



April Goff

Partner

Dallas

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PRACTICES Employee Benefits and Executive Compensation, Privacy and Cybersecurity, Labor and Employment, Financial Regulatory

April Goff advises employers, healthcare organizations, and technology companies on complex employee benefits, privacy, and employment compliance matters. April counsels Fortune 100 corporations and multinational employers on the design, governance, and administration of health and welfare plans, retirement plans, and executive compensation programs. She negotiates multimillion-dollar agreements with health plan administrators, PBMs, point-solution vendors, telehealth partners, and digital health platforms, and regularly assists clients with healthcare service/product design, plan governance, fiduciary compliance, wellness programs, retiree medical strategies, and large-scale vendor transactions.

April has significant experience advising on HIPAA, and state privacy requirements, and the emerging regulatory landscape governing AI and automated decision-making in the workplace and in healthcare tech. She assists clients in drafting and negotiating data protection and data-sharing agreements, developing incident response plans, responding to security incidents and regulatory inquiries, and addressing workforce privacy considerations, including monitoring, biometrics, and cross-border data transfers.

Her practice also includes counseling on employment policies, compliance programs, and workplace risk prevention. She advises on large-scale workforce initiatives, change-management strategies, constructive receipt, and payroll practices, and employment issues arising in mergers, acquisitions, divestitures, and spin-offs. April also counsels clients in traditional labor matters, including union avoidance and collective bargaining.

April represents clients across industries including healthcare, technology, retail, financial services, aerospace, manufacturing, and defense, and is known for providing practical, business-focused guidance that helps employers implement compliant and sustainable programs in dynamic regulatory environments.

QUALIFICATIONS

EDUCATION

- J.D., St. Thomas University College of Law, 2003, magna cum laude; *St. Thomas Law Review*, Editor-In-Chief
- M.B.A., Baylor University, 2000

- B.B.A., Tarleton State University, 1998, magna cum laude

ADMISSIONS

- Texas
 - Illinois
 - Missouri
 - Michigan
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PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS

- American Bar Association, 2017-2021
 - Tort Trial & Insurance Practice Division, Vice Chair, Employee Benefits Group, 2020-2021
 - Real Property Trusts & Estates Division, Vice Chair, Employee Benefits Group, 2019-2021
 - Fiduciary Responsibility, Administration and Litigation, Co-chair, 2018-2019
 - Plan Transactions and Terminations, Vice-chair, 2017-2018
 - Internal Revenue Service Advisory Council, 2019-2021
 - Association of Corporate Counsel
 - National Employment Labor Law Network, Vice-chair, 2018-2019, Secretary, 2018, Co-chair ERISA Subcommittee, 2018
 - Dallas/Ft. Worth Chapter, Board of Directors, 2018-2019
 - Women's Initiative Chair, 2018-2019
 - Women's Resource Center, Grand Rapids, MI, General Counsel, Chair, Board of Directors, and Governance Committee Advisor, 2012-2016
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SELECTED CLIENT REPRESENTATIONS

Cybersecurity and Data Privacy

- Developed incident response plans across multinational public company clients covering over 50 individual departments, vendors, and internal stakeholders, resulting in special public recognition from a publicly traded company's chief information security officer, chief technology officer, and chief executive officer for outstanding efforts.
- Provided enterprisewide training on confidentiality and privacy and security, including to a number of entities subject to sectoral privacy laws such as HIPAA or GLBA.
- Product design advice regarding the development of numerous healthcare technology apps and devices.
- Designed, drafted, and negotiated thousands of data protection agreements, including review of vendor security questionnaires.
- Provided routine oversight of incident response, including management of notification to Office of Civil Rights, state law regulators, and affected individuals for medical schools, hospital systems, and healthcare providers. Coordinated and oversaw third-party vendors providing ancillary services such as cyber insurers, public relations, code review, forensic data services, and threat modeling and assessment.
- Supported rollout of veterinary pharmacy clinics in retail context for multiple clients (representing both pharmacy providers and retail partners) including drafting and negotiating multiple

agreements such as supply, pharmacy fulfillment, marketing, and licensing.

Benefits Administration

- Counseled Fortune 100 companies on design and administration of ERISA plans and developed cost-effective compliance strategies for employee benefits and executive compensation.
- Negotiation of hundreds of pharmacy benefit management agreements.
- Extensive experience with respect to crossover labor and employment issues inherent with various wellness program designs.
- Assisted retail grocery and pharmacy chain with innovative primary care clinic rollout.
- Designed and managed client requests for proposals RFPs and negotiated multimillion-dollar contracts with plan vendors in both group health plan and retirement plan context.
- Advised companies on containing retiree healthcare costs in union and nonunion environments. Designed wellness programs limiting medical expense outlay and led negotiations on collective bargaining agreements.
- Counseled clients on state-mandated health coverage, the Consolidated Omnibus Budget Reconciliation Act COBRA, Uniformed Services Employment and Reemployment Rights Act USERRA, and HIPAA. Provided guidance during open enrollment and on comprehensive benefit plan administration.

Labor & Employment

- Maintain significant traditional labor law experience regarding union avoidance, union containment, risk assessment, and collective bargaining agreement negotiation in the areas of aerospace, heavy equipment manufacturing, service, tool and die, automobile assembly and parts, etc.
- Counseled clients on a variety of employment, labor, and privacy laws with respect to COVID19, including back-to-work scheduling, review of employee healthcare information, administration of vaccine clinics and well checks, and masking and vaccine mandates.
- Addressed newly burgeoning issues with respect to AI used in employment context including automated decision-making technologies.
- Develop a variety of employer policies relating to a wide span of compliance, including employee surveillance, monitoring, drafting of employee handbooks, evaluation of trade secret claims, and significant due diligence review of labor and employment compliance in M&A context.
- Provided key partnership to pharmaceutical manufacturers on compliance issues, retention bonuses, and corporate sale.

AWARDS AND RECOGNITIONS

- Recognized in *The Best Lawyers in America*, Woodward/White, Inc., for Employee Benefits (ERISA) Law, 2024-2025
- Selected by *Lawdragon* as one of *Lawdragon's* 500 Leading Global Cyber Lawyers, 2024-2025
- Named a Top 10 30-Something In-House Attorney in the World by the Association of Corporate Counsel, 2019
- *Super Lawyers*, Rising Star, 2012, 2015-2016