

## Why Doctors Need To Educate Lawyers

Over the past 20 years, Personal Injury settlements have plummeted. This is because insurance companies are using software to determine the settlement value of PI cases very much like state Workers' Compensation cases.

Personal Injury settlements are no longer based on attorney negotiating skills but rather on the medical records.

Attorneys do not learn in law school about the factors that influence PI cases.

The software often used by insurance companies contains algorithms based on many factors. The top factors are dependent on the medical records.

### These factors include:

1. Diagnosis
2. Impairment Rating
3. Duties Under Duress
4. Loss of Enjoyment of Life, Sport, Hobbies, Work, School
5. Prognosis

The **Impairment Rating, Duties Under Duress** and **Loss of Enjoyment of Life** comprise 65% of the value of a PI claim.

The **PI Attorney Webinar Series** is a program that is designed to help doctors better educate personal injury attorneys about the medical factors that influence the settlement value of their personal injury cases.

The medical losses include **medical treatment** as well as **future medical treatment** and **permanency**. There are non-economic damages that include **ADL's performed with pain or duress** and **loss of enjoyment of lifestyle**.

Attorneys need to be educated about this and why it is important to list all of these factors in a demand letter.

**There are several ways to educate attorneys.**

## **Webinars**

Webinars can be presented in several different formats.

- Live seminars – Rent a room in a hotel or restaurant (i.e. Maggiano's).
  - Coordinate with an imaging center and have them host the lunch.
- Live webinars – Use **GoToWebinar** (\$199.00/month)
- Pre-recorded webinars – You need **GoToWebinar Pro** (\$249.00/month)
- Tele-seminars – VoiceText.com

Presenting webinars and seminars to PI attorney's helps position you, the doctor, as THE expert in the PI arena in your area.

This is accomplished because you are helping attorneys increase the settlement value of their cases.

This increases:

- PI referrals
- IME referrals
- Impairment referrals
- Digitizing of x-ray referrals
- sEMG referrals
- Expert witness testimony
- Credibility in the legal community

Many of the factors that help determine the settlement value are based on the doctor's charges and professional opinions regarding a claimant's injuries and whether they are **temporary or permanent**.

## **Minimum/Mandatory Continuing Legal Education (mCLE)**

State bars require attorneys to obtain mCLE to maintain their licenses. Contact your state bar to find out how to present mCLE credit hours.

**[www.americanbar.org/cle/mandatory\\_cle.html](http://www.americanbar.org/cle/mandatory_cle.html)**

You will attract more attorneys if you keep the topic on point and short.

Live seminars that include lunch should be 2-4 hours maximum.

Webinars and tele-seminars should be an hour maximum.

At the end of the presentation provide your business cards, contact information and office location.

**TIP:** It is best to do webinars at first. This will allow you to hone your presentation and it eliminates the fear of public speaking.

**Tools:** PDFexpert.com, Word. I recommend that you have a presentation similar to this rather than a PowerPoint. If you do a power point, include notes.

**Topic:** “How To Dramatically Increase The Settlement Value Of Your Personal Injury Cases”

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