



SUPPLEMENTAL INCOME FOR PHYSICIANS

HOW TO EARN MONEY AS A PHYSICIAN WRITER

SEPTEMBER 20-21, 2014 NEW

HOW TO BECOME A SUCCESSFUL PHYSICIAN INVENTOR

SEPTEMBER 18-19, 2014 NEW

HOW TO BE AN EFFECTIVE EXPERT WITNESS

SEPTEMBER 18-19, 2014

HOW TO MARKET YOUR EXPERT WITNESS PRACTICE

SEPTEMBER 20-21, 2014

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

Also From SEAK:

MEDICAL MALPRACTICE SURVIVAL TRAINING FOR PHYSICIANS

SEPTEMBER 18-19, 2014 NEW

September 18-21, 2014, Falmouth, Cape Cod, Massachusetts

Registration Information

LOCATION/HOTEL ACCOMMODATIONS: A limited block of rooms will be available at special rates at the site hotel, the Sea Crest Beach Hotel (Single/Double \$159). To make your reservations please call 1-800-225-3110 and mention that you are with SEAK, Inc. **Rooms are limited and this rate expires on August 31, 2014** so you are strongly encouraged to make your reservations as soon as possible. Please see page 3 for additional information.

SPECIAL EARLY REGISTRATION BONUS: All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD **The Expert Deposition: How To Be An Effective and Ethical Witness** (a \$104 value).

GROUP DISCOUNTS: Group discounts are available for two or more persons registering from the same organization. Discount prices depend on the size of the group. Our programs can also be brought onsite to your organization. Please call 508-457-1111.

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

CANCELLATIONS: Conference cancellations received in writing prior to September 1, 2014 will receive a full refund. Persons cancelling after September 1, 2014 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 be an Effective Expert Witness**
(\$1295) September 18-19, 2014
- Medical Malpractice Survival Training for Physicians**
(\$1295) September 18-19, 2014
- How to Become a Successful Physician Inventor**
(\$1295) September 18-19, 2014
- How to Earn Money as a Physician Writer**
(\$1295) September 20-21, 2014
- How to Market Your Expert Witness Practice**
(\$1295) September 20-21, 2014

Please print or type all items to assure accuracy.

All confirmations will be sent via email to the individual indicated. **Priority Code: CCS14**

<input type="checkbox"/> 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)		
<input type="checkbox"/> 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

Falmouth is one of the Cape's best playgrounds for vacationers of all ages and interests. It features over 75 miles of scenic coastline, three ferries to Martha's Vineyard, countless dining options, numerous antique shops, the Shining Sea bike trail, the Woods Hole Oceanographic Institution (which found the *Titanic* and *Bismarck*, among other famous accomplishments), numerous public golf courses, warm ocean temperatures and daytime high temperatures which average in the 70s during the month of September. Nantucket ferries run from Hyannis, which is approximately thirty minutes (by car) from Falmouth.

The Sea Crest Beach Hotel is a full-service beach front hotel nestled in a beautiful oceanfront location and has just undergone an \$18,000,000 renovation during the winter of 2011 (www.seacrestbeachhotel.com, 800-225-3110).

It features:

- 700 feet of private white sandy beach
- Full service restaurant and Sports Pub
- Entertainment
- Heated indoor pool, Jacuzzi, and atrium for sun and relaxation
- Outdoor pool, Jacuzzi, deck, and cabana bar for lounging or cocktails
- Fitness Center
- Water-craft rentals, windsurfing instructions, Jet Ski rentals and Bike rentals
- Volleyball Net, Basketball and Teen Hangout Room

Getting to Falmouth:

The two major airports closest to Cape Cod are Logan International Airport in Boston, MA (70 miles) and T.F. Green Airport in Warwick, Rhode Island (65 miles). Barnstable Airport is 22 miles from the Sea Crest Beach Hotel, but this is a commuter airport that has smaller planes and fewer flights. Rental cars, taxis and car service are available at all three airports.



How to Earn Money as a Physician Writer NEW!

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Saturday – Sunday, September 20-21, 2014

Executive Summary: Writing is an enjoyable and low stress way for physicians to supplement their income. Writing can be done from home at hours of your own choosing and what you learn while writing often makes you a better clinician. In this unique seminar SEAK will orient you to three different avenues to making money as a physician writer: Self-Publishing, Traditional Publishing, and Freelance Technical Writing. In addition, the faculty will show attendees how to leverage their writing to obtain lucrative lecturing and consulting assignments. All attendees will leave with an action plan on how they can start earning money as a physician writer. **This course will only be offered once in 2014.**

WHAT YOU WILL ACCOMPLISH BY ATTENDING

- Understand four viable avenues for supplementing or replacing your income through writing
- Get feedback from experts on your potential writing ideas
- Avoid common pitfalls and jumpstart your writing career
- Learn proven techniques for promoting yourself and your writing
- Appreciate what sells, what doesn't sell and why this occurs
- Learn how to get paid the maximum amount for your writing
- Develop a personalized action plan to get started

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.

Registration Information:

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

**Distinguished Faculty:**

Sorche Elizabeth Fairbank established Fairbank Literary Representation in 2002. Since then, Ms. Fairbank has had the pleasure of working with a wide, dynamic list, representing multiple best-selling authors, Pulitzer Prize finalists and winners, Edgar recipients, award-winning journalists, and of course her favorite kind of client, the first-time author. Her author/ doctor in the spotlight is Dr. Raoul Wientzen and his debut novel *The Assembler of Parts*, a Kirkus Best Book of 2013. In addition to her agenting duties, Ms. Fairbank can be found teaching courses and giving seminars and lectures on the elusive art of the query letter and other such writing/publishing courses. Updated information on Fairbank Literary can be found at www.publishersmarketplace.com/members/SorcheFairbank/.



James J. Mangraviti, Jr., Esq. is the co-author of 27 books. He has had books published by Wolters Kluwer, Aspen, St. Martins, Wiley and Apress. In addition, he has self-published numerous books through his company, SEAK, Inc. Mr. Mangraviti's titles have generated sales of several million dollars and have helped him to launch, expand, and nurture a successful career in lecturing, customized training and consulting. One of his consulting specialties is showing physicians how to supplement their income. Mr. Mangraviti currently serves as Principal of SEAK, Inc. He received his JD *cum laude* from Boston College Law School and his BA *summa cum laude* from Boston College.



Lloyd Zimmerman, MD, MPH, received his MD from Ross University School of Medicine and his MPH from New York Medical College. As the head of Zimmerman Medical Communications (zimmermanmedicalcommunications.com), he has written extensively for both domestic and international clients on a variety of critical therapeutic health care disciplines, including cardiovascular medicine, gastroenterology, metabolic disease, neurology, obstetrics/ gynecology, oncology, psychiatry, pulmonology, rheumatology, and urology. Currently, Dr. Zimmerman is an active member of several professional medical writer associations, including Science Writers in New York (SWINY) and the American Medical Writer Association (AMWA). Presently, he is the regional chapter Treasurer for the Empire State-Metropolitan New York Chapter of AMWA.

Registration is Limited. Register Today.

How to Earn Money as a Physician Writer **NEW!**

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day One (Saturday, September 20, 2014)

7:30-8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00-8:30 The faculty and attendees will introduce themselves.

PART I: SELF-PUBLISHING

8:30-9:15 Why Self-Publishing May Now Be Your Smartest Option

Self-publishing had traditionally been a poor option for authors who were looking to make money from their books, with many readers looking down on “vanity presses” and self-published books. Those days are now long gone. The internet, print on demand, modern word processors and graphic design software, the demise of many brick and mortar bookstores and the explosion of e-books have made self-publishing in many cases your best bet to maximize earnings from writing a book. In this segment the faculty will explain the advantages and disadvantages of self-publishing and will provide case studies of selected self-published authors. **Questions and Answers.**

9:15-10:30 How to Self-Evaluate Your Idea

Writing and publishing your book are ambitious undertakings. Before doing so, it is a best practice to take a hard look at what you are proposing. In this segment the faculty will provide a step-by-step protocol for critically evaluating your book idea including: feasibility of marketing, competition, delivering exceptional quality, pricing power, availability of distributors, follow-on revenue, and printing costs. Through interactive exercises the faculty will provide feedback on proposed book ideas from the attendees. **Questions and Answers.**

10:30-10:45 BREAK AND NETWORKING OPPORTUNITY

10:45-11:15 How to Make Your Book Look Professional – Editing, Layout, Cover Design

A professional final product is a must. In this segment the faculty will provide suggestions for getting the proper assistance for producing a book that reads well and looks professionally laid out. Different options for performing this work will be explored. **Questions and Answers.**

11:15-12:00 Printing Options: Traditional Printing, Print on Demand, & E-Books

The faculty will explain the advantages and disadvantages of three major options for producing your book – bulk printing, printing on demand, and e-books. The advantages and disadvantages of each will be explained. The authors will also provide practical suggestions for finding the best vendor for assisting with printing and negotiating the best price. Sample printing request for proposals, printing quotes, and contracts will be provided. **Questions and Answers.**

12:00-12:45 LUNCH PROVIDED WITH FACULTY

12:45-1:45 Promoting Yourself and Your Book

If you want your self-published book to sell, you need to be able to promote it. In this segment the faculty will explain numerous strategies for selling your book including: distributors, publicity, generating positive word of mouth, pricing, building buzz, teaching, direct marketing, blogging, speaking, giving interviews, networking, choosing the correct title, and search engine optimization. The faculty will lead an interactive exercise in which attendees are asked to create and discuss marketing plans for their self-published books. **Questions and Answers.**

1:45-2:30 Leveraging Your Writing to Build or Expand a Consulting Practice and/or Your Clinical Practice

The real return on self-publishing is often not in the sales of the book itself. The benefits, in addition to the income from sales, often comes from the ancillary income possible from teaching, consulting or your clinical practice resulting from your having “wrote the book on a topic.” The faculty will provide several examples of how authors have used their books to increase their clinical income or support their teaching and consulting practices. The faculty will conduct an interactive exercise where attendees will be asked how they intend to leverage their book ideas to produce significant ancillary income. **Questions and Answers.**

2:30-2:45 BREAK AND NETWORKING OPPORTUNITY

PART II: PUBLISHING WITH TRADITIONAL PUBLISHERS

2:45-3:45 What Publishers are Looking for – Book Ideas that Sell

Physicians commonly publish both non-fiction and fiction. The faculty will provide an overview and insights for what sells for each of the numerous popular types of fiction and non-fiction works including: trade, textbooks, self-help, thrillers, romance, sci-fi, and childrens. For each type of literature the faculty will explain what sells and what does not. The faculty will explain what now drives the publishing industry and what publishers are most interested in. The faculty will provide numerous examples of works of fiction and non-fiction authored by physicians and of successful physician authors. **Questions and Answers.**

3:45-5:00 How to Find the Right Agent and Draft a Killer Query Letter

Success with traditional publishers is often heavily dependent on finding the right agent. In the segment the faculty will explain what a good agent does and does not do. Faculty will provide a step-by-step process that helps research, query, and land a motivated agent. The faculty will explain how to write an irresistible query letter. Sample query letters will be provided. The faculty will then conduct a group exercise where attendees will be asked to pitch their books in less than sixty seconds. Feedback will be provided to each attendee who makes a pitch. Finally, the faculty will give practical tips for how to be a good client and get the most out of your agent. **Questions and Answers.**

SEAK 2014 Physician Training**How to Earn Money as a Physician Writer NEW!**

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Day Two (Sunday, September 21, 2014)

6:30-7:00 CONTINENTAL BREAKFAST WITH FACULTY**7:00-8:00 How to Write Book Proposals That Sell**

The faculty will explain in a step-by-step fashion how to write a marketable book proposal. Sample book proposals will be included. The faculty will also discuss the biggest mistakes authors make when writing book proposals and will explain how to avoid each of these. The faculty will conduct an interactive exercise where attendees will be asked to outline a book proposal and submit their proposal to the faculty and class for feedback. **Questions and Answers.**

8:00-9:00 The Business Side of Traditional Publishing - Contracts & Royalties

In this section the faculty will explain the issues a typical publishing contract will address including territory, term, royalties, advances, payment schedules, competing works, illustrations, warranties and representations, copyright, marketing, foreign rights, titles, and termination. Sample publishing contracts will be provided. **Questions and Answers.**

9:00-9:15 BREAK AND NETWORKING OPPORTUNITY**PART III: TECHNICAL WRITING****9:15-10:15 Freelance Technical Writing – Opportunities Available**

The faculty will provide an overview of the many varied types of technical writing which physicians are called upon to perform including: abstracts, posters, marketing materials, editing, CME material, training material, presentations/slides, proposals, regulatory documents, scripts, web content, news articles, materials for the pharmaceutical industry, and white papers. For each of these areas the faculty will explain what the work consists of and who would typically hire the physician to perform the work. **Questions & Answers.**

10:15-10:45 What Clients are Looking for From Freelance Medical Writers and How You Can Deliver It

It is critical to understand what clients are looking for in freelance medical writers. In this segment, the faculty will provide numerous tips and suggestions for excelling at technical medical writing. The faculty will also provide tips for earning repeat and word of mouth business. **Questions & Answers.**

10:45-11:00 BREAK AND NETWORKING OPPORTUNITY**11:00-11:30 How to Gain Experience, Build Your Resume, and Make Yourself More Attractive to Potential Clients**

The more attractive you are to potential clients, the easier it will be to obtain freelance work. In this segment the faculty will provide fifteen practical suggestions as well as numerous tips for gaining experience and making yourself attractive to potential clients. Case studies will be provided. **Questions & Answers.**

11:30-12:00 Using Your Subject Matter Expertise and Experience to Land Freelance Writing Assignments

Subject matter expertise can be used secure writing assignments and to win business over more experienced writers. In this segment the faculty will give examples of how and why subject matter expertise can be used to give you a competitive advantage. The faculty will lead an interactive discussion and give you practical suggestions for how attendees can develop and take advantage of niche subject matter expertise by targeting the appropriate referral sources.

12:00-12:45 LUNCH PROVIDED WITH FACULTY**12:45-2:00 The Business of Freelance Writing – Landing Your First Clients, Negotiating Your Rates, Collecting Fees, and Marketing Your Services**

The faculty will provide numerous suggestions you can immediately use to break into this field. The faculty will also explain how to set and negotiate your rates, how and when to collect your fees, and how to market your services to both new and existing clients. **Questions & Answers.**

PART IV: MAKING IT HAPPEN**2:00-2:30 Conclusion – Your Action Plan to Start Earning Money as a Physician Writer**

The attendees will work together with faculty to draft a concise action plan that they will now be doing to succeed as a physician writer. Volunteer attendees will share their plans with the faculty for feedback. **Questions & Answers.**



Registration is Limited. Register Today.

How to Become a Successful Physician Inventor: **NEW!** Bringing Your Ideas to Market

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Thursday-Friday, September 18-19, 2014

Executive Summary: Physician inventors have improved the lives of patients, saved lives, and been handsomely rewarded for their efforts. Attendees will be taught how to supplement their clinical income by bringing one or more of their physician invention ideas to market. This hands-on intensive workshop will show physicians how to critically evaluate their invention ideas and take the steps necessary to bring one or more of them to market. Emphasis will be placed on the practical needs of the new physician inventor and getting them up to speed on what they need to know to proceed with their inventions. At the conclusion of the course each attendee will have a detailed protocol and plan to bring their idea to market. **This course will only be offered once in 2014.**

Learning Objectives

After attending this course you will be able to:

- List the steps required to turn your idea into an invention and bring it to market
- Develop a protocol for looking at problems you encounter at work and turning them into potential inventions
- Explain the 10 step process for determining if your idea is a good one for an invention
- Describe the new patent law and how you can use it to protect your idea/invention
- Explain how to deal with Non-Disclosure Agreements (NDAs) and how to use them to protect your idea
- Describe how and when you might need a prototype and how to obtain one
- Calculate how much money you can make licensing or selling your invention
- Describe the resources available to you and what assistance (e.g. patent lawyers, etc.) you want on your team
- Develop a 6 month action plan to successfully bring your idea/invention to market

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.

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Distinguished Faculty:

Peter J. Wilk, MD is a successful serial physician inventor. He received his BA from Yale University and his MD from New York Medical College. He is a board certified surgeon and a former assistant professor of surgery at Albert Einstein College of Medicine. He has founded and owned four patent development corporations and has over 150 medical patents and over 50 other patents. Some of his medical inventions which have been licensed include: self locking suture, endoscopic/laparoscopic stapler, endoscopic/laparoscopic suture, laparoscopic specimen retrieval device, laser plume suction devices, robotic laparoscopic surgery, laparoscopic abdominal wall lifting devices, endoscopic/laparoscopic cauterization snares with attached retrieval device, flexible laparoscopic instruments, laparoscopic retractors, dissolvable needles with dip, endovascular bypass graft with holes, and intrapericardial assist device, as well as many others. Dr. Wilk enjoys teaching physicians and others about inventing and patents.



Steven G. Saunders, Esq. is a partner at Sunstein and Vice Chair of the Patent Practice Group. With a particular focus on developing high value intellectual property portfolios, Steven's practice includes patent preparation and prosecution, product clearance, portfolio development and evaluation, intellectual property litigation, interpartes review, reexamination, and licensing. He also conducts extensive intellectual property due diligence analyses prior to mergers, acquisitions, or venture capital or angel investments. Steven also is an angel investor and active participant in the angel investor community. He hears dozens of presentations from early stage entrepreneurs each year and regularly conducts extensive due diligence on potential target companies, analyzing both their core businesses and their intellectual property issues. Steven has delivered numerous lectures on intellectual property and its impact on business at Massachusetts Institute of Technology, Boston University, Boston College, and Northeastern University. Steven also has served as an advisory board member for a number of innovative start-up companies, refining their business and management strategy, and helping them raise money from angel investors and venture capitalists.



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. Steve is the co-creator of *How to Become a Successful Physician Inventor: How to Bring Your Ideas to Market*.

SEAK 2014 Physician Training**How to Become a Successful Physician Inventor: NEW!
Bringing Your Ideas to Market**

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Day One (Thursday, September 18, 2014)

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST**8:00–8:30 Introduction to Physician Inventing**

Attendees will be provided with an overview of physician inventing and what it will take to successfully bring your idea to market. The importance and need for patents will be introduced. **Questions and Answers**

8:30–9:00 How to Spot Opportunities for Inventions

Faculty will discuss and provide examples of how physicians have turned problems they have encountered in clinical practice into successful inventions. **Questions and Answers**

9:00–9:45 How to Tell if Your Invention Idea Is a Good One: The 10 Step Process

Faculty will discuss and explain with specific examples the 10 step process that all physicians should go through to analyze their idea. A discussion of viability, market size, competing products, potential profit, purchases, and cost-effectiveness will be presented. **Questions and Answers**

9:45–10:15 Does Someone Else Already Have a Patent?

Faculty will explain how physicians, before spending money on lawyers and patents, can perform a quick search to see if others have already patented their idea. Faculty will demonstrate the quick search process for attendees. **Questions and Answers**

10:15–10:30 BREAK AND NETWORKING OPPORTUNITY**10:30–11:00 Provisional Patents**

Faculty will discuss the recent changes in the patent law and the pros and cons of filing a provisional patent to protect your idea. Faculty will demonstrate and explain what should and should not be included in your provisional patent. **Questions and Answers**

11:00–11:30 Non-Disclosure Agreements (NDAs)

This segment will focus on the use of non-disclosure agreements (NDAs) to protect yourself and your idea. Faculty will provide examples of NDAs and explain the traps for unwary. **Questions and Answers**

11:30–12:00 Do You Need a Prototype?

Faculty will discuss the advantages and disadvantages of creating a prototype of your invention. Attendees will learn how to obtain a prototype in an efficient, safe, and cost-effective manner. **Questions and Answers**

12:00–1:00 LUNCH PROVIDED WITH FACULTY**1:00–2:00 Case Studies of Physician Inventions**

In this segment faculty will take the attendees through several successful physician inventions from idea formulation through product launch. **Questions and Answers**

2:00–3:00 The Biggest Mistakes Physician Inventors Make and How to Avoid Them

Faculty will utilize their many years of experience to point out the mistakes physician inventors typically make. Attendees will learn specific techniques and checklists to avoid these mistakes. **Questions and Answers**

3:00–5:00 Making Money from Your Invention

Faculty will discuss the various ways physicians can benefit financially from their inventions. The pros and cons of licensing, sale, and starting your own company will be explored in detail. Attendees will be presented with some of the more successful physician inventions and the amounts of money generated by their invention. **Questions and Answers**

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



How to Become a Successful Physician Inventor: **NEW!** Bringing Your Ideas to Market

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Day Two (Friday, September 19, 2014)

6:30-7:00 CONTINENTAL BREAKFAST WITH FACULTY

7:00-7:30 Do You Have the Time?

Faculty will have a frank discussion with attendees about the time and effort they will have to devote to successfully bring their idea to market. A timeline for the invention cycle will be offered to attendees. **Questions and Answers.**

7:30-8:45 What Every Physician Inventor Needs to Know About Patent Law

Faculty will present an intensive tutorial on what every physician inventor needs to know about patent law. Faculty will emphasize the practical application of the law to the decision making process of the physician inventor. **Questions and Answers.**

8:45-9:00 BREAK AND NETWORKING OPPORTUNITY

9:00-10:00 Financing Your Invention

Faculty will present alternative methods for financing your invention, including: self-funding, investors, venture capital, etc. The issues of undercapitalization, maintaining control, and when and how to seek financial assistance will be addressed. **Questions & Answers.**

10:00-10:45 One Stop Shopping

Faculty will discuss the advantages and disadvantages of companies and incubators, both in the public and private sector, who can help bring your idea to market. Attendees will learn the red flags to look out for in these relationships. **Questions & Answers.**

10:45-11:00 BREAK AND NETWORKING OPPORTUNITY

11:00-12:00 Who are the Big Players and How Do They Operate?

Faculty will discuss the ten major licensors and purchasers of physician inventions and will explain their corporate culture, use of NDAs, track records of success, and methods of operation. Key players and their roles will be explained. **Questions & Answers.**

12:00-12:45 LUNCH PROVIDED WITH FACULTY

12:45-1:30 Finding the Right Lawyer

Faculty will explain the attributes physicians will want to look for in their patent lawyer. A questionnaire will be presented to attendees to help them successfully interview counsel. **Questions & Answers.**

1:30-1:45 Resources for Physician Inventors

Faculty will review the numerous resources available to physician inventors to assist them in bringing their idea to market. **Questions & Answers.**

1:45-2:30 Your Action Plan

Attendees with the assistance of the faculty will develop their personal action plan for 3 months, 6 months, and one year for bringing their idea/invention to market. **Questions & Answers.**

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SEAK Expert Witness Training**How to Be an Effective Expert Witness****The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts****Thursday–Friday, September 18-19, 2014**

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. Attendees 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. Attendees will have an opportunity to participate in demonstrations and to receive constructive feedback as to how to improve their performance. In addition, each attendee will be provided with a content rich seminar manual. **This program is only offered once in 2014.**

Learning Objectives: At the conclusion of this workshop, you 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 you 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

Here's What Past Attendees Had To Say:

"High Quality"
"Outstanding Seminar"
"Superb"
"Good pace, key information"

"The personal attention was most useful"
"Loved the videos which demonstrated the points"
"Terrific"
"Faculty is excellent!"

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

Continuing Education Credits: Note: If your specialty does not appear below and you desire credits, please contact Karen Cerbarano (781-826-4974 or Karen@seak.com). We can often obtain desired credits upon request, but unfortunately, obtaining some types of credits are not feasible. Please register early, as we can only apply for credits after your registration form has been received and it can take time to get the requested approvals back from the accrediting agencies.

Accident Reconstructionists: SEAK will apply for credits through ACTAR upon written request at the time of registration. **Accountants:** Earn 17.0 CPE credits in the field of study of Specialized Knowledge and Applications. SEAK, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org. For SEAK's complaint and program cancellation policies please call SEAK, Inc. at 508-457-1111. All attendees should have the education and experience that would qualify them as an expert witness. This is an intermediate group-live program. Advanced Preparation: None. This program was reviewed in 2013. To register, please follow the instructions on page 2. **Appraisers:** Credits from The American Society of Appraisers will be applied for on written request at the time of registration. **Arborists:** SEAK will apply for Continuing Education hours through The International Society of Arboriculture (ISA) on written request at time of registration. **Attorneys:** Credit varies by state. Continuing legal education credits for attorneys will be applied for if requested in writing at the time of registration. **Engineers:** 14 PDHs. The acceptance of this course is dependent upon your state(s) of registration. The vast majority of states do not require preapproval of either courses or course sponsors. **Life Care Planners:** SEAK will apply for credits through The Commission on Health Care Certification (CHCC) upon written request at the time of registration. **Physicians:** 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. **Psychologists:** 14 CE Credits. SEAK, Inc. is approved by the American Psychological Association to sponsor continuing education for psychologists. SEAK, Inc. maintains responsibility for this program and its content. This is an intermediate course. This course is for psychologists who are interested in expert witness work or who already serve as expert witnesses. For any additional information about this program please call 508-457-1111. To receive credit each psychologist must attend the entire program, sign in before the program, sign out after the program and return a completed evaluation form. **PARTIAL CREDIT IS NOT PERMITTED**

NOTE: SEAK does not accept commercial support for its programs and does not use faculty members with conflicts of interest.



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. He is a former litigator with experience in defense and plaintiff personal injury law and insurance law. He currently serves as Vice President and General Counsel 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 *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*.

Registration is Limited. Register Today.

How to Be an Effective Expert Witness

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day One (Thursday, September 18, 2014)

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 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 deposition. **Questions & Answers**

12:00-12:45 LUNCH PROVIDED WITH FACULTY

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.

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**

Registration is Limited. Register Today.

SEAK Expert Witness Training**How to Be an Effective Expert Witness**

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day Two (Friday, September 19, 2014)

6:30-7:00 CONTINENTAL BREAKFAST

7:00-7:30 Reading and Bonding with the JuryYou 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 OpinionsYou 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 TechniquesYou 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-ExaminationYou 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**

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

How to Market and Grow Your Expert Witness Practice: With Personal Attention

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Saturday–Sunday, September 20-21, 2014

Executive Summary: This is the nation's most advanced program on expert witness business development. At the conclusion of this small group, limited attendance program, **each attendee will leave with a personalized action plan** containing numerous concrete, cost-effective action steps to further develop their expert witness practice. **Each attendee will also receive individualized written feedback** from the faculty regarding their niches, retention agreement, past and current marketing activities, case histories, communication and response policies, testimonial history, billing practices, expert witness website, a print or online ad or listing, letterhead/business card, and their curriculum vitae. **This program is only offered once per year.**

Pre-work: Each attendee will be asked to submit for review and written critique the following:

- Detailed Attendee Questionnaire – past clients, forensic case history, areas of expertise, niches, fees, retention agreement, past and current marketing efforts, communication and response policies, qualifications, testimonial history, billing practices, and client valuation.
- Expert Witness Website.
- The copy from your online or print ads/listings.
- Fee Schedule/Agreement.
- Business Card.
- Letterhead.
- CV.

What you will learn:

- How to identify and position yourself in a lucrative niche.
- Easy ways to make yourself more attractive to potential clients.
- What you can and should do to maximize repeat and word of mouth referrals.
- The unique dynamics of marketing an expert witness practice.
- Bullseye expert witness marketing – how to target the subset of attorneys most likely to hire you.
- How to avoid backlashes from inappropriate business development activities.
- How to build a platinum brand for your services.
- Where and how to speak and write to generate cases.
- The best and worst places to advertise and how to draft an ad most likely to produce results.
- The pros and cons of expert witness brokers and referral agencies.
- How to draft your personalized action plan which you will leave the training session with.
- Advanced, but easily implementable networking techniques to develop your expert witness business.
- How to properly track your referrals and how to properly value a new client.
- Much, much more.

Registration Information: Tuition is \$1,295 and includes two days of unique and practical instruction, individualized feedback, a detailed printed course manual not available anywhere else, and continental breakfast and lunch with faculty each day. All persons registering prior to July 15, 2014 will receive a complimentary copy of the best-selling 52-minute DVD *The Expert Deposition: How To Be An Effective and Ethical Witness* (a \$104 value). To register, please use the form on page two or visit www.seak.com. Group discounts are available. See page 2.

Continuing Education Information: There are no continuing education credits available for this program.



Faculty: Steven Babitsky, Esq., is the President of SEAK, Inc. Mr. Babitsky trains hundreds of experts every year through SEAK's scheduled programs for expert witnesses, invited presentations, and customized expert witness training programs presented to corporations, associations, and governmental agencies. He also serves as a one-on-one consultant to expert witnesses who desire to improve their expert witness practices. He is the creator and co-seminar leader for the Annual National Expert Witness Conference and numerous one and two day training seminars. Attorney Babitsky is the co-author of numerous texts including *How to Market Your Expert Witness Practice: Evidence-Based Best Practices*, *The A-Z Guide to Expert Witnessing*, *How to Become a Dangerous Expert Witness*, *How to Write an Expert Witness Report* and *Never Lose Again: Become a Top Negotiator by Asking the Right Questions*.



Nadine Nasser Donovan, Esq., is a former trial lawyer with extensive litigation experience. Ms. Donovan is a SEAK consultant, providing one-on-one training for expert witnesses in the areas of report writing, and preparation for deposition and trial testimony. She is currently a partner in the Boston-based firm of Mulvey, Ennis, Keefe, and Donovan, LLC. In addition, Ms. Donovan is a Legal Writing Instructor at Boston University School of Law, and an Adjunct Professor at New England School of Law, Boston, where she teaches a course in Medical Malpractice. She previously practiced litigation in New York City, first as a prosecutor in Queens, and then as counsel for the City of New York. Ms. Donovan received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature.

How to Market and Grow Your Expert Witness Practice: With Personal Attention

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Saturday, September 20, 2014

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00–8:30 The Six Guiding Principles of Expert Witness Business Development

Faculty will discuss and explain the six guiding principles of expert witness marketing: the art of business development is an art – why there is no magic formula that will work for everyone and what to do about it, how to experiment with various techniques, how to better track your results, be patient and persistent, and finding modifications that work. **Questions & Answers.**

8:30–9:00 Understanding How Much Each New Client is Worth

No marketing technique can be properly evaluated until an expert understands how to calculate how much each new client is worth. In this segment the faculty will explain the numerous factors that must be accounted for in order to determine the true value of a new client. **Questions & Answers.**

9:00–10:00 The Special Dynamics of Marketing an Expert Witness Practice

Marketing an expert witness practice presents unique challenges. In this segment the faculty will discuss the three principles of marketing and how to account for and minimize any potential backlash from poorly conceived or worded marketing materials. **Questions & Answers.**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY

10:15–11:15 The 24/7/365 Approach to Expert Witness Business Development

A critical concept of expert witness business development is that everything an expert or his staff does can influence how much work the expert is able to obtain. The faculty will detail best practices that will help increase any expert's case referrals, including telephone intake procedures, gatekeeper assignment, training and protocol, client and lead communication protocol, contact information availability and dissemination, how to excel during the first call from a prospective client, making yourself and your CV as attractive as possible, rate setting, engagement terms, and billing procedures. Examples from the attendees will be critiqued, analyzed, and discussed. **Questions & Answers.**

11:15–12:00 Best Practices in Evaluating and Tracking Business Development Efforts

Any proper evaluation of a business development strategy must accurately account for the direct and indirect revenue generated by the strategy as well as the out of pocket and hidden costs associated with the strategy. In this segment the faculty will explain how to properly account for cost and revenue from an expert witness marketing strategy. Also discussed and explained will be specific methodologies for tracking the success of your business development techniques. **Questions & Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 Positioning Yourself in the Best Possible Light

Expert witnesses who are more attractive to potential clients will get more business. In this segment the faculty will explain how to make yourself as attractive as possible to potential clients. Specifically, the faculty will explain in detail how to project a positive and professional image (and the biggest mistakes experts make in this area), how case selection influences your image, which cases/law firms to seek out and which cases/law firms to avoid, demonstrably effective communication skills, filling in gaps and building your CV, keeping a low profile, and gaining the hands-on and relevant testifying experience that attorneys want to see. **Questions & Answers.**

1:45–2:45 Maximizing Repeat and Word of Mouth Business: Evidence Based Best Practices

By far the most valuable and cost effective business development technique for expert witnesses is generating positive word of mouth. In this section the faculty will discuss the results of their proprietary research about action steps to take and what specifically will make attorneys want to hire an expert again or recommend that expert to a colleague, including: accessibility, exceeding expectations (and how to do this), communication skills, credibility, meeting deadlines, cross-examination performance, a personality that is likeable, fees and billings, work ethic, preparation, strength of opinions, and effectiveness on the witness stand. **Questions & Answers.**

2:45–3:00 BREAK AND NETWORKING OPPORTUNITY

3:00–4:00 Finding your Niche

One of the most common and serious business development mistakes expert witnesses make is holding oneself out as an expert in numerous and broad areas. This is usually done to maximize potential business, but almost always has the opposite result. In this section the faculty will detail the substantial advantages which can flow from positioning yourself in the best narrow and lucrative niche including branding, vastly more efficient target marketing, decreased competition, increased subject matter knowledge, and making yourself far more attractive to potential clients. **Questions & Answers.**

4:00–5:00 Identifying your Target Market

Business development can be greatly facilitated when an expert witness is able to identify and reach the precise subset of lawyers most likely to hire that expert. In this section the faculty will explain the benefits of finely targeted lead identification and will provide specific strategies for doing so including bar association membership and practice sub groups, online directories, CLE attendees and faculty, stand alone bar associations, networking, and leveraging your research. The faculty will use volunteer attendees as examples and discuss and explain how these volunteers can identify and reach their target market. **Questions & Answers.**

How to Market and Grow Your Expert Witness Practice: With Personal Attention

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts
Sunday, September 21, 2014

6:30–7:00 CONTINENTAL BREAKFAST

7:00–8:00 How and Where to Advertise: Evidence Based Best Practices

Many experts shy away from advertising. Most shouldn't. Research and evidence suggests both that advertising can be remarkably cost effective and that, for most experts, there is little if any backlash from tasteful, factual ads. In this section the faculty will discuss and explain SEAK's detailed research on expert witness advertising including the best and worst-rated places to advertise. The faculty will also specifically explain what should and should not be in expert witness advertisements, how specifically to maximize the effectiveness of your ads, and how and where to test advertising.

Exercise: Example ads from the attendees will be critiqued, analyzed, and discussed. **Questions & Answers.**

8:00–9:00 Advanced Networking Techniques

Networking has consistently been shown to be one of the most cost effective methods for developing an expert's practice. In this segment the faculty will explain six specific techniques for staying in front of clients and how specifically to implement each. The faculty will further describe methods for networking with one's colleagues and how this can lead to case referrals. Also covered will be which professional organizations to join, how to leverage your personal relationships, why you should serve as a mentor, which conferences you should attend, and how to use online networking through LinkedIn to boost your expert witness practice. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement to improve their networking. **Questions & Answers.**

9:00–9:15 BREAK AND NETWORKING OPPORTUNITY

9:15–10:00 Speaking

Speaking can be very good for business. In this segment the faculty will explain the subtle nuances that need to be navigated to get the most out of one's speaking engagement. The faculty will explain where to talk, how to get invited, when the best time to talk is, and how to get invited back. The benefits and drawbacks of each category of venues will be candidly described. The faculty will also describe how to calculate the true cost of your speaking engagements. In addition, the faculty will offer advice on risk management so that the expert's presentation does not come back to haunt the expert. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement to obtain helpful speaking opportunities. **Questions & Answers.**

10:00–10:45 Writing

Publishing can also be quite helpful to an expert's practice development. In this segment the faculty will explain how to choose the correct topic to write on, the various types of writing that experts can do (white papers, articles, peer review articles, books, etc.), how to calculate the cost of writing, risk management considerations influencing your title, content, and where to publish. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement to utilize writing to promote their expert witness practices. **Questions & Answers.**

10:45–11:00 BREAK AND NETWORKING OPPORTUNITY

11:00–12:00 Your Expert Witness Web Site

Some experts have found having a dedicated website to be helpful to business development. Others have not. In this section the faculty will discuss their research as to how trial attorneys view expert web sites and give candid advice as to whether experts should develop one. The faculty will explain low and no cost ways to develop and optimize a web presence without creating a web site from scratch. The faculty will also explain the most common ways to create your web site and how experts should and should not optimize these. Also discussed will be what should and should not be on an expert's web site. **Exercise:** The faculty will lead an interactive discussion utilizing volunteer attendees on what action steps these attendees should implement regarding a web presence to support practice development. **Questions & Answers.**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:15 Expert Witness Brokers and Referral Services: The Good, The Bad, and The Ugly

Numerous third party "matchmakers" such as brokers and referral services can be utilized to facilitate case referrals. The faculty will provide a frank description of the results of their research on how satisfied other experts have been with these services. Included will be a discussion of which services are most highly rated by your colleagues and what experts should know before deciding whether to work with matchmakers including, experiences of your colleagues, contracting, common issues, the types of cases you are likely to get, fee collection, tire kickers, restrictive covenants and other issues. **Questions & Answers.**

1:15–2:15 Personalized Marketing Plans

Attendees will work with faculty to pull together a personalized marketing plan to greatly expand their practices. **Questions & Answers.**

2:15–2:30 Conclusion

The faculty will answer any final questions.

SEAK Medical Malpractice Survival Training**Medical Malpractice Survival Training for Physicians****The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts****Thursday–Friday, September 18-19, 2014**

Executive Summary: **Malpractice Survival Training for Physicians** is essential training for any physician who is currently being sued or is at risk for being sued over the course of his or her career. We will teach you how to give yourself the best chance of successfully defending an accusation of medical malpractice. We utilize interactive testifying skills exercises to show you how to be a more effective witness in your own defense. In addition, we teach you what you can and should do to assist in your own defense including making sure the insurance company hires the right lawyer, assisting in case preparation and expert selection, and making a favorable impression upon the jury. We also flag common and avoidable mistakes that can destroy an otherwise defensible case. **This course will only be offered once in 2014.**

Learning Objectives: You will learn:

- How to be a more effective witness in your own defense at deposition and trial
- How to make sure you are represented by the right lawyer and that that lawyer hires the best expert witnesses
- How to best work with and assist your defense counsel
- What makes plaintiffs angry enough to sue and how to avoid getting sued
- How to make a favorable impression on the jury
- How to understand and enforce your rights under liability insurance policies
- Factors to consider in order to decide whether or not to settle a case and if so, how much to settle for
- How to avoid common mistakes that can sink your case
- How to avoid or minimize damage to your reputation

Here's What Past Attendees Had To Say:*"High Quality"**"Outstanding Seminar"**"Superb"**"Good pace, key information"**"The personal attention was most useful"**"Loved the videos which demonstrated the points"**"Terrific"**"Faculty is excellent!"*

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

Continuing Education Credits: 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:

Nadine Nasser Donovan, Esq., is a former trial lawyer with extensive litigation experience. She is a SEAK trainer and consultant, having been on the SEAK Faculty since 2002 and having trained hundreds of experts via SEAK's scheduled courses, customized on site expert witness training programs, and one-on-one consulting for physicians and other disciplines. She is licensed to practice law in New York, Massachusetts, and Rhode Island.

In addition to her work consulting and teaching for SEAK, Ms. Donovan is a partner in the Boston-based firm of Mulvey, Ennis, Keefe, and Donovan, LLC. Her practice area includes the defense of medical professionals in medical malpractice actions and before medical licensing boards. In addition, Ms. Donovan is a Legal Writing Instructor at Boston University School of Law, and an Adjunct Professor at New England School of Law, Boston, where she teaches a course in Medical Malpractice. Ms. Donovan also serves as a Dispute Resolution Arbitrator for the Financial Industry Regulatory Authority.

Ms. Donovan previously practiced litigation in New York City, first as a prosecutor in Queens, and then as counsel for the City of New York. Ms. Donovan received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature. She can be reached at nadine@seak.com.

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

Medical Malpractice Survival Training for Physicians

The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts

Day One (Thursday, September 18, 2014)

7:30-8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00-8:30 What To Do After an Adverse Event

This section will introduce the principles of medical malpractice law and the types of real world circumstances that typically lead to such claims. You will be provided with a to-do checklist for when you are first apprised of an adverse medical event. We will also discuss how to best deal with the stress of being sued. **Questions & Answers**

8:30-9:15 What the Plaintiff Needs to Prove

You will learn the essential elements of a medical malpractice claim so that you can understand what the plaintiff needs to prove and why. **Questions & Answers**

9:15-9:45 How to Assist in Disproving That You Breached the Standard of Care

The faculty will demystify the legal definition of the standard of care in a medical malpractice case and explain how you can help your lawyer to disprove breach of this critical element, including the use of medical literature, standards, evidence-based medicine, and learned treatises. **Questions & Answers**

9:45-10:15 How to Help Make Sure Your Lawyers Hire the Best Experts

On both sides of the case, the medical experts play a critical role in evaluating, proving, and disproving medical malpractice allegations. This section will discuss the factors that counsel takes into account in selecting these witnesses, and how you can help ensure that counsel retains the most effective expert witness on your behalf. **Questions & Answers**

10:15-10:30 BREAK AND NETWORKING OPPORTUNITY

10:30-11:15 How to Make a Favorable Impression on The Jury

The ultimate decision maker in a medical malpractice case is the jury of lay people. In this segment, you will learn what jurors find persuasive from defendant physicians, what they do not find persuasive, what defense and plaintiff's counsel will do to make the best impression in front of the jury, and most importantly, what you can do to help. **Questions & Answers**

11:15-12:00 Understanding and Enforcing Your Rights Under Your Liability Insurance Policy

We will teach you to understand your rights and responsibilities stemming from your liability insurance, including your rights regarding the selection of defense counsel and the implication of settlement clauses and indemnity and expense limits. We will also focus on what can and should be done should you face personal exposure beyond available policy limits. **Questions & Answers**

12:00-12:45 LUNCH PROVIDED WITH FACULTY

12:45-1:30 When Should I Settle?

This section will discuss what kinds of events might spark settlement, as well as other factors that should affect your decision in this regard. We will also cover who decides when to settle, who has the authority to settle, and how cases are valued. Included will be a discussion of potential conflicts in settlement decisions, avenues of settlement such as arbitration and mediation, and the impact of settlement on your practice, reputation, and malpractice coverage. **Questions & Answers**

1:30-2:45 How Plaintiff's Lawyers Investigate Cases and What Makes Patients Sue

You will learn how plaintiff's counsel evaluates and prosecutes medical malpractice claims. Included is a frank discussion of the economics of pursuing a malpractice claim, the selection of expert witnesses, researching the applicable medicine, conducting discovery, developing a theme of the case, evaluating potential damages and the likelihood of success on the merits, deciding when to settle, when to mediate, when to try, and developing a winning trial strategy. **Questions & Answers**

2:45-3:00 BREAK AND NETWORKING OPPORTUNITY

3:00-4:00 How Defense Lawyers Defend Doctors in Malpractice Cases

This section will give you an insider's view of defense counsel's role in defending a physician accused of malpractice, including how defense counsel evaluates plaintiff's allegations and selects appropriate defenses. You will learn defense counsel's strategies, including the procedural and substantive avenues they pursue to resolve these cases in the manner most advantageous to their physician clients. Included in this discussion is the dynamics between defense counsel and the liability insurance adjuster, and how defenses proceed when there are multiple-named medical defendants. **Questions & Answers**

4:00-5:00 How You Can Best Assist Defense Counsel

You will learn how to be an effective member of the defense team. You will learn how defense counsel evaluates and defends a case, how to assist counsel in investigation and preparation of the case, proper pre-trial and courtroom behavior and demeanor, and how to avoid potential pitfalls. **Questions & Answers**

SEAK Medical Malpractice Survival Training**Medical Malpractice Survival Training for Physicians****The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts****Day Two (Friday, September 19, 2014)****6:30-7:00 CONTINENTAL BREAKFAST****7:00-8:45 How to Be a More Effective Witness at Your Deposition**

Physicians will learn the fundamental law of depositions, what plaintiff's counsel is after at deposition, and how to be an effective witness on your own behalf at deposition, both on issues of qualification and the medicine involved. A physician who is able to persuasively and accurately describe her credentials, both in the curriculum vitae and in testimony, increases her credibility and benefits the overall defense of the case. Likewise, a defendant physician should be prepared to confidently and convincingly explain her care of the patient to the layperson without being defensive or condescending. Included will be mock deposition demonstrations of volunteer attendees which will be critiqued by the faculty and attendees. **Questions & Answers**

8:45-9:00 BREAK AND NETWORKING OPPORTUNITY**9:00-10:30 How to Be a More Effective Witness During Your Direct Examination At Trial**

You will learn specific proven techniques on how to work with counsel to be an effective witness on your own behalf during direct examination at trial. Techniques to prepare to give your testimony will be explained, along with specific advice on how to be effective in front of the jury. These include a focus on demeanor and language, the proper use of visual aids, understanding the theme of the case and how to properly explain complicated medical concepts to the lay jury. Included will be mock direct examination demonstrations of volunteer attendees which will be critiqued by the faculty and attendees. **Questions & Answers**

10:30-10:45 BREAK AND NETWORKING OPPORTUNITY**10:45-12:00 How to Be a More Effective Witness During Cross Examination**

You will learn what plaintiff's counsel is after during cross-examination and how to be effective during even the most aggressive cross-examinations. Physicians will learn the specific advanced techniques to thrive during cross-examination by plaintiff's counsel, including how to properly prepare for cross examination, making concessions where appropriate, not being evasive or defensive, maintaining a calm demeanor, avoiding quibbling, showing feeling, active listening and many more. Included will be mock demonstrations of volunteer attendees which will be critiqued by faculty and attendees. **Questions & Answers**

12:00-12:45 LUNCH PROVIDED WITH FACULTY**12:45-1:45 How To Avoid Getting Sued – Practical Risk Management Techniques**

Although as a physician you can never completely eliminate the chance of being sued, there are ways to minimize your risk. This section will provide practical strategies that you can use to reduce the chances you will get sued, including superior communication skills with your patient, diligent and complete record-taking practices, employing competent and patient-friendly office staff, dealing with adverse events, and developing specific office procedures regarding informed consent, follow-ups, and referrals. **Questions & Answers**

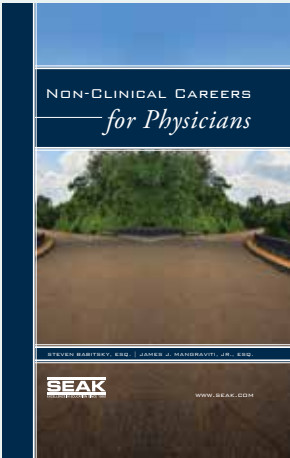
1:45-2:30 The Biggest Mistakes Malpractice Defendant Physicians Make, And How to Avoid Them

You will learn the types of costly mistakes that you can make once you become a defendant in a medical malpractice lawsuit, as well as strategies and techniques you can use to avoid them. The discussion of mistakes will include not knowing your rights under your liability contract, altering medical records, giving the appearance of a cover-up by not promptly responding to patients' records requests, discussing your case with your colleagues, not being adequately prepared for your deposition or trial testimony, thinking that defense counsel has a medical degree, not being responsive to defense counsel's requests, keeping important facts about yourself or the case from defense counsel, and mistakenly thinking that the malpractice insurer has only your best interests in mind. **Questions & Answers**

**Registration is limited. Register Today! To register, please see page 2.
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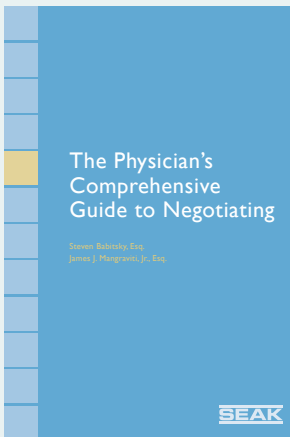
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- Where are non-clinical opportunities posted online?
- How do I turn my CV into a stand-out resume?
- What talking points should I use at my interview?
- How can I network myself into a non-clinical position?
- What will my job satisfaction be like if I am not seeing patients?
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- Chapter 7 Preparing to Win
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