

Adam C. Farkas

Associate

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Adam Farkas is an associate in Frier Levitt's Life Sciences practice group, where he represents pharmacies and other healthcare providers in complex third-party payor disputes, including compliance with Pharmacy Benefit Manager (PBM) provider manuals and applicable state regulations. He is deeply experienced in navigating the complex contractual, regulatory, and operational frameworks governing pharmacy reimbursement and PBM oversight.

Adam regularly counsels pharmacies in disputes involving PBMs, including issues arising under provider manuals, network participation agreements, and applicable state and federal regulations. He is a trusted advocate for pharmacies facing PBM audits, investigations, recoupments, and adverse network actions, including suspensions and terminations. Adam has assisted dozens of pharmacies in successfully reversing PBM audit findings, recovering improper recoupments, and preserving network participation. He also defends pharmacies in matters before state boards of pharmacy, including investigations, disciplinary proceedings, and complaint responses.

In addition to his dispute-related practices, Adam also advises pharmacies, prescription drug supply chain participants, and other healthcare professionals on a broad range of transactional and regulatory compliance matters. His practice includes drafting and negotiating commercial agreements, counseling clients on regulatory compliance obligations, and resolving contract-related disputes.

Adam is a Certified Pharmacy Benefit Specialist (CPBS), a credential he earned in 2022 through TransparentRx and the University of Kentucky College of Pharmacy. In this capacity, he works extensively with self-funded and fully insured prescription benefit plans on PBM and ERISA-related matters. Adam advises plan sponsors and fiduciaries on compliance with ERISA fiduciary duties, conducts detailed reviews of PBM service agreements, negotiates future agreements designed to enhance transparency into PBM revenue streams. He also represents plans in recovery actions involving improper rebate retention, spread pricing, and other PBM practices that conflict with fiduciary and contractual obligations. Fewer than approximately 300 professionals nationwide hold the CPBS certification.

Education

- Seton Hall University, J.D.
- The Pennsylvania State University (University Park), B.A.
- Pharmacy Benefit Institute of America, University of Kentucky College of Pharmacy, CPBS™

Admissions

- New Jersey

Awards & Recognition

- *Best Lawyers: Ones to Watch® in America*, Health Care Law (2026-2027)
- *New Jersey Super Lawyers*, Rising Stars (2023-2025)

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