



## **ADVANCED IME TRAINING**

How to Market and  
Grow Your IME Practice:  
with Personalized Attention

September 19-20, 2013

IME Skills for Physicians:  
The Master's Program

September 21-22, 2013

## **EXPERT WITNESS TRAINING**

How to Be an Effective  
Expert Witness

September 19-20, 2013

Falmouth, Cape Cod, Massachusetts

[www.seak.com](http://www.seak.com)

# 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 \$149). 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 28, 2013 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 June 30, 2013 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 CREDIT:** Please see pages 4, 7 & 10 for CME/CEU information.

**CANCELLATIONS:** Conference cancellations received in writing prior to September 1, 2013 will receive a full refund. Persons cancelling after September 1, 2013 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](http://www.seak.com)

## PLEASE REGISTER ME FOR:

- How to Market and Grow Your IME Practice: with Personalized Attention**  
(\$1295) September 19-20, 2013
- IME Skills for Physicians: The Master's Program**  
(\$1295) September 21-22, 2013
- How to be and Effective Expert Witness**  
(\$1295) September 19-20, 2013

Also available on DVD (Mass. residents add 6.25% sales tax)

- How to Market and Grow Your IME Practice: with Personalized Attention**  
(\$895)

Please print or type all items to assure accuracy.

All confirmations will be sent via email to the individual indicated. **Priority Code: IME2013**

<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:		
Company/Organization:		
Specialty/Area of Expertise (to be included on your nametag for networking purposes):		
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		
<b>OR</b> 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](http://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
- Volley Ball 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. T.F. Green is preferred over Logan (if you can get a direct flight) as it is usually less congested. Rental cars, taxis and car service are available at all three airports.



**SEAK Training****How to Market and Grow Your IME Practice: with Personalized Attention****The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts****Thursday–Friday, September 19-20, 2013****Executive Summary:** This is the most advanced training available on IME Marketing. *How to Market and Grow Your IME Practice* is designed for both IME physicians and their employees who are tasked with practice development.Attendees will learn through lecture, questions and answers, personalized feedback, and interactive learning how to professionally and cost-effectively market their IME practice and services and how to build a lucrative practice that will stand the test of time. 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 IME practice.**Each attendee will also receive individualized, written feedback** from the faculty on their niches, past and current marketing activities, communication and response policies, CV, website, and one IME report. **NOTE: This is the only time that this program will be offered in 2013.****Tuition includes:**

- Personalized written feedback
- Continental breakfast and lunch with the faculty each day
- A unique marketing handbook containing original IME marketing research
- A list of IME referral sources
- Personalized action plan

**What You Will Learn by Attending:**

- How much your new IME clients are truly worth
- The 24/7/365 approach to IME marketing and business development
- Best practices in building and tracking business development
- How to quickly improve the quality of your IME work product
- How to identify your target market
- The best way to find and develop your IME niche
- How to improve your CV and website
- How to best use speaking, writing, and training to obtain new IME business
- How to build your IME brand
- Marketing successfully to IME brokers
- Marketing successfully to attorneys, self-insureds and TPAs
- How to obtain repeat IME business
- Advanced networking techniques for building relationships
- Where and how to advertise
- Benefits of certifications
- Expanding your IME practice to other lucrative medical-legal work

**Also available on DVD  
See page 2 to order or  
visit [seak.com](http://seak.com)**

## Here's what past attendees have to say

**"Exactly what I was looking for. Best of the SEAK seminars I have attended."**

**"Relevant, useful."**

**"Very positive experience."**

**"Very thorough and practical."**

**"Keep up the great work."**

**"Mr. Babitsky was excellent"**

**"Optimally informed. Direct and engaging."**

**"Thank you!"**

**"They were very informative"**

**"Very enjoyable, excellent presenters"**

**Registration Information:** Tuition is \$1,295. To register, please use the form on page 2 or visit [www.seak.com](http://www.seak.com). All persons registering prior to June 30, 2013 will also 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 Medical Education:** Continuing Medical Education Credits are not available for this program.

**Distinguished Faculty:**

**Steven Babitsky, Esq.**, is the President of SEAK, Inc. He was a workers' compensation trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. He is the founder of the National Organization of Social Security Claimants' Representatives, the cofounder of the American Board of Independent Medical Examiners, and the creator of the *AMA Guides Newsletter*. Mr. Babitsky is the co-author of the texts *Writing and Defending Your IME Report: The Comprehensive Guide*, *Understanding the AMA Guides in Workers' Compensation*, *Litigating Stress Cases in Workers' Compensation*, *Cross-Examination: The Comprehensive Guide for Experts*, *Writing and Defending Your Expert Report: The Step-by-Step Guide with Models*, *How to Excel During Cross-Examination: Techniques for Experts That Work*, *The A-Z Guide to Expert Witnessing*, and *How to Excel During Depositions: Techniques for Experts That Work*.



**Stephen Freifeld, MD** is a board-certified otolaryngologist in Springfield, New Jersey, who in addition to a busy practice treating patients both medically and surgically in his field of otolaryngology, has been active in the medical-legal arena for over 35 years. He has conducted thousands of IME's, reviewed 100's of charts, and appeared at 100's of depositions and dozens of trials. He has been a consultant to industrial and pharmaceutical companies in the field of workers' compensation and hearing loss. His medical-legal career has taken him into the courtroom of 15+ states, and he has reviewed medical malpractice cases from over 20 states. A fellow of AADEP and certified by ABIME. A graduate of Cornell University, he trained at Mount Sinai, New York Medical, and New York Eye, Ear and Throat Hospital.

## **How to Market and Grow Your IME Practice: with Personalized Attention** **The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts** **Thursday, September 19, 2013**

### **7:30–8:00 Continental Breakfast & Registration**

#### **8:00–8:15 Introduction**

The faculty introduces themselves and previews the goals of the course along with the teaching methodology that will be used.

#### **8:15–8:45 Understanding How Much Each New Client is Worth**

To properly evaluate IME marketing techniques and their cost-effectiveness, physicians will want to consider many factors. In this segment the faculty will explain the numerous key factors that should be accounted for to determine the true value of each new IME client. **Questions & Answers**

#### **8:45–9:45 The 24/7/365 Approach to IME Business Development and Marketing**

In this segment the faculty will teach and demonstrate how each and every interaction with clients, attorneys, IME self-insureds, third party administrators, and others is a crucial link in the IME marketing chain. The faculty will detail, explain, and demonstrate best practices to help increase IME referrals including telephone intake procedures, the role of the gatekeeper and their training, availability of the physicians, dealing with new client calls, providing quality reports, and availability for depositions and trials/hearings. Examples from the attendees will be critiqued, analyzed, and discussed. **Questions & Answers.**

#### **9:45–10:15 Best Practices in Evaluating and Tracking IME Business Development Efforts**

The faculty will explain and demonstrate how to account for marketing costs and return on investment from an IME practice. Faculty will share and explain a detailed tracking protocol for tracking your IME business development. **Questions & Answers.**

### **10:15–10:30 BREAK & NETWORKING OPPORTUNITY**

#### **10:30–11:30 Improving the Quality of Your IME Work Product**

Physicians who want to obtain high quality referrals and repeat business should have an experienced unbiased practitioner take a critical look at their work product. In this segment, the faculty will identify and review the biggest mistakes attendees have demonstrated in their pre-submitted work product. Faculty will offer bottom-line simple advice for quickly improving the quality of the attendees' work product. **Questions & Answers.**

#### **11:30–12:00 Identifying Your Target Market**

Faculty will provide the latest research and strategies for IME physicians to help them identify all potential sources of IME business. **Questions & Answers.**

### **12:00–1:00 LUNCH (PROVIDED WITH FACULTY)**

#### **1:00–1:30 Finding Your IME Niche**

Attendees, with the assistance of the faculty, will identify several lucrative, realistic niche(s) for their IME practices. These niches or sub-specialties will assist the physician in targeting their IME marketing with a laser-like focus and distinguishing themselves from their competition. **Questions & Answers.**

#### **1:30–2:45 CVs and Websites**

Faculty will identify and explain the biggest mistakes IME physicians are making on their CVs and websites. Attendees will be provided with a 10-point checklist to help improve their CVs and webpages to make them more attractive and useful for current and prospective/new clients. **Questions & Answers.**

### **2:45–3:00 BREAK & NETWORKING OPPORTUNITY**

#### **3:00–4:30 Speaking, Writing, and Training**

The faculty will identify the benefits and numerous opportunities for physicians to speak, write, and train attorneys and other potential clients to attract new IME business. Physicians will be taught to analyze the true costs and benefits of these marketing techniques. **Questions & Answers.**

#### **4:30–5:00 Building Your IME Brand**

Faculty will provide bottom-line advice and suggestions for IME physicians to build and position themselves and their practices in the best possible light. Specific suggestions and techniques will be offered to help build your IME brand. **Questions & Answers.**

**SEAK Training****How to Market and Grow Your IME Practice: with Personalized Attention****The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts****Day Two (Friday, September 20, 2013)****6:30-7:00 CONTINENTAL BREAKFAST****7:00-8:00 Marketing to IME Brokers**

Faculty will present the latest SEAK research on how to effectively market your IME services and practices to IME brokers. IME brokers, both large and small, have been contacted and interviewed to learn: what they are looking for in an IME physician, disqualifiers, who the decision makers are, and what works best in terms of marketing to them. **Questions & Answers.**

**8:00-9:00 Marketing to Attorneys, Self-Insureds, and Third Party Administrators (TPAs)**

Faculty will provide the latest SEAK research on how to effectively market to attorneys, self-insureds, and TPAs, what they are looking for in an IME physician, disqualifiers, who makes the hiring decisions, and how they prefer to be contacted by IME physicians. **Questions & Answers.**

**9:00-9:15 BREAK & NETWORKING OPPORTUNITY****9:15-10:15 Repeat Business**

The holy grail of marketing for IME physicians is obtaining repeat business from good clients. In this session, the faculty will identify the 10 guiding principles of obtaining repeat IME business. Faculty will offer bottom-line advice, suggestions, and techniques for improving the percentage of repeat IME business. **Questions & Answers.**

**10:15-10:30 BREAK & NETWORKING OPPORTUNITY****10:30-11:00 Advanced Networking for IME Physicians: Building Relationships**

Networking and relationship building are the most cost-effective techniques for physicians to increase their IME business. In this segment, the faculty will explain six proven techniques for staying in front of clients to help obtain new business. Effective networking and mentoring of colleagues to derive new business will be explained. The use of online networking to build your IME practice will be explained and demonstrated. Faculty will explain the tremendous importance that relationships and relationship building have in building your IME practice and referrals. **Questions & Answers.**

**11:00-12:00 Where and How to Advertise**

The faculty will present the latest SEAK research on the most effective places for IME physicians to spend their IME advertising dollars. Discussed will be IME directories, and how to create and draft copy that is professional, effective, and that results in high quality, repeatable, IME business. Advertising in Bar Journals and online with Google Adwords will be discussed and explained. **Questions & Answers.**

**12:00-1:00 LUNCH (PROVIDED WITH FACULTY)****1:00-1:30 Benefits of Certifications**

IME physicians considering ABIME, AADEP, and other certifications will be provided with information on the costs and benefits of certifications. **Questions & Answers.**

**1:30-2:30 Expanding Your IME Practice to Other Lucrative Medical-Legal Work**

Faculty will explain and demonstrate how IME physicians can capitalize on their large number of clients, contacts, and relationships in their IME practices to branch out to even more potentially lucrative personal injury/medical legal work. The issue of branding and getting clients to accept your additional capabilities in the medical-legal area will be discussed with proposed solutions. **Questions & Answers.**



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

## How to be an Effective Expert Witness

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

Thursday–Friday, September 19–20, 2013

**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. Each attendee will have an opportunity to participate in demonstrations and to receive constructive feedback as to how to improve their performance. Each attendee will also receive feedback on their pre-submitted bio and report. In addition, each attendee will be provided with a content rich, 239 page seminar manual.

**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 Last Year's 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](http://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 June 30, 2013 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: Note:** If your specialty does not appear below and you desire credits, please contact Karen Cerbarano (781-826-4974 or [Karen@seak.com](mailto: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. 108578 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, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org) For SEAK, Inc.'s complaint and program cancellation policies please call SEAK, Inc. at 508-457-1111. There are no prerequisites for this intermediate group-live program. No advanced preparation is required. To register, please follow instructions on page 2. This course was reviewed in 2013. **Appraisers:** Credits from the 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)<sup>™</sup>. 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. 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*, *Writing and Defending Your Expert Report: The Step-by-Step Guide with Models*, and *How to Become a Dangerous Expert Witness: Advanced Techniques and Strategies*.

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

## How to be an Effective Expert Witness

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

Day One (Thursday, September 19, 2013)

### 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 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.

### 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**



## How to be an Effective Expert Witness

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

Day Two (Friday, September 20, 2013)

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**

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



**IME Skills for Physicians: The Master's Program****The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts****Saturday–Sunday, September 21-22, 2013**

**Executive Summary:** This is the most advanced training available on Independent Medical Evaluations (IMEs) and will be offered only once in 2013. Attendees will learn through lecture, case studies, questions and answers, demonstrations, and interactive learning how to distinguish themselves as independent medical evaluators. Physicians completing these intensive two days of training will raise the level of their IME work product, produce more valuable and defensible reports, and become “go-to” evaluators sought after by insurers, attorneys, brokers, and other clients. Physicians who are serious about improving their IME skills are encouraged to attend and participate in this advanced training. **Tuition includes continental breakfast and lunch with faculty each day, a written critique of your CV, a written critique of one of your sample IME reports, and a detailed conference manual.**

**What You Will Learn by Attending:**

- History Taking Recommendations for Complex Cases Including Those with Multiple Injuries
- Formulating and Communicating Defensible Opinions
  - Causation and apportionment in-depth
  - How to effectively use objective medical evidence
  - How and when to use evidence-based medical literature
  - How to effectively use diagnostic testing and explain the results thereof
  - How to write a high quality IME report with bullet-proof opinions
  - Effective use of timelines, tables, and charts in your reports
  - Mechanism of injury
- Disability and Fitness for Duty
  - How and when to use disability guidelines
  - How to confidently deal with questions on ability to return to work, work capacity, and restrictions
  - How to obtain and perform fitness for duty exams
  - How to defend return to work opinions
- How to Effectively Deal with Attacks by Counsel during Cross-Examination

**Registration Information:** Tuition is \$1,295. To register, please use the form on page 2 or visit [www.seak.com](http://www.seak.com). All persons registering prior to June 30, 2013 will also 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 Medical Education:** 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)<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**Distinguished Faculty:**

**James B. Talmage, M.D., FAADep** is an orthopaedic surgeon who now has a non-operative practice. Dr. Talmage is a Fellow in the American Academy of Disability Evaluating Physicians and has been since 1987. He has been the Course Director for many courses and he has twice received the “President’s Award” for service to AADEP. Dr. Talmage is one of the original Examination Committee members for the American Board of Independent Medical Examiners. He chaired the Committee for two years and served on the Committee for a total of four years. Dr. Talmage is a frequent contributor to, and the Associate Editor of *The Guides Newsletter*. He was associate editor of *The Guides Casebook, 2nd Edition* published by the AMA. He is an Adjunct Associate Professor (Occupational Medicine) in the Department of Family and Community Medicine of Meharry Medical College, in Nashville, Tennessee.



**Steven Babitsky, Esq.**, is the President of SEAK, Inc. He was a workers’ compensation trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. He is the founder of the National Organization of Social Security Claimants’ Representatives, the co-founder of the American Board of Independent Medical Examiners, and the creator of the *AMA Guides Newsletter*. Mr. Babitsky is the co-author of the texts *Writing and Defending Your IME Report: The Comprehensive Guide*, *Understanding the AMA Guides in Workers’ Compensation*, *Litigating Stress Cases in Workers’ Compensation*, *Cross-Examination: The Comprehensive Guide for Experts*, *Writing and Defending Your Expert Report: The Step-by-Step Guide with Models*, *How to Excel During Cross-Examination: Techniques for Experts That Work*, *The A-Z Guide to Expert Witnessing*, and *How to Excel During Depositions: Techniques for Experts That Work*.

**HERE'S WHAT PAST ATTENDEES HAD TO SAY:***“Both excellent instructors”**“Entertaining”**“Excellent handout book”**“Goldmine of legal and medical pearls of knowledge”**“Informative, thorough, well referenced”**“New and useful info and technique”**“Outstanding”**“Well organized – a lot of work put in”**“Excellent presentations”**“One of the best CME programs that I have ever attended”*

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

## **IME Skills for Physicians: The Master's Program**

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

**Day One (Saturday, September 21, 2013)**

**7:30-8:00 Continental Breakfast & Registration**

### **8:00-8:15 Introduction**

The faculty introduces themselves.

### **8:15-9:00 Advanced History Taking**

The faculty will discuss and demonstrate interviewing and history taking techniques in complex cases including those with multiple injuries and/or illnesses, as well as several dates of injury. Attendees will be encouraged to perfect their interviewing techniques, including asking the questions necessary to obtain a good understanding of the mechanism and magnitude of injury. **Exercises and Case Studies. Questions & Answers**

### **9:00-10:00 IME Causation In-Depth**

The faculty will present causation analysis for both occupational and non-occupational injuries and illnesses. Attendees will learn the meaning of cause and effect, apportionment, and recurrence. They will also learn the differences between proximate, precipitating, and predisposing causes; as well as worsening, exacerbation, and aggravation. Attendees will be presented with illustrative case studies and exercises to bring these static concepts to life. **Questions & Answers.**

### **10:00-10:15 BREAK & NETWORKING OPPORTUNITY**

### **10:15-12:00 IME Causation In-Depth (Continued)**

Attendees will be presented with vexing causation issues to analyze and work through with the help of the faculty and fellow attendees. Examples will include symptoms vs. disease, arthritic changes and hip/knee replacements, and mechanisms of injury. **Medical-Legal Demonstrations. Questions & Answers.**

### **12:00-12:45 LUNCH (PROVIDED WITH FACULTY)**

### **12:45-2:45 Effective Use of Objective Medical Evidence & Diagnostic Test Results**

The faculty will present when and how to most effectively use objective medical evidence, results of diagnostic testing, medical literature, and disability guidelines. The faculty will explain and demonstrate the most effective and persuasive techniques for explaining and presenting the medical significance of objective medical evidence and diagnostic test results to a judge, fact finder, or jury. Use of normative values and medical literature will be demonstrated with case studies and exercises. **Questions & Answers.**

### **2:45-3:00 BREAK & NETWORKING OPPORTUNITY**

### **3:00-4:00 Forming Defensible Opinions**

The faculty will demonstrate, with the aid of examples, how to form opinions that are medically and legally supportable, defensible, and thereby credible. **Medical-Legal Demonstration. Questions & Answers.**

### **4:00-4:30 Ability to Work**

The faculty will discuss and demonstrate what physicians should and should not say about ability to return to work, work capacity, disability, impairment, and restrictions. **Medical-Legal Demonstrations. Questions & Answers.**

### **4:30-5:00 Takeaways & Discussions**

Concluding remarks will be followed by an open and frank give and take between the faculty and the attendees.



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**SEAK Training****IME Skills for Physicians: The Master's Program****The Sea Crest Beach Hotel, Falmouth, Cape Cod, Massachusetts****Day Two (Sunday, September 22, 2013)****6:30–7:00 Continental Breakfast****7:00–8:30 Mechanism of Injury**

The faculty will present the mechanism of injury for the injuries that evaluators are most commonly faced with and will offer the attendees the tools, techniques, and literature to support a robust analysis of the mechanism of injury. **Case Studies. Questions & Answers.**

**8:30–9:00 Fitness for Duty Exams**

The faculty will present what IME physicians need to know about the legal and medical aspects of fitness for duty examinations, reports, and testimony. **Medical-Legal Demonstrations. Questions & Answers.**

**9:00–9:15 BREAK & NETWORKING OPPORTUNITY****9:15–11:00 Writing Your IME Report**

Attendees will learn best practices for IME report writing including formatting, documentation of records reviewed, qualifications of the examiner, history, physical examination, expressing defensible opinions, and avoiding mistakes. **Medical-Legal Demonstrations. Questions & Answers.**

**11:00–12:00 Dealing Effectively with the Attacks of Counsel**

The faculty will explain attacks that IME physicians can expect to face including those on your impartiality, bias, finances, credibility, credentials, and medical opinions. Techniques for successfully dealing with these attempts to destroy you will be explained and demonstrated. **Questions & Answers.**

**12:00–12:45 LUNCH (PROVIDED WITH FACULTY)****12:45–1:45 Building Your IME Brand and Becoming a “Go-To” IME Physician**

Faculty will explain and demonstrate with examples how attendees can build their brand, image, credibility, and reputation. The attendees will be presented with ten techniques for becoming a sought after “go-to” IME physician who works on complex, interesting, and lucrative IMEs. **Questions & Answers.**

**1:45–2:15 Defending Return to Work Decisions**

Faculty, through demonstrations, will illustrate how to defend physical capacity and activity decisions under rigorous cross-examination. Faculty will also discuss questions about liability of physicians for workers who get re-injured when returned to work. **Questions & Answers.**

**2:15–2:30 Takeaways, Conclusions, Evaluation**

The faculty will review key points and open the floor for a free flowing discussion of the issues covered in the two-day training session. **Questions & Answers.**



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Hardbound, 645 Pages; © 2004 | ISBN: 1-892904-24-1  
Price: \$149.95 | SKU: IME2

### The A-Z Guide to Expert Witnessing

The comprehensive survey text on expert witnessing. The topics covered include civil procedure, evidence, qualifications, CV writing, forming and expressing opinions, report writing, testifying skills, marketing, fee setting, billing, collections, ethics, privileges, discovery, avoiding abuse and much more. You will learn:

- How to best connect with and persuade a jury,
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- Testifying skills,
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- How to handle abuse by attorneys,
- How to maintain high ethical standards,
- How to bullet-proof your CV and written reports,
- How to meet challenges under *Daubert*,
- The limits of discovery and privilege.

Hardbound, 626 pages; © 2006 | ISBN: 1-892904-29-2  
Price: \$135 | SKU: AZBOOK

### How to Become a Dangerous Expert Witness

This book teaches experienced experts how to become dangerous experts. The mere disclosing of a dangerous expert to the opposing side can frequently increase the settlement value of a case. Accordingly, dangerous experts are selective in the types of cases they accept and are able to command premium fees. Opposing lawyers are concerned about the dangerous expert's expertise, command of the facts and his ability to communicate, teach and persuade the jury. Dangerous experts understand how to defeat opposing counsel's tactics and are even capable of turning the tables on opposing counsel. You will learn:

- How to bulletproof yourself and your opinions,
- What dangerous experts do when preparing to testify,
- How to defeat opposing counsel's deposition and cross-examination tactics,
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- How and when to take the offensive and turn the tables on opposing counsel.

Hardbound, 433 pages; © 2005 | ISBN: 1892904276  
Price: \$99.95 | SKU# DANGEROUS

### How to Assist An Expert Witness Practice: The Support Staff Program DVD

Teaches support personnel how to help make their practices more valuable and successful. *How to Assist An Expert Witness Practice: The Support Staff Program* features numerous case studies and exercises. You will be provided with concrete protocols, checklists, and action steps to help your expert succeed.

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- Document Management: Best Practices
- Assisting with Depositions
- How You Can Help Improve Your Expert's Image & Reputation
- How to Best Assist Your Expert to Market and Expand Their Practice
- How to Maintain and Bulletproof Your Expert's Web Sites, Web Listings, and Web Presence
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- How to successfully prepare for your deposition,
- How to set and collect your fee,
- Techniques for answering trick and difficult questions, and
- Much, much more.

Hardbound, 425 Pages; © 2007 | ISBN 978-1-892904-32-4  
Price: \$100 | SKU# DEP2

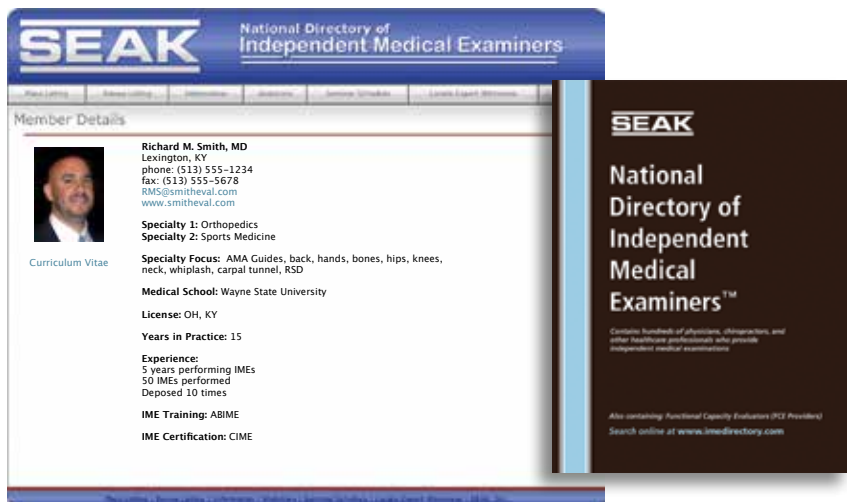
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Our website includes an interactive listing where you can post a portrait, CV and copies of your publications. Our website receives millions of hits per year, is fully optimized for search engines and contains your full contact information.

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Our print directory has a distribution of over 50,000 copies to trial attorneys, insurance companies and paralegals. This is the largest distribution of any national expert witness directory.

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*"The SEAK Directory has probably generated 10 cases for me this past year. I appreciate the referrals from the SEAK Directory – a very professional tool to inform potential clients of your qualifications and interests."*

*"I just received a case as a result of my new listing in the SEAK National Directory of Experts. The retaining lawyer shared that she was a big fan of SEAK and her firm has had excellent results from all the experts they have hired from the SEAK Directory. It's not every day we hear good news, so I thought I would pass on the fact that your SEAK National Directory of Experts is well received in the industry and is effective."*

*"I attended your SEAK training course in Naples, FL. Not only was it an exceptional training experience, but it has really jump started my work as an expert witness. Combining the course with the SEAK Directory utilization has probably increased my referrals about ten-fold."*

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