counsel by two major insurance carriers. Ms. Ullman has also practiced in the areas of general liability, products liability, premises liability, transportation law and employment law. She has successfully tried cases in Florida, New Jersey, Ohio, Arkansas, Mississippi, and

Kentucky and has handled cases as regional counsel in Georgia, South Carolina, North Carolina, Kentucky, West Virginia, Mississippi, and Arkansas.

Ms. Ullman is committed to assisting her clients with the improvement of care and performs quality reviews on a regular basis. Through these quality reviews, our clients are able to better identify areas of improvement and to implement interventions to accomplish same. Ms. Ullman also conducts in-services to assist her clients in achieving best practices in health care.

Ms. Ullman is a nationally recognized trial attorney and is a passionate and zealous advocate for her clients. She strongly believes that a successfully handled case is one that is tried or settled to its assessed value. Primary witnesses should be interviewed, as well as relevant documentary evidence obtained and analyzed, all during the first 60-90 days of the life of a case to determine a particular case's settlement value and trial value. Those numbers should be the benchmark values throughout the litigation process. Ms. Ullman has also had the privilege of participating in cutting-edge jury science and research projects at the local, regional, and national levels, and she is able to utilize the knowledge gained to benefit her clients in all practice areas. Ms. Ullman believes it is critical to understand a client's business philosophies and processes in order to properly formulate and strategize the most effective and persuasive defense.



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### **Primary Area(s) of Practice**

Nursing Homes & Assisted Living

Medical Malpractice

Healthcare Regulatory

### **Additional Experience**

General Liability

Professional Liability

Legal Malpractice Defense

Labor & Employment

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### **Admissions**

Florida, Georgia, Mississippi, New Jersey, West Virginia

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### **Associations**

Member, Federal Court Bars in Florida, Georgia, Mississippi, and New Jersey

DRI: Voice of the Defense Bar

American Society for Healthcare Risk Management

American Bar Association

American Health Lawyers Association American Seniors Housing Association  
Florida Health Care Association

Florida Society for Healthcare Risk Management & Patient Safety

Florida Assisted Living Association

Florida Argentum

Georgia Society for Healthcare Risk Management Georgia Health Care  
Association

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## **Awards & Honors**

Martindale-Hubbell AV, Preeminent Rating

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## **Professional Presentations**

Frequent lecturer/presenter at client regional counsel forums and association events nationwide, including Crittenden Medical Insurance Conference, American Conference Institute, Long Term Care 100

Conference, American Society for Healthcare Risk Management Annual Conference, Defense Research Institute Nursing Home/Assisted Living Facility Conference, Florida Society for Healthcare Risk Management & Patient Safety Annual Meeting, Florida Association of Homes & Services for the Aging Annual Conference, Florida Health Care Association Annual Conference, Cayman Captive Forum, Georgia Association of Homes & Services for the Aging Annual Conference, Senior Care Pharmacy Annual Conference, and LTC Alliance

Florida Health Care Association Annual Conference, Orlando, Florida, August 2015: Mock Jury Trial of Nursing Home Death Case

Florida Assisted Living Association Annual Conference, Orlando, Florida, August 2015: Mock Jury Trial of Assisted Living Death Case  
Florida Assisted Living Federation of America Annual Meeting, Boca Raton, Florida, August 2015: Mock Trial of Assisted Living Death Case  
Vertical Claims Management Corporate Retreat, Pittsburgh, Pennsylvania, September 2015: Mock Trial of Assisted Living Death Case

Leading Age Florida Annual Conference, Boca Raton, Florida, July

2016: Position Your Case for a Win at Trial: Protect Your Administrator and D.O.N. in Depositions

Vermont Captive Insurance Association Conference, Burlington, Vermont, August 2016: Mock Trial of Wrongful Death Assisted Living Facility case

Florida Assisted Living Association Annual Conference, Orlando, Florida, August 2016: Demystifying the Deposition (which included the mock deposition of an assisted living facility administrator)

Florida Argentum Annual Conference, Fort Lauderdale, Florida, August

2016: Defending the Assisted Living Administrator at Deposition: A Building Block for a Win at Trial

2017: Florida Argentum – Admission, Arbitration, and Decision-Makers with Authority

2017: Florida Argentum – Overselling Marketing Techniques: Don't Promise What You Can't Deliver

2017: FALA – Hot Topics In Assisted Living

## BRIAN M. BURSA – FOUNDER & ADMINISTRATIVE PARTNER



Brian Bursa is a **founder and administrative partner** of Ullman Bursa Law. Mr. Bursa's practice includes employment law, general liability, guardianships, and the defense of nursing homes, assisted living facilities, doctors and hospitals. Mr. Bursa also serves as outside general counsel to small and medium size nursing home and assisted living companies.

Mr. Bursa is a frequent speaker at client forums and association conferences on a variety of topics. Mr. Bursa is a member of the Florida Bar (past member of the Executive Council, Practice Management Section); Florida Assisted Living Association (board of directors, conference committee); Florida Health Care Association (board of directors, chairman of

associate member support committee, conference committee, preferred business associate); Leading Age Florida (business council); Florida Argentum; Florida Society for Healthcare Risk Management & Patient Safety (conference committee); and Defense Research Institute.

Mr. Bursa has served as legislative counsel for the Florida Health Care Association, wherein he assists with the drafting of tort reform legislation for the benefit of operators of nursing homes and assisted living facilities. Mr. Bursa has testified before multiple house and senate committees of the Florida Legislature on behalf of the long term care profession. Mr. Bursa maintains a rating of AV Preeminent by Martindale-Hubbell, which is based upon the opinions of judges and attorneys in Florida.



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### **Primary Area(s) of Practice**

Guardianships

Nursing Homes & Assisted Living

### **Additional Experience**

Healthcare

Medical Malpractice

Employment & Labor

General Liability

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### **Admissions**

Florida

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### **Associations**

Florida Bar Association

Florida Assisted Living Association (FALA) Florida Health Care Association (FHCA) Leading Age Florida

Florida Society for Healthcare Risk Management & Patient Safety (FSHRMPS)

Florida Argentum

Defense Research Institute

Florida Assisted Living Foundation (Chairman of the Board)

Service Corp Board of Directors of Florida Health Care Association

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### **Professional Presentations**

Leading Age Florida Annual Conference, Boca Raton, Florida, July

2016: Position Your Case for a Win at Trial: Protect Your Administrator and D.O.N. in Depositions

Vermont Captive Insurance Association Conference, Burlington, Vermont, August 2016: Mock Trial of Wrongful Death Assisted Living Facility case

Florida Assisted Living Association Annual Conference, Orlando, Florida, August 2016: Demystifying the Deposition (which included the mock deposition of an assisted living facility administrator)

Florida Argentum Annual Conference, Fort Lauderdale, Florida, August

2016: Defending the Assisted Living Administrator at Deposition: A Building Block for a Win at Trial

Florida Health Care Association Annual Conference, Orlando, Florida, August 2015: Mock Jury Trial of Nursing Home Death Case.

Florida Assisted Living Association Annual Conference, Orlando, Florida, August 2015: Mock Jury Trial of Assisted Living Death Case. Florida Assisted Living Federation of America Annual Meeting, Boca Raton, Florida, August 2015: Mock Trial of Assisted Living Death Case. Vertical Claims Management Corporate Retreat, Pittsburgh, Pennsylvania, September 2015: Mock Trial of Assisted Living Death Case.

Florida – Assisted Living Federation of America employment law seminar, Tampa & Hollywood, Florida, January/February, 2015: *Wage & Hour Audit Review*

Florida – Assisted Living Federation of America annual conference, West Palm Beach, Florida, September, 2014: *Hot Topics in Assisted Living*

Social Media in the Long Term Care Setting 2012 Leading Age Florida

Annual Conference, Orlando, Florida

Florida Association of Homes & Services for the Aging workshop,

Orlando, Florida, June 2011: *Social Media in the Workplace*

Florida Association of Homes & Services for the Aging workshop, Orlando,  
Florida, June 2011: *Hiring, Firing and Disciplining the Right Way*

American Conference Institute's Forum on Preventing and Defending Long Term  
Care Litigation, Miami, Florida, April 2011: *Ethical and Practical Concerns When  
Representing Long Term Care Providers in Settlement Discussions*

Clear Choice Health Care annual company meeting, Key West, Florida, March,  
2011: *Hot Topics in Employment Law*

Florida Association of Homes & Services for the Aging webinar, September,  
2010: *Automated External Defibrillators*

Florida Society for Health Care Risk Management & Patient Safety annual  
meeting, Tampa, Florida, August, 2010: *Medicare Secondary Payer Act Updates*

American Society for Healthcare Risk Management (ASHRM) annual  
conference, Denver, CO – October 2009: *Hot Topics in Long Term Care* Florida  
Association of Homes & Services for the Aging conference, Jacksonville, Florida,  
September, 2008: *Legal Liability for Service Coordinators*

2017: Florida Argentum – Admission, Arbitration, and Decision-Makers with  
Authority

2017: Florida Argentum – Overselling Marketing Techniques: Don't Promise  
What You Can't Deliver

2017: FALA – Hot Topics In Assisted Living

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## Education

Stetson University College of Law – *Juris Doctor*, 1990



University of Florida – *Bachelor of Arts, 1986*

Centre College of Kentucky, *Varsity Football*

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## **Publications**

Author, “*Social Media in the Workplace*” – American Health Lawyers Association  
Newsletter, December 2012