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FLORIDA

SUPPLEMENTAL INCOME FOR PHYSICIANS

- **HOW TO START, BUILD AND RUN A SUCCESSFUL CONSULTING PRACTICE**

  FEBRUARY 5-6, 2015
- **HOW TO START, BUILD AND RUN A SUCCESSFUL EXPERT WITNESS PRACTICE**

  FEBRUARY 5-6, 2015
- **HOW TO START, BUILD AND RUN A SUCCESSFUL IME PRACTICE**

  FEBRUARY 5-6, 2015
- **HOW TO START, BUILD AND RUN A SUCCESSFUL DISABILITY AND FILE REVIEW PRACTICE**

  FEBRUARY 7-8, 2015
- **HOW TO BE AN EFFECTIVE MEDICAL EXPERT WITNESS**

  FEBRUARY 7-8, 2015

- Lucrative Assignments
- Most Work Can Be Done From Physician's Home Office
- Highly-Acclaimed, Interactive, CME Workshops

www.SupplementalIncomeForPhysicians.com
www.seak.com

February 5-8, 2015, Clearwater Beach, Florida

Registration Information

LOCATION/HOTEL ACCOMMODATIONS: A limited block of rooms will be available at special rates at the site hotel, the AAA Four Diamond *Sandpearl Resort* (www.sandpearl.com) ($212+tax single or double occupancy) in Clearwater Beach, FL. This rate includes access to the fitness center as well as internet access in your room. **Rooms are limited and this rate expires on Wednesday, January 14, 2015** so you are encouraged to make your reservations as soon as possible. To make your reservations, please call 877.726.3111 and say that you are with SEAK, Inc. The Sandpearl features a zero entry pool, Spa, private beach, beach-front fire pit, beach sports rentals, 24-hour room service, 24-hour bell service, live entertainment, concierge service, two restaurants (including the 4 star Caretta), and child care services. The Sandpearl is located within walking distance of dozens of restaurants and is a 20 miles/30 minutes cab or shuttle ride from Tampa International Airport, so we suggest saving money and time by not renting a car.

CONTINUING MEDICAL EDUCATION CREDIT: Please see pages 4, 7, 10, 13 and 16 for CME information.

SPECIAL EARLY REGISTRATION BONUS: All persons registering prior to November 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD ***The Expert Medical Deposition: How To Be An Effective and Ethical Witness*** (a $104 value). Space is strictly limited for the seminar and hotel. Register early.

CANCELLATIONS: Conference cancellations received in writing prior to January 18, 2015 will receive a full refund. Persons cancelling after January 18, 2015 will receive a full tuition credit.

MAIL to: SEAK, Inc., P.O. Box 729, Falmouth, MA 02541 FAX to: 508.540.8304
CALL: 508.457.1111 or REGISTER ONLINE: www.seak.com

PLEASE REGISTER ME FOR:

- ❑ **How to Start, Build and Run a Successful Consulting Practice**
  ($1295) February 5–6, 2015
- ❑ **How to Start, Build and Run a Successful Expert Witness Practice**
  ($1295) February 5–6, 2015
- ❑ **How to Start, Build and Run a Successful IME Practice**
  ($1295) February 5–6, 2015
- ❑ **How to Start, Build and Run a Successful Disability and File Review Consulting Practice**
  ($1295) February 7–8, 2015
- ❑ **How to be an Effective Medical Expert Witness**
  ($1295) February 7–8, 2015

Please print or type all items to assure accuracy.
All confirmations will be sent via email to the individual indicated. **Priority Code: FEB15RM**

❑ ♿ Check here if you require special accommodations to fully participate.		
First Name (as it will appear on name badge):		
Last Name:		
Title:		
Specialty:		
Company/Organization:		
Mailing Address:		
City:	State:	Zip:
Phone:	Fax:	
E-Mail: (Please print neatly - confirmations and other information will be sent via e-mail)		
❑ I've enclosed a check payable to: SEAK, Inc., P.O. Box 729 Falmouth, MA 02541		
OR I'm Paying by Credit Card (please circle card type) MC / Visa / Amex / Discover		
Card Number:	Exp. Date:	
Name as it appears on the card:	Security Code:	
Signature:		

HOTEL AND TRAVEL INFORMATION

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SEAK 2015 Physician Training

How to Start, Build and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Thursday–Friday, February 5–6, 2015

Executive Summary: A proven way to either supplement your income or transition out of a clinical career is to serve as a consultant. Consulting can be highly lucrative, most of the work can usually be done from a home office and overhead, start-up costs and risks are relatively small. This hands-on intensive workshop will show physicians how to start, build, and run a high paying consulting practice. Attendees will be guided to find their best consulting niches and be provided with strategies for getting started, building, marketing and expanding their new consulting practice. Emphasis will be placed on the practical needs of the physician and his or her consulting practice. Physicians will be provided the tools, forms, and checklists to get their consulting practice off the ground. **This course is only offered once per year.**

AT THE CONCLUSION OF THIS TWO DAY SEMINAR PHYSICIANS SHOULD BE ABLE TO:

- Identify a lucrative niche to offer consulting services in
- Describe an action plan for landing their first few clients
- List techniques to build a superior consulting brand
- Discuss methods to make sure you are fully and fairly compensated for your expertise
- List methods for exceeding client expectations and excelling at consulting
- Describe how to identify and capitalize on emerging consulting opportunities
- Discuss how to negotiate a premium consulting fee
- Identify the challenges and opportunities unique to physician consultants
- Explain the common ethical issues that physician consultants face

COMMENTS FROM PAST ATTENDEES:

"Babitsky – remarkable teacher, inspirational."

"Excellent – exceeded my expectations. This is my 3rd SEAK conference with Steven Babitsky. I continue to refer people as they have all been outstanding. Talk about a great ROI. Worth every penny."

"Well done, knew what they were doing."

"Excellent. Energizing. Great takeaways."

"Excellent. Steve is gifted and uncommon."

"Opened my eyes to entirely new avenue of possibilities."

"Best SEAK seminar."

Registration Information:
To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. The $1,295 tuition includes continental breakfast and lunch with faculty each day and a detailed conference manual. All persons registering prior to November 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Medical Deposition: How To Be An Effective and Ethical Witness* (a $104 value).

Continuing Education Information:
SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of *14 AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Distinguished Faculty:

Steven Babitsky, Esq., is the President and founder of SEAK, Inc., a continuing education, training, consulting, and publishing firm. He is the co-author of the book *Non-Clinical Careers for Physicians* (www.nonclinicalcareers.com) and has trained thousands of physicians over the past 30 years. Steve has served as a consultant for many years in the fields of marketing, business development, witness preparation, risk management, and negotiation. He is an expert on medical-legal consulting and has co-authored numerous books in this field and has worked one on one with numerous physicians to help them expand their consulting practices. He was a personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman.

Kenneth H. Cohn, MD, MBA is a consultant in the area of physician-hospital relations. Dr. Cohn is an adjunct professor of management at New England College, CEO of HealthcareCollaboration.com, and a locum tenens general surgeon. Dr. Cohn received his BA from the University of Rochester, his MD from Columbia, and his MBA from the Amos Tuck School at Dartmouth. Dr. Cohn is the author of *Better Communication for Better Care: Mastering Physician-Administrator Collaboration* and *Collaborate for Success! Breakthrough Strategies for Engaging Physicians, Nurses, and Hospital Executives* and is the Editor of *The Business of Healthcare and Improving Physician-Hospital Relations: A Field-Tested System.*

Registration is limited. To register, please see page 2.
Please see page 2 for Special Early Registration Bonus!

How to Start, Build and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 5, 2015)

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00–8:30 Introduction to Consulting
Attendees will be provided with an overview of the consulting industry, the opportunities available to physicians in consulting groups, solo consultants, and the federal government, why businesses hire physician consultants, and what successful physician consultants provide and how they provide it. **Questions and Answers.**

8:30–9:00 Your Consulting Niche
Faculty will explain the importance of selecting the “right” consulting niche that fits your needs and the needs of the marketplace. **Questions and Answers.**

9:00–9:45 Presentation and Critique of Attendee Niches
Attendees will present and explain the results of their pre-workshop questionnaires and have their consulting niches discussed, critiqued, clarified, and improved by the faculty and the attendees. What physician attendees are truly good at and can be compensated for will be stressed. **Questions and Answers.**

9:45–10:15 Initial Call from a Potential Consulting Client – Exercise
Attendees, with the assistance of the faculty, will engage in an initial call from a potential consulting client. The faculty will stress techniques for demonstrating competence and landing the client. Attendees and the faculty will critique the conversations and present the lessons learned. **Questions and Answers.**

10:15–10:30 BREAK AND NETWORKING OPPORTUNITY

10:30–11:00 Building Your Consulting Brand
The faculty will explain and demonstrate techniques for defining and building a successful consultant brand, including: developing your branding elevator speech, using feedback from your clients, using testimonials, references, and referrals, and branding services, ideas, and concepts. **Questions and Answers.**

11:00–12:00 Landing Your First Clients
The initial hurdle physician consultants will have to overcome is how to deal with the “experience” and “references” questions when they are first starting out. The faculty will present fifteen different effective techniques for landing your first consulting clients. Physicians will be taught to make themselves desirable and “go-to” consultants that clients seek out. Case studies will be presented. **Questions and Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 Fees, Billing, and Collection
The faculty will present the advantages and disadvantages of different fee structures that successful physician consultants employ. These include hourly rates, fixed fees, project based fees, contingent fees, and value based pricing. The faculty will emphasize how to be fairly compensated for your knowledge, expertise, talent for problem solving, and bringing value to the table. Attendees will be encouraged to present their proposed fee structure. **Questions and Answers.**

1:45–2:30 Setting the Scope and Goals of the Assignment
Faculty, with the assistance of the attendees, will explain the crucial importance of properly setting the scope of the assignment, the goals to be achieved, and how to deal with scope creep. **Questions and Answers.**

2:30–3:00 Managing Client Expectations
The faculty will discuss how to best set, meet, and exceed the expectations of your consulting clients. Case studies will be presented. **Questions and Answers.**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–4:00 Communication with Your Consulting Clients
Faculty will present best practices for keeping your clients informed, obtaining approvals, and gaining buy-ins during the entire consulting assignment. **Questions and Answers.**

4:00–5:00 Marketing and Business Development for Your Consulting Practice
Faculty will present best practices and techniques for cost-effectively and successfully branding, networking, building your credibility, and marketing your consulting practice. Case studies, form letters, surveys, and checklists will be presented to demonstrate key points. **Questions and Answers.**

“Has given me a good idea of how to develop a niche and how to get started”
“This course was a catalyst for implementing my consulting services”
“Well organized and inspirational”
“Dynamic presenters”
“Excellent and practical; applicable to almost any consulting idea”
“I found it fascinating”

SEAK 2015 Physician Training

How to Start, Build and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Friday, February 6, 2015)

6:30–7:00 CONTINENTAL BREAKFAST

7:00–7:30 Delivering a High Quality Product and Service
The faculty will discuss qualifications, experience, and your consulting protocol and methodology for delivering the highest quality service. How to exceed the expectations of the client and providing added value based on consultants' insight and nuanced in-depth knowledge will be explained and demonstrated with case studies. **Questions and Answers.**

7:30–8:00 Spotting, Creating, and Capitalizing on Emerging Consulting Opportunities
The faculty will explain and demonstrate how to spot, develop, and capitalize on emerging trends and potential consulting opportunities. Case studies of "looking at what everyone else looks at and seeing something different" will be presented. **Questions & Answers.**

8:00–8:45 Business Side of Consulting: Running Your Practice
Attendees will learn the myriad of techniques for starting and building a successful consulting practice. Faculty will present forms and procedures for assignment proposal intake, billing systems, updates to the client and numerous other business considerations for the physician consultant. Cost effective use of support staff, letters of agreement, client updates and communication will be provided. Risk management techniques and insurance requirements will be discussed. Best practice in physician consulting office management will be presented. A discussion of the utility and necessity of insurance, corporate structure and risk management will be presented. Faculty will present the key elements of a consulting assignment and provide advice on how to succeed at each stage and make the assignment successful for both client and consultant. **Questions & Answers.**

8:45–9:00 BREAK AND NETWORKING OPPORTUNITY

9:00–10:00 Client Retention, Satisfaction, and Obtaining Repeat Business
The faculty will present numerous techniques including transparency, setting realistic goals, consistency, connecting with clients, making them your advocates, and obtaining letters of reference, etc. A sample closing memo and original research will be presented. Case studies of highly successful consultants and how they continue to obtain repeat business will be presented. **Questions & Answers.**

10:00–10:45 Negotiating your Consulting Fee
One of the most challenging aspects of acting as a physician consultant is negotiating your consulting fee with a potential client. Faculty will demonstrate how to be paid for value, service, and unique abilities of the consultant. Attendees will engage in an exercise demonstrating techniques for negotiating the highest fees available for a specific project. Discussion and analysis will follow. **Questions & Answers.**

10:45–11:00 BREAK AND NETWORKING OPPORTUNITY

11:00–12:00 Competitive Analysis
Faculty will demonstrate how to realistically analyze the size of your potential consulting market, the competition and set realistic and reasonable consulting expectations. **Questions & Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:15 Consulting Ethics
Faculty will present ethical best practices and discuss ethical dilemmas and solutions for consultants. Best interest of the client, conflicts of interest, confidentiality, and creating client's independence will be presented. **Questions & Answers.**

1:15–1:45 Unique Challenges of Physician Consultants
The faculty, with the assistance of the attendees, will discuss the unique and vexing challenges that physician consultants face and will provide proposed solutions to these challenges. **Questions & Answers.**

1:45–2:30 Action Plans
Attendees will present their written action plans for starting, building, and developing their consulting practices. The plans will be analyzed, critiqued, and improved by the faculty and fellow attendees. **Questions & Answers.**

Registration is limited.
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Please see page 2 for Special Early Registration Bonus!

How to Start, Build and Run a Successful Expert Witness Practice

The Sandpearl Resort, Clearwater Beach, Florida
Thursday–Friday, February 5–6, 2015

Executive Summary: Excellent and ethical medical-legal consultants can easily double their clinical income by devoting one day a week to medical-legal matters. Time spent by physicians on such matters is commonly billed out at $400-$1000 per hour. ***How to Start, Build and Run a Successful Expert Witness Practice*** is an intensive, content rich workshop that is designed to show physicians how to start, build, and run a successful expert witness practice. This course is appropriate for physicians with all levels of medical-legal experience including prospective and novice expert medical witnesses. Physician attendees will learn from an experienced faculty in a step-by-step fashion how to start, build, and run a successful and ethical expert witness practice.

Learning Objectives

At the completion of this course you will learn:

- The role of expert witnesses in civil litigation,
- What attorneys are looking for from their experts,
- How to properly define your area(s) of expertise and practice areas,
- How to draft a curriculum vitae appropriate for expert witness work,
- How to get cases,
- How to avoid ethical problems and maintain your integrity,
- The essentials of expert witness report writing,
- How to set your fee and collect it,
- What to bill for and when,
- How to draft a retention agreement to protect your rights,
- How to form defensible opinions,
- Techniques for maintaining your independence and objectivity,
- How to exceed expectations,
- How to build a tremendous reputation,
- Ethics,
- Expert witness risk management techniques, and
- Much, much more.

HERE'S WHAT PAST ATTENDEES HAD TO SAY:

"Entertaining as well as informative"

"I absolutely loved it and wish I had found SEAK 20 years ago"

"Excellent - beyond my expectations"

"Excellent, concise, fast moving"

"Outstanding - exceeded my expectations"

"Informative, encouraging, entertaining"

"Very helpful and enjoyable"

"Excellent in presentation, organization, supporting materials"

"Very well choreographed with super speakers and excellent syllabus"

Registration Information:

To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. The $1,295 tuition includes continental breakfast and lunch with faculty each day and a detailed conference manual. All persons registering prior to November 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Medical Deposition: How To Be An Effective and Ethical Witness* (a $104 value).

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Distinguished Faculty:

Terrance Baker, MD is an attending emergency room physician at Good Samaritan Hospital and forensic expert in Baltimore, Maryland. He received his BS and MS from Johns Hopkins University and his MD from the George Washington University School of Medicine. Dr. Baker is board certified in Family Practice, Geriatrics, and Emergency Medicine. Dr. Baker is a former medical examiner of the city of Newport News, Virginia. Dr. Baker has served as a forensic medical expert for trial attorneys, defense attorneys, judges, district attorneys, and public defenders throughout the United States. Dr. Baker has also served as a forensic medical expert for the South Carolina Board of Medical Examiners, the joint Underwriters Association, and the Carolina Peer Review Organization. Dr. Baker has written and lectured extensively on expert witness issues.

James J. Mangraviti, Jr., Esq. has trained thousands of expert witnesses (see www.testifyingtraining.com). He is a former litigator with experience in defense and plaintiff personal injury law and insurance law. He currently serves as Principal of SEAK, Inc. Mr. Mangraviti received his BA degree in mathematics *summa cum laude* from Boston College and his JD degree *cum laude* from Boston College Law School. His publications include the texts *How to Market Your Expert Witness Practice, The Biggest Mistakes Expert Witnesses Make: And How to Avoid Them, Depositions: The Comprehensive Guide for Expert Witnesses*, *The A-Z Guide to Expert Witnessing*, *Cross-Examination: The Comprehensive Guide for Experts*, *National Guide to Expert Witness Fees and Billing Procedures*, *Writing and Defending Your IME Report*, *How to Excel During Depositions: Techniques for Experts That Work*, *How To Write An Expert Witness Report*, and *How to Become a Dangerous Expert Witness: Advanced Techniques and Strategies*. In addition to his writing and teaching, Mr. Mangraviti also works one-on-one with expert witnesses to help them start and expand their practices.

How to Start, Build and Run a Successful Expert Witness Practice

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 5, 2015)

7:30–8:00 REGISTRATION AND CONTINENTAL BREAKFAST

8:00–8:30 The Role of Expert Witnesses in Civil Litigation
Attendees will learn the proper role of expert witnesses in civil litigation. Included is an explanation of Federal Rule of Evidence 702 and the types of specific assignments experts can expect from retaining counsel including forensic consulting, report writing, and where necessary, testifying at deposition or trial. **Questions and Answers**

8:30–9:30 What Successful Expert Witnesses Have in Common
Faculty and the attendees will analyze what some of the nation's "go to" experts have in common and how they got to their position of prominence. Videotaped interviews of the experts will be reviewed. Lessons for the attendees will be drawn from these examples. **Questions and Answers**

9:30–10:30 Finding and Developing Your Niche in the Expert Witness Marketplace
Faculty will explain the advantages of identifying a niche for yourself. Attendees will be provided with a protocol for researching their niche, determining the proper fit and developing their niche to its fullest potential. **Questions and Answers**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY

10:45–12:00 Pulling Together a CV Appropriate for Expert Witness Work
Anyone considering starting an expert witness practice needs to maintain a CV. Attendees will learn the importance of an accurate, up-to-date CV, what should and should not be on a CV, and how mistakes in preparing CVs can damage or destroy an expert's credibility. Sample CVs will be provided. **Questions and Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 Bulletproofing Yourself – Your Qualifications, Marketing Activities, Web Site, Image & Reputation
A mock trial demonstration followed by bottom line bullet point advice with numerous examples on how to avoid potentially devastating problems in an expert's qualifications, marketing activities, web site, image and reputation. **Questions and Answers**

1:45–2:15 Bulletproofing Your Opinions – Passing the *Daubert* Tests, Your Methodology
An in-depth discussion of the legal requirements of *Daubert* and FRE 702 as they relate to how an expert forms and expresses his/her opinion(s) and the admissibility of the opinions. Numerous examples will be discussed. The lecture continues with practical advice on how to avoid being caught in a *Daubert* nightmare and how to use the *Daubert* criteria as a roadmap to bolster the persuasiveness of any opinion. **Questions and Answers**

2:15–3:00 Bulletproofing Your Opinions – Research, Investigation, Chart Review and Examination
An expert witness's opinion will only be as strong as the facts, research and investigation upon which it is based. Attendees will learn how to conduct an investigation, perform research and collect data in a manner that bolsters an expert's opinion. **Questions and Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–3:45 Bulletproofing Your Opinions – Managing the Potentially Damaging Influence of Retaining Counsel
Expert Witnesses often severely damage or destroy the persuasiveness of their opinions by allowing retaining counsel to influence (or appear to influence) their investigation, assumptions, and opinions. In this segment attendees will learn how to insulate their opinions from the appearance of being under the influence of retaining counsel, for example through the information the expert witness relies upon, the modification of draft and preliminary opinions, and through the communications between the expert witness and retaining counsel. **Questions and Answers**

3:45–4:00 Bulletproofing Your Opinions – Rebuttals and Commenting On Other Experts
Commenting on another expert's opinions is an area that gets many experts into unnecessary difficulty. In this segment experts will learn the right way and wrong way to comment on another expert's opinions. **Questions and Answers**

4:00–5:00 Best Practices in Forensic Office Management
Attendees will learn myriad techniques that will help them run an efficient and successful litigation support consulting practice. These include optimum new case intake procedures, billing systems, document receipt and retention policies, support staff training and instruction, file maintenance, trial scheduling, procedures for keeping your CV up-to-date, how to account for all time spent on the case, responsibilities and boundaries, security and confidentiality protocols and developing and using forms, templates and checklists. **Questions and Answers**

How to Start, Build and Run a Successful Expert Witness Practice

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Friday, February 6, 2015)

6:30–7:00 CONTINENTAL BREAKFAST

7:00–8:00 Best Practices in Dealing with Counsel
A frank discussion of how to best deal with retaining and opposing counsel. Included is an explanation of the importance of maintaining boundaries, how to best communicate with retaining counsel, the importance of not giving away your theories or reviewing any confidential information until you have been retained, how to deal with non-responsive or incompetent lawyers, how to deal with failure to prepare you for deposition or trial, being pushed beyond your true area of expertise, how to handle "rush" requests for reports and opinions and how to avoid problems before they materialize.
Questions and Answers

8:00–9:00 Best Practices in Report Writing
Faculty will review the most efficient methods for dealing with requests for preliminary, draft, and other written reports. Best practices for responding to input from counsel, formatting, editing, controls over release of the report, signing, and proofreading will be provided. There will also be an in-depth discussion on the use and misuse of computer templates to assist in report writing. A sample expert witness report will be provided. **Questions and Answers**

9:00–9:15 BREAK AND NETWORKING OPPORTUNITY

9:15–10:00 Deposition Best Practices
Attendees will be provided with an in-depth look at scheduling, billing, postponements, cancellations, errata sheets, and retention/destruction of deposition transcripts. A list of expected areas of inquiry will be provided. **Questions and Answers**

10:00–10:45 Trial Best Practices
Attendees will learn more than twenty techniques to help them prepare for trial. These techniques deal with issues which include dress, logistics, travel, scheduling, payment, and visual aids. **Questions and Answers**

10:45–11:00 BREAK AND NETWORKING OPPORTUNITY

11:00–12:00 Best Practices in Fee Setting, Fee Schedules & Agreements, Billings and Collections
Experts will learn how to correctly value their time and set their fee. They will be taught the importance of not undercharging and how to determine exactly what their time is worth. Also included is a detailed discussion of the amount and frequency of retainers, whether retainers should be non-refundable, cancellation fees, expense reimbursement and proven techniques to improve collections of expert witness and consulting fees. Attendees will be provided with sample expert witness retention contract language that addresses 15 common problems faced by expert witnesses. **Questions and Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–1:45 Advanced Marketing Techniques for Building an Expert Witness Practice
Faculty and attendees will engage in a frank discussion and analysis of the utility of: search engine optimization, social media, networking, writing articles, speaking, directory listings, fees, advertising, referral services/brokers and 24-7 marketing. **Questions and Answers**

1:45–2:15 Ethics and Risk Management
Experts will learn how to deal with common ethical problems and will learn the potential civil and professional liability of experts. Numerous specific risk management techniques for experts will be explained including avoidance, maintaining the appropriate insurance coverages, due diligence, confidentiality protocols, anti-spoliation procedures, avoiding conflicts and the overriding importance of being 100% honest. **Questions and Answers**

2:15–2:30 Conclusion and Takeaways
Concluding remarks will be preceded by an attendee and faculty generated numbered list of action steps and takeaways from the covered material that attendees will be taking home to their practices to start, build and run a better and more successful expert witness practice. **Questions and Answers**

"The training was excellent-very informative, engaging speakers, great teaching methods"

"Excellent, well organized, engaging, and practical"

"You guys are great, very personable, honest, available and engaging, great job"

"Loaded with powerful information"

"Phenomenal-did not want the seminars to end"

"Mr. Mangraviti continues to astound me in his mastery of teaching, effectiveness, and personal touch"

SEAK 2015 Physician Training

How to Start, Build and Run a Successful IME Practice

The Sandpearl Resort, Clearwater Beach, Florida
Thursday–Friday, February 5–6, 2015

Executive Summary:

This is SEAK's highly-acclaimed continuing education seminar on the topic of independent medical evaluations. Past SEAK IME attendees have substantially increased the success of their IME practices, have been able to raise their fees and have vastly improved their IME practices. The faculty has over 40 years of IME experience and are dynamic presenters. The learning methodology will utilize the latest research obtained specifically for this course to identify and solve the most pressing problems facing the seminar participants. Participants will be involved in a series of unique interactive learning experiences including mock direct and cross-examinations and demonstrations. **This course is only offered once per year.**

WHAT YOU WILL ACCOMPLISH BY ATTENDING:

- Understand specifically what providers are looking for from IME physicians
- Improve the opportunities for growing an IME practice
- Understand the IME selection process
- Avoid the biggest mistakes IME physicians make
- Write higher quality and more valuable IME reports
- Write more persuasive, defensible IME reports
- Reduce your legal risks
- Start and run an efficient and profitable IME practice
- Obtain high-quality clients with repeatable business
- Effectively deal with the most difficult ethical problems associated with IMEs
- Solve most or all of your IME problems
- Build a premier IME practice with built-in sustainability

COMMENTS FROM PAST ATTENDEES:

"Excellent ~ one of the best I have been to in 20 years"
"Absolutely superb"
"Extremely well run, informative, and entertaining"
"Faculty very competent and good teachers"
"More than excellent ~ profitable"
"Excellent preparation and presentation"
"Very practical"
"Excellent way of learning in shortest period of time"
"Full of usable information"
"Outstanding seminar with multiple practical tips"

Registration Information:

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Faculty:

Anthony J. Dorto, MD, FAADEP is the Medical Director of the Disability Assessment Center in Miami, Florida, which performs Independent Medical Evaluations, second opinions, functional capacity, and earning capacity assessments. Dr. Dorto is certified by the American Board of Independent Medical Examiners, is a Fellow of the American Academy of Disability Evaluation Physicians, and is Board Certified in Physical Medicine and Rehabilitation. Dr. Dorto has lectured and written extensively on IMEs, symptom magnification and malingering, disability evaluation, and impairment rating. Dr. Dorto is an experienced trainer and has been on the SEAK IME faculty since 2003.

John W. Valente, Esq., is a trial lawyer with the Rutland, Vermont law firm of Ryan, Smith & Carbine, LTD. He received his BA from Boston College and his JD from Suffolk University School of Law. Attorney Valente has written and lectured extensively on all aspects of workers' compensation defense. Attorney Valente is a member of the Defense Research Institute, Society for Human Resource Management and Vermont Bar Association Workers' Compensation Committee. Attorney Valente is the author of *Avoiding Workers' Compensation Aggravation, Workers' Compensation Practice and Procedure, Workers' Compensation Fraud,* and *Understanding Workers' Compensation, Managing Workplace Injuries and Lowering Costs.*

REGISTRATION IS LIMITED. TO REGISTER, PLEASE SEE PAGE 2.
PLEASE SEE PAGE 2 FOR SPECIAL EARLY REGISTRATION BONUS!

How to Start, Build and Run a Successful IME Practice

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 5, 2015)

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00–8:15 Introduction
The faculty introduces themselves, explains the goals for the course and the interactive teaching methodology that will be utilized.

8:15–9:00 The Biggest Mistakes IME Physicians Make and How to Avoid Them
In this segment the faculty will utilize their 40 years plus of experience to identify and discuss the most common and significant IME mistakes physicians make: administratively, gathering and reviewing the medical records, conducting the examination, interacting with the examinee, report writing, testifying at deposition and hearing, billing, collection and marketing. **Questions and Answers**

9:00–9:30 Pleasing the Clients: The Latest Research on What Clients Really Want and Can You Deliver it?
Faculty will review with attendees the results of their research into what IME clients are looking for from IME physicians and how these influence their selection process. Included in the discussion will be: credentials, specialization, cooperativeness, report writing ability, and ability and willingness to testify at deposition or hearing. **Questions and Answers**

9:30–10:30 Advanced Physical Examination Techniques and the Quality IME Demonstrated
In this segment the faculty will discuss and demonstrate an exceptional IME exam. Discussion and demonstration will include: interview and history, questionnaires, review of records, diagnostic studies, physical orthopedic/neurological evaluation, testing in numerous examination positions, tools of the trade, report writing and comment sections of the report. **Questions and Answers**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY (WITH THE FACULTY)

10:45–12:00 Identifying Symptom Magnification, Fraud and Malingering: Advanced Techniques
Faculty will discuss and demonstrate with the use of videos, the proper symptom magnification definitions, injury red flags, non-organic signs and their meanings, how to identify and demonstrate any inconsistencies, specific tests for symptom magnification, the proper use of functional capacity evaluation, and the role of surveillance. **Questions and Answers**

12:00–12:45 LUNCH WITH FACULTY (PROVIDED)

12:45–1:45 Writing the Bulletproof IME Report: Exceeding Expectations
In this segment the faculty will discuss and demonstrate how to draft an IME report that will stand up under scrutiny and cross-examination. Attendees will be called upon to defend their pre-submitted IME reports. **Questions and Answers**

1:45–2:30 Efficiently and Effectively Dealing with Medical and Other Records and Materials Provided: Solving the Most Common Problems
The faculty will explain the most efficient techniques for obtaining, organizing, and reviewing the medical and other records provided. Emphasis will be placed on missing and disorganized records. **Questions and Answers**

2:30–2:45 BREAK AND NETWORKING OPPORTUNITY (WITH THE FACULTY)

2:45–3:30 IME Ethical Dilemmas: Avoiding Pitfalls and Minefields
In this segment the faculty will identify the most common and difficult IME dilemmas faced by IME physicians and will offer practical suggestions for resolving them. **Questions and Answers**

3:30–4:30 Innovative Premium Fee Setting and Billing Techniques
Faculty will present cost-effective efficient protocols for premium fee setting and billing. Emphasis will be placed on being paid for the time spent, expertise and quality of the work product. **Questions and Answers**

4:30–5:00 Working with Defense Attorneys: What They Are Really Looking For
The attendees will be provided insight into what defense attorneys are really looking for from IME physicians. Videos of defense attorneys explaining their needs and issues will be presented. **Questions and Answers**

Registration is limited. To register, please see page 2.
Please see page 2 for Special Early Registration Bonus!

SEAK 2015 Physician Training

How to Start, Build and Run a Successful IME Practice

The Sandpearl Resort, Clearwater Beach, Florida

Day Two (Friday, February 6, 2015)

6:30–7:00 CONTINENTAL BREAKFAST

7:00–8:00 Advanced Practice Management: Maximizing the Efficiency of Your IME Practice
The faculty explains how to make your IME practice more efficient and profitable. **Questions and Answers**

8:00–9:00 Innovative, Professional, and Cost Effective IME Marketing Methods That Work: Selection and Engagement
Attendees will be presented with simple, cost-effective strategies to market and expand an IME practice. Emphasis will be placed on what the physician and staff can do to build a premium practice. **Questions and Answers**

9:00–9:15 BREAK AND NETWORKING OPPORTUNITY

9:15–9:30 IME Brokers and Scheduling Companies
The faculty will discuss and explain how to identify the companies physicians may want to work with, how to develop good working relationships and what should be avoided in considering working with these companies. **Questions and Answers**

9:30–10:00 Causal Relationships and the IME Physician: What You Need to Know
Attendees will be presented with a detailed review of the numerous causal relationship issues they face and will be provided techniques and explanations for dealing with them. Demonstrations with attendees will be conducted to illustrate key points of contention. **Questions and Answers**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY (WITH THE FACULTY)

10:15–11:00 The IME Physician Deposition: How to Excel
The faculty will provide a detailed checklist containing many of the issues physicians will face at deposition. Special emphasis will be placed on particular IME issues and questions. Demonstrations based on pre-submitted reports will highlight key points. **Questions and Answers**

11:00–11:30 How to Deal With Requests for "Modifications," "Alterations," or "Corrections" to Your Report
Attendees will express the most troubling issues they face in the cat and mouse requests of attorney and clients for modifications, alterations and corrections of their reports. The faculty will offer practical, ethical, and time tested solutions to these vexing issues. **Questions and Answers**

11:30–12:00 Independent Medical Examination Risk Management: What Can Go Wrong and How to Avoid It
The faculty will identify the most potentially troubling and dangerous risk management issues for IME physicians and offer safe protocols for dealing with these issues. Particular emphasis will be placed on avoiding unnecessary risk. **Questions and Answers**

12:00–12:45 LUNCH WITH FACULTY (PROVIDED)

12:45–1:30 Disability, Impairment and Ability to Work
In this segment the faculty will review with the attendees what their role should be in evaluating and defining the disability, impairment and ability to work of examinees. Particular emphasis will be placed on the precise wording of opinions and reports. **Questions and Answers**

1:30–2:15 Trick and Difficult Questions for the IME Physician
The faculty will demonstrate in an interactive fashion the most difficult questions IME physicians face and how to answer them truthfully and artfully. Insight will be provided into the significance of the questions and the replies. **Questions and Answers**

2:15–2:30 Takeaways, Conclusions and Evaluation
The faculty will review key points and open the floor for a free-flowing discussion of the issues covered in the entire two day conference.

Registration is limited. To register, please see page 2.
Please see page 2 for Special Early Registration Bonus!

How to Start, Build and Run a Successful Disability and File Review Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Saturday–Sunday, February 7–8, 2015

Executive Summary: **Disability and file review consulting is a growing and lucrative medical-legal field** which offers opportunities for physicians beyond the traditional medical-legal work of IMEs and expert witnessing. These opportunities are for physicians of wide ranging specialties for full time, part time, and work at home employment/consulting assignments. It is a perfect field for physicians who dislike testifying, travel, and confrontation and who wish to apply their expertise in a way different from IMEs and testifying. *How To Start, Build and Run a Successful Disability and File Review Consulting Practice* prepares physicians to excel in the niche of disability and file review consulting. This unique course is taught by a highly-qualified faculty and attendees will be provided with information unavailable elsewhere.
BONUS *The attendees will be provided with the names and contact information for 100 prime referral sources for file review work. Recommendations will be made as to the best way to solicit and obtain this work.*
This course is only offered once per year.

LEARNING OBJECTIVES

At the completion of this two-day interactive workshop you will be able to:
- Determine the specific career opportunities available to you in Disability and File Review Consulting
- Understand what a high quality file review consists of
- Learn the key medical-legal disability issues
- Understand the differing disability standards and contractual terms
- Efficiently write concise file reviews with supportable opinions
- Understand how to deal with issues such as:
    - Functional ability
    - Diagnostic tests
    - Impacts of medications on ability to work
- Market yourself directly and confidently to disability insurers and others looking for file reviews
- Understand the effects of inactivity
- Appreciate the pros and cons of developing an independent consulting practice

COMMENTS FROM PAST ATTENDEES

"Excellent, very useful."

"Great"

"Consistently engaging and met objectives"

"Well groomed curriculum and content"

"Very informative, encouraging"

"Very good, just what I needed"

"Excellent, well done, appropriate concepts"

"Informative, well organized"

"Carefully crafted and paced"

"As usual SEAK = excellence. A beacon of light for docs."

Distinguished Faculty

Robert N. Anfield, MD, JD, FAAFP is Lead Medical Director of Cigna Group Insurance and is a former Regional Medical Director for Aetna. He has 20 years of experience managing disability. His experience began at Ameritech, a regional telecommunications company headquartered in Chicago, IL, where, as a Manager, Corporate Occupational Medicine he was responsible for the integrated management of the STD, LTD and workers' compensation experience of Ameritech's 70,000 employees. Subsequently, Dr. Anfield was employed by UnumProvident Corporation as a Medical Director and also served as the Corporate Medical Director of GENEX. Dr. Anfield has had extensive experience in the disability consulting field including: defining role, authority and accountability of physicians within the claim process, developing and implementing processes for claim referrals to medical professionals, developing and implementing recommendations for organization and staffing of physicians within claims, recruiting and hiring physicians, developing and implementing metrics and reporting methodology to track physician productivity, developing and implementing policies and process for on-going credentialing of physicians, budgeting for and managing and organization of 100+ physicians at 4 U.S. sites. Dr. Anfield has testified regarding private sector disability programs and recommendations to improve the Social Security Administration's disability claim process before the U.S. House of Representatives Subcommittee on Social Security (2002) and before the Social Security Advisory Board (2005). Dr. Anfield's area of practice is Occupational and Environmental Medicine; he is board certified in Family Medicine and holds degrees from Indiana University School of Medicine and the UCLA School of Law. He is a Fellow of the American Academy of Family Physicians.

Steven Babitsky, Esq., is the President of SEAK, Inc. He was a personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. Mr. Babitsky is a prolific writer on medical-legal issues and is the co-author of the texts *Cross-Examination: The Comprehensive Guide for Experts, How to Write An Expert Witness Report, How to Excel During Cross-Examination: Techniques for Experts That Work, The A-Z Guide to Expert Witnessing, 2009 National Guide To Expert Witness Fees and Billing Procedures* and *How to Excel During Depositions: Techniques for Experts That Work*.

Edward C. Alvino, MD is Vice President, CMO, and Lead Medical Director for Unum in Worcester, Massachusetts. Dr. Alvino is Board Certified in Internal Medicine. Prior to becoming a medical director for a major disability insurer in 1996, Dr. Alvino was engaged in the private practice of internal medicine and geriatrics for 13 years in Bloomfield, Connecticut. During this period Dr. Alvino was an Assistant Professor of Medicine at the University of Connecticut. Dr. Alvino is also a part time faculty member at Assumption College in Worcester, Massachusetts; where he lectures on the "Medical Aspects of Disability" and "Medical Rehabilitation" at the graduate level.

Registration Information: To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. Tuition is $1295 and includes continental breakfast, lunch with faculty each day and a detailed conference manual. All persons registering prior to November 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Medical Deposition: How To Be An Effective and Ethical Witness* (a $104 value).

Continuing Education Information: SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of *14 AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

SEAK 2015 Physician Training

How to Start, Build and Run a Successful Disability and File Review Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Day One (Saturday, February 7, 2015)

7:30-8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00–8:15 Introduction
The faculty introduces themselves, explains the goals of the course and the interactive teaching methodology that will be utilized. **Questions & Answers**

8:15–9:00 Disability & File Review Consulting: Compared & Contrasted
The faculty will compare and contrast the independent medical evaluation process and report from that of other file reviews including: disability reviews, utilization reviews, pre-authorizations, chart reviews, and medical necessity reviews. **Questions & Answers**

9:00–9:30 Disability Medical-Legal Issues
In this segment the faculty will begin with a review and discussion of the key medical-legal issues facing disability consultants including: diagnosis, impairment, disability, and ability to work. **Questions & Answers**

9:30–10:00 File Reviews Overview
Faculty will explain and demonstrate what a high quality file review consists of and what is outside the scope of the file review. A discussion of medical records, what is and what is not in the file, and the crucial importance of credibility and consistency of the medical findings and complaints will follow. **Questions & Answers**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY

10:15–10:45 Functional Ability
Faculty will review what the latest clinical data tells physicians about functional ability. Discussion will include: physical examination, functional damage, constellations of symptoms, connecting the dots and the medical contraindications to work. **Questions & Answers**

10:45–11:30 Reasonable and Appropriate Care
Faculty will review the applicable standards and best practices with regard to reasonable and appropriate care. The effectiveness of treatments; what does and does not work and how to support findings will be presented. The practical implications for file review consultants will be explored with the attendees. **Questions & Answers**

11:30–12:00 Disability Contracts
Faculty will explain and demonstrate with examples the language in standardized disability policies (contracts), the old occupation versus any occupation definition and the changes in definitions and their implication for file reviews and disability consultants. **Questions & Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:30 Critique of Attendees' Disability Consulting Review
Faculty will discuss, review, and critique the pre-submitted file reviews of the attendees. **Questions & Answers**

1:30–2:00 Red Flags for Disability/Impairment
In this session, concrete examples of indications of disability/impairment, paper trails and their significance, indicia of ability, and the impact of secondary gain will be presented. **Questions & Answers**

2:00–2:30 Medications
Faculty will discuss and provide specific examples of the impact of medications on the ability to work. The discussion will include: dosing, side effects, and cognitive impairments. **Questions & Answers**

2:30–2:45 BREAK AND NETWORKING OPPORTUNITY

2:45–3:30 Diagnostic Testing
The faculty will present the most commonly used/abused diagnostic tests and the relationship of findings to functional ability. A discussion of the over reliance on test results will take place with the attendees. **Questions & Answers**

3:30–4:30 Disability Challenges
A discussion of the practical disability evaluation challenges faced by physicians will be presented with proposed solutions. Included in the discussion will be time constraints, missing records/information, and the expectations of insurers. **Questions & Answers**

4:30–4:45 Ethics
The faculty will identify and lead a frank discussion of the ethical challenges faced by physician file review consultants including: maintaining your credibility and effectiveness, always being able to defend your findings and never having to say you are sorry. **Questions & Answers**

4:45–5:00 Concluding Remarks
Concluding remarks will be followed with an open and frank give and take between the faculty and the attendees. **Questions & Answers**

How to Start, Build and Run a Successful Disability and File Review Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Sunday, February 8, 2015)

6:30–7:00 CONTINENTAL BREAKFAST

7:00–8:00 Writing File Reviews
The faculty will explain and demonstrate a protocol and style physicians can utilize to write high quality file reviews. Included will be a discussion of efficiency, conciseness, and how to express your opinions properly dealing with: the weight of the evidence, collateral evidence, support with objective facts/data and opining on the ability to do past, light, or other work. **Questions & Answers**

8:00–9:00 Critiques of Attendees' File Reviews
In this session, the faculty will review pre-submitted file reviews of the attendees. The attendees and faculty will point out areas of concern and where and how the review can be improved. **Questions & Answers**

9:00–9:15 BREAK & NETWORKING OPPORTUNITY

9:15–9:30 Effects of Inactivity
A discussion of the latest medical and scientific research of the data on the effects of inactivity and the beneficial effects of work will be presented. **Questions & Answers**

9:30–10:30 Marketing
A practical discussion of how to obtain high quality work, what the insurance companies are really looking for, and making yourself desirable will be led by the faculty. **Questions & Answers**

BONUS *The attendees will be provided with the names and contact information for 100 prime referral sources for file review work. Recommendations will be made as to the best way to solicit and obtain this work.*

10:30–10:45 BREAK & NETWORKING OPPORTUNITY

10:45–12:00 Disability Case Studies
The faculty will present disability case studies from differing specialties and work through them with the attendees. Attention will be paid to disability consulting and advanced techniques and strategies to bring to life many of the disability concepts covered in the workshop. **Questions & Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 Practice Setting for Physicians
A frank and lively discussion of the type of file review consulting practices available to physicians (in-house vs. independent) will be presented and the advantages and disadvantages of each will be explained. The faculty will discuss how to start and run a file review consulting practice, working as an employee, and how to find and maintain high quality work. **Questions & Answers**

1:45–2:30 Takeaways, Conclusion and Evaluation
The faculty will answer any and all outstanding questions. The faculty and attendees will then work together to develop a "bulletpoint" list of the most important concepts, techniques and action steps learned in this workshop. **Questions & Answers.**

"Excellent, stimulating, useful, very helpful"

"Lots of content, thank you"

"Excellent, enjoyed all faculty very much. Found [case studies] especially helpful"

"Very informative and practical. Makes me feel prepared to start a disability review career"

"Well organized, packed with info"

"[Learned the] wide range of possible opportunities in this field"

"Excellent instruction in proper format, writing style for reviews"

"Presenters were experts in their field"

"Excellent presentation, kept my interest, clear and practical. Generous with tips — I so appreciate"

How to be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida
Saturday–Sunday, February 7–8, 2015

Executive Summary: **The #1 way to grow an expert witness practice is to build the reputation of being an effective witness.** This is a small group, hands-on, fast-moving interactive workshop covering deposition, direct examination, and cross-examination skills for physicians. Participating physicians will learn how to become markedly more effective and significantly more valuable expert witnesses. Instruction will utilize four methods: lecture, questions & answers, videos of experts actually testifying in real cases, and mock trial demonstrations using student volunteers. The mock trial demonstrations are based upon a C.V. and sample report submitted in advance by each attendee. Each physician will have an opportunity to participate in demonstrations and to receive constructive feedback as to how to improve their performance. Each physician will also receive feedback on their pre-submitted bio and report. In addition, each attendee will be provided with a content rich seminar manual.

Learning Objectives:

At the conclusion of this workshop, physicians should be able to:

- Discuss the strategies and goals of opposing counsel at deposition and during cross-examination
- Describe how to properly prepare for deposition and trial
- Discuss strategies that can be followed when giving an expert deposition and when testifying at trial
- Explain techniques for excelling at videotaped depositions
- Explain opposing counsel's deposition and cross examination tactics and how to defeat each tactic
- Describe techniques physicians can use when testifying at deposition and trial
- Discuss methods for responding to trick and difficult questions at deposition and trial
- List teaching methods that can be used to improve the persuasiveness of your expert testimony
- List techniques for developing powerful, memorable language and analogies
- Describe how to best insulate yourself from attacks by opposing counsel
- Discuss techniques to make a positive impression on the jury

Registration Information:

To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. The $1295 tuition includes continental breakfast and lunch with faculty each day and a detailed conference manual. All persons registering prior to November 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Medical Deposition: How To Be An Effective and Ethical Witness* (a $104 value).

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Distinguished Faculty:

The Honorable David Lawson is a United States District Court Judge for the Eastern District of Michigan. He was formerly a member of the Detroit law firm of Clark Hill, PLC (Birmingham office). He received his BA degree *magna cum laude* from the University of Notre Dame, and his JD *magna cum laude* from Wayne State University. Judge Lawson is a former Special Assistant Attorney General and Special Prosecutor, and is currently on the faculty of the Michigan Judicial Institute. Prior to taking the bench his practice included both civil and criminal trial litigation, and he was actively involved in the trial of medical malpractice, negligence, and product liability cases. Judge Lawson has written and lectured extensively on scientific evidence and trial techniques.

James J. Mangraviti, Jr., Esq. has trained thousands of expert witnesses (see www.testifyingtraining.com). He is a former litigator with experience in defense and plaintiff personal injury law and insurance law. He currently serves as Principal of SEAK, Inc. Mr. Mangraviti received his BA degree in mathematics *summa cum laude* from Boston College and his JD degree *cum laude* from Boston College Law School. His publications include the texts *How to Market Your Expert Witness Practice*, *The Biggest Mistakes Expert Witnesses Make: And How to Avoid Them*, *Depositions: The Comprehensive Guide for Expert Witnesses*, *The A-Z Guide to Expert Witnessing*, *Cross-Examination: The Comprehensive Guide for Experts*, *National Guide to Expert Witness Fees and Billing Procedures*, *Writing and Defending Your IME Report*, *How to Excel During Depositions: Techniques for Experts That Work*, *How To Write An Expert Witness Report*, and *How to Become a Dangerous Expert Witness: Advanced Techniques and Strategies*. In addition to his writing and teaching, Mr. Mangraviti also works one-on-one with expert witnesses to help them start and expand their practices.

Registration is limited. To register, please see page 2.
Please see page 2 for Special Early Registration Bonus!

How to be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida
Day One (Saturday, February 7, 2015)

SECTION 1: DEPOSITION SKILLS

7:30-8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00–8:30 Deposition Law and Procedure
You will learn what counsel can and can not ask, the extent of privilege protections, what objections may and may not be made, how to recognize and deal with abusive attorney behavior and whether you should read and sign the deposition transcript. **Questions & Answers**

8:30–9:00 Understanding the Strategies and Goals of Opposing Counsel
You will learn the general and specific goals of deposing counsel and how counsel will prepare to depose you. **Questions & Answers**

9:00–9:30 Preparing for your Deposition
You will learn how to prepare for your deposition, both alone and with retaining counsel. You will be provided with a detailed list of the likely areas of inquiry in an expert medical deposition. **Questions & Answers**

9:30–10:15 Deposition Strategies for Experts
You will learn a 4 step methodology for answering deposition questions. In addition, you will learn numerous strategies to truthfully and artfully answer deposition questions. **Questions & Answers**

10:15–10:30 BREAK AND NETWORKING OPPORTUNITY

10:30–11:00 Understanding and Defeating Counsel's Deposition Tactics
You will learn over two dozen tactics that are likely to be used against you and will be provided with strategies to defeat each of these tactics. **Questions & Answers**

11:00–11:15 Videotape Depositions: Special Techniques
You will learn special techniques which are applicable when your deposition is being videotaped. **Questions & Answers**

11:15–12:00 Advanced Deposition Tactics for Experts
You will learn numerous techniques that will help you to excel during your expert medical deposition. **Questions & Answers**

12:00–12:45 LUNCH WITH FACULTY (Provided)

12:45–1:30 Pulling it all Together: Truthfully and Artfully Answering Trick and Difficult Questions at Deposition
The faculty will go around the room and ask difficult deposition questions. The attendees' responses will be critiqued. **Questions & Answers**

SECTION 2: DIRECT EXAMINATION AND PERSUASION SKILLS

1:30–2:00 Introduction and Executive Summary of Persuasion Techniques for Expert Witnesses
You will learn the twelve key techniques to utilize in order to be a more effective expert witness during direct examination. **Questions & Answers**

2:00–2:30 Preparation
You will learn 15 techniques for how to best prepare to give persuasive expert testimony during direct examination. **Questions & Answers**

2:30–3:00 How to Best Put Forth Your Qualifications
You will learn 14 techniques to more persuasively explain your credentials and to put your credentials in context. **Questions & Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–3:30 Commenting on the Opposing Expert and His Opinion
You will learn the special techniques to utilize when you are asked to comment on the opposing expert's opinion. **Questions & Answers**

3:30–4:00 Developing a Harmonious Interaction with Retaining Counsel
You will learn how to make your testimony easy to understand and interesting to follow. You will also learn how to avoid making your testimony appear to be rehearsed and how to present non-traditional, "soft challenge" direct testimony. **Questions & Answers**

4:00–4:30 Creating and Using Powerful, Memorable Language and Analogies
You will learn 12 techniques for using more powerful, memorable and understandable language. **Questions & Answers**

4:30–5:00 Optimizing Your "Teaching" Skills
You will learn numerous techniques to more effectively "teach" the jury. **Questions & Answers**

SEAK 2015 Physician Training

How to be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Sunday, February 8, 2015)

6:30-7:00 CONTINENTAL BREAKFAST

7:00–7:30 Reading and Bonding with the Jury
You will learn 17 techniques to read and more effectively bond with the jury. **Questions and Answers**

7:30–8:00 Dealing with Problem Areas and Weaknesses
You will learn advanced ways to deal with problem areas during your direct examination. **Questions & Answers**

8:00-8:30 The Biggest Mistakes Experts Can Make that Can Turn Off Judge and Jury
You will learn how to avoid the 37 biggest mistakes that can turn off the judge and jury. **Questions & Answers**

SECTION 3: CROSS-EXAMINATION SKILLS

8:30–9:15 Protecting Yourself from Attacks on Your Credibility and Credentials
You will learn 8 techniques for protecting yourself from attacks on your credibility and credentials. **Questions & Answers**

9:15-9:30 BREAK AND NETWORKING OPPORTUNITY

9:30–10:15 Forming Airtight Opinions
You will learn 24 methods to make your opinions resistant to effective cross-examination. **Questions & Answers**

10:15–10:30 How Trial Attorneys Prepare for Cross-Examination of an Expert
You will learn how an attorney investigates an expert and his opinions and how an attorney maps out the questions that he will ask during cross. **Questions & Answers**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY

10:45–12:00 Advanced Cross-Examination Techniques
You will learn over 40 techniques to be a more effective expert witness during cross-examination. **Questions & Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–1:15 Staying One Step Ahead of Counsel During Cross-Examination
You will learn 34 tactics that attorneys will use during cross-examination and how to defeat each of these tactics. **Questions & Answers**

1:15–1:45 Going on Offense During Cross-Examination
You will learn numerous techniques for how to turn the tables on opposing counsel. **Questions & Answers**

1:45–2:30 How To Skillfully Answer Trick And Difficult Questions
The faculty will go around the room and ask difficult cross-examination questions. The attendees' responses will be critiqued. **Questions & Answers**

HERE'S WHAT PAST ATTENDEES HAD TO SAY:

"One of the best conferences I've ever attended"

"Excellent, full of useful information"

"Good dynamics, very informative"

"Excellent presenters"

"Full of very useful and helpful tips"

"Very good. My compliments to the judge."

"Excellent teaching techniques."

"Fantastic"

SEAK

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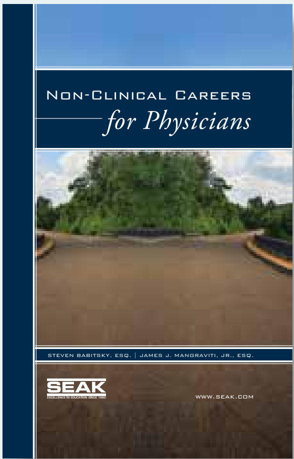

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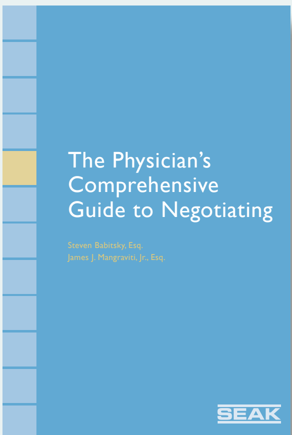

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