



SEAK, Inc. proudly presents three unique interactive CME programs:

2003 IME Summit

November 6-7, 2003

- Learn from a dynamic and diverse faculty which includes a distinguished IME physician, a workers' compensation hearing officer, experienced plaintiff and defense attorneys, an IME company executive, and an innovative IME office manager
- Write more persuasive, defensible, and valuable IME Reports
- Reduce your legal risks
- Improve the efficiency and profitability of your IME practice
- Obtain additional high-quality clients with repeatable business
- Effectively deal with the most difficult ethical problems associated with IMEs
- Defend your IME report from counsel's trick questions
- Build a premier IME practice

Medical Malpractice: Advanced Survival Training For Physicians

November 6-7, 2003

- How to be an effective witness in your own defense
- Effective risk management
- The hidden pitfalls of liability insurance policies
- What makes a malpractice jury tick
- Fundamental asset protection techniques
- How to be an effective member of the defense team
- Settlement: The good, bad and ugly
- How plaintiff and defense trial lawyers evaluate and try malpractice cases
- Law, procedure and tactics
- Deal with today's "Malpractice Crisis"

2003 Medical Witness Summit

November 8-9, 2003

- Learn from a highly knowledgeable faculty which includes a U.S. District Court Judge, experienced plaintiff and defense attorneys, an expert marketing consultant, a jury consultant, and an experienced medical witness
- Master deposition and trial skills
- Be far more effective in front of a jury
- Learn premium fee setting and collection techniques
- Solve ethical dilemmas
- Build a premier forensic practice
- Become a more valuable sought-after medical witness

All programs held at the DePaul Center, DePaul University®, Chicago, IL

www.seak.com

2003 IME Summit

November 6-7, 2003

DePaul Center, DePaul University®, Chicago, IL

Executive Summary:

This is the finest continuing education available on the topic of independent medical evaluations. **The dynamic and diverse faculty includes a distinguished IME physician, a workers' compensation hearing officer, plaintiff and defense lawyers, an IME company executive and an innovative IME office manager.** The learning methodology utilized will identify and solve the most pressing problems facing the Summit participants. Participants will be involved in a series of unique interactive learning experiences including mock direct and cross-examinations and demonstrations. Pre-Summit task assignments are utilized. Registration is strictly limited. Participants will be able to achieve markedly enhanced success in performing independent medical evaluations. Breakfast and lunch with faculty will be provided each day. **A special bonus resource is provided for early registrants***. Past Summit participants have substantially increased the success of their IME practices, have been able to raise their fees and have vastly increased their IME practices.

What You Will Accomplish By Attending

Following the completion of the pre-summit assignments, participation in the seminar, and implementation of the solutions presented in the IME Summit you will be able to:

- Write more persuasive, defensible and valuable IME Reports
- Reduce your legal risks
- Improve the efficiency and profitability of your IME practice
- Obtain additional high-quality clients with repeatable business
- Effectively deal with the most difficult ethical problems associated with IMEs
- Solve most or all of your IME problems
- Build a premier IME practice with built-in sustainability

Learning Objectives

At the completion of this event, you will be able to:

- Improve the efficiency of your evaluation process,
- Discuss advanced approaches to detecting symptom magnification,
- Explain how to minimize legal risks involved in performing IMEs,
- Implement professional approaches to marketing IME services,
- Deal with over/mistreatment by the attending physician,
- Deal with problems associated with the examinee's medical records,
- Write a better report,
- Be a more persuasive, valuable expert witness,
- Identify and deal with the leading ethical issues facing evaluators,
- Explain how to deal with requests for "corrections" to your report, and
- Re-evaluate your fee setting, billing, and collections procedures.

Comments from past IME Summit participants:

"excellent ~ one of the best I have been to in 20 years"
"absolutely superb"
"extremely well run, informative, and entertaining"
"faculty very competent and good teachers"
"more than excellent ~ profitable"
"excellent preparation and presentation"
"very practical"
"excellent way of learning in shortest period of time"
"full of usable information"
"outstanding seminar with multiple practical tips"
"I look forward to next year's Summit"

*All persons registering prior to August 19, 2003 will receive a free copy of the video *Winning Over the Jury: Techniques for Experts that Work* (a \$104 value). Space is strictly limited for the seminar. Register early.

2003 IME Summit

November 6-7, 2003

Program held at DePaul Center, DePaul University®, Chicago, IL

Faculty:

Mira Akins, MS, is the office manager of a highly successful IME practice in St. Louis Park, Minnesota. Ms. Akins has “positioned” the practice and developed innovative marketing and premium fee setting and billing techniques. Ms. Akins has a Master’s of Science in Electrical Engineering and has had a distinguished career as an engineer and management specialist.

Steven Babitsky, Esquire, is the President of SEAK, Inc. He was a personal injury trial attorney for twenty years and specialized in representing injured workers. He is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. He is the seminar leader for the Annual National Expert Witness and Litigation Seminar. Attorney Babitsky is the co-author of the texts, *The Independent Medical Evaluation Report: A Step by Step Guide with Models*, *Litigating Stress Cases in Workers’ Compensation*, and *Understanding the AMA Guides in Workers’ Compensation*. Attorney Babitsky is the co-developer and trainer for the videos *How to Be an Effective Medical Witness* and *The Expert Medical Deposition: How To Be An Effective and Ethical Witness*.

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

Thomas D. Johnson is the Vice President of WMCI, a national IME company headquartered in Portland, Oregon. As Director of Business Development, he is responsible for implementing new customer service capabilities to improve client satisfaction and loyalty. Mr. Johnson has led all new business initiatives for WMCI. Mr. Johnson has a BS in Mechanical Engineering from Oregon State University and an MBA from the University of Oxford, England. Tom is an avid runner.

Eugene F. Keefe, Esquire, is a partner with the Chicago Law Firm of Alholm, Monahan, Keefe & Klauke. He received his BA degree from Loyola University of Chicago and his JD degree from John Marshall Law School. Mr. Keefe is admitted to the US District Court, Northern District of Illinois and the Federal Trial Bar. He is a member of the Chicago Bar Association, the Illinois Workers’ Compensation Association Claims Association. Mr. Keefe is a frequent editor, author, lecturer, and presenter on Workers’ Compensation issues. Attorney Keefe is the co-author of *The Road to Understanding Workers’ Compensation*.

Steven L. Sterner is a District Hearing Officer at the Industrial Commission of Ohio. He received his BA from Washington and Jefferson College and his JD from Cleveland Marshall College of Law. Hearing Officer Sterner was previously an Assistant Attorney General for the State of Ohio in the Workers’ Compensation Division and a personal injury and Workers’ Compensation trial attorney. He has been a District Hearing Officer since 1996.

Registration is Limited. Register Today!

**For a complete listing of SEAK’s highly acclaimed physicians’ seminars
visit www.seak.com or call 508-457-1111.**

2003 IME Summit

November 6-7, 2003

Program held at DePaul Center, DePaul University®, Chicago, IL

Thursday, November 6, 2003

7:30am – 8:00am	Registration and Continental Breakfast
8:00am – 8:15am	Introduction
8:15am – 8:30am	Pleasing the Client: What the Client is Really Looking For and Can You Deliver It?
8:30am – 9:00am	View From The Bench: What Does and Does Not Impress the Hearing Officer/ Fact Finder
9:00am – 10:15am	Identifying Symptom Magnification, Fraud, and Malingering: Advanced Techniques
10:15am – 10:30am	Break (Networking Opportunity)
10:30am – 11:30am	Writing the Bulletproof IME Report
11:30am – 12:00pm	IME Ethical Dilemmas
12:00pm – 1:00pm	Lunch (Provided) With Faculty
1:00pm – 2:00pm	Advanced Physical Examination Techniques and the Quality IME
2:00pm – 2:30pm	Innovative Premium Fee-Setting and Billing Techniques
2:30pm – 3:00pm	The Most Difficult Trick Questions For The IME Physician (Demonstration)
3:00pm – 3:15pm	Break (Networking Opportunity)
3:15pm – 4:00pm	Independent Medical Examination Risk Mgmt.
4:00pm – 4:30pm	Roundtable Discussion Group

Friday, November 7, 2003

7:30am – 8:00am	Registration and Continental Breakfast
8:00am – 8:15am	Introduction
8:15am – 8:30am	Working with Defense Attorneys: What They Are Really Looking For
8:30am – 9:00am	Defending the IME Report
9:00am – 10:00am	Advanced Practice Mgmt: Maximizing the Efficiency of Your IME Practice
10:00am – 10:15am	Break (Networking Opportunity)
10:15am – 11:00am	Innovative, Professional, and Cost Effective IME Marketing Methods That Work
11:00am – 11:30am	Causal Relationships and the IME Physician
11:30am – 12:00pm	The IME Physician Deposition: How to Excel
12:00pm – 1:00pm	Lunch (Provided) With Faculty
1:00pm – 1:45pm	Medical Records: Solving the Most Common Problems
1:45pm – 2:30pm	IME Brokers and Scheduling Companies
2:30pm – 2:45pm	Break (Networking Opportunity)
2:45pm – 3:00pm	How to Deal With Requests for “Modifications,” “Alterations,” or “Corrections” to Your Report
3:00pm – 3:45pm	The IME Physician on Trial (Demonstration)
3:45pm – 4:30pm	Roundtable Discussion Group

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Medical Malpractice: Advanced Survival Training For Physicians

Program held at the DePaul Center, DePaul University®, Chicago, IL

Thursday-Friday November 6-7, 2003

Executive Summary:

Medical Malpractice: Advanced 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. It is a must-attend event for all physicians. On day one, physician attendees will learn advanced risk management techniques, the law and procedure that govern malpractice claims, the critical laws governing malpractice insurance, and how to protect assets from seizure by plaintiffs and their attorneys. On day two, physicians will be immersed in the medical malpractice case and will participate in intensive workshops to make them more effective witnesses on their own behalf. Attendees will also learn what makes a malpractice jury tick, how they can best assist counsel, when it is the proper time to settle, and how plaintiff and defense counsel evaluate and litigate malpractice cases.

Medical Malpractice: Advanced Survival Training For Physicians is two intense days of interactive learning with the objective of helping physicians survive a current or future claim of medical malpractice. The program is taught by a knowledgeable and experienced faculty and features numerous examples and hands-on demonstrations. Included in each registration is breakfast and lunch with faculty each day and a detailed seminar manual.

Learning Objectives:

At the completion of this course, physicians will be able to:

- Be more effective witnesses in their own defense
- List multiple simple and effective techniques to better manage malpractice risk
- Explain the laws and procedures that govern malpractice cases
- Understand what persuades malpractice jurors and how those jurors make decisions
- List multiple techniques to protect assets from seizure as a result of a lost lawsuit
- Understand their rights and responsibilities under professional liability insurance policies
- Describe how the plaintiff and defense lawyers evaluate and litigate malpractice cases
- List the many factors to consider in deciding whether or not to settle a case and how much to settle for
- Describe how to effectively work with defense counsel and insurer

Here's what your colleagues have to say about this course:

"Excellent, very informative"

"Outstanding"

"Nothing short of 'awesome' – very helpful"

"Very organized and informative"

"Real life – not just theory"

"Excellent, very practical, hands-on, useful presentation"

"Setting good, speakers good, questions good"

"Very impressed with the presenters' expertise and teaching abilities"

"Just plain excellent"

"Excellent; if all lawyers were like Jim and Ken we would not need to be here"

Faculty

Kenneth I. Kolpan, Esq., is a highly accomplished trial lawyer whose practice concentrates in medical malpractice and traumatic brain injury litigation. Mr. Kolpan has over 30 years experience in the practice of law. He has lectured extensively and his publications include "Medicolegal Aspects Of Head Injury" and "Traumatic Brain Damage: Damages, Rehabilitation, and Litigation Issues." In addition to his law practice, Mr. Kolpan was an Assistant Professor at Tufts University School Of Medicine, Medical-Legal Editor of the *Journal of Head Trauma Rehabilitation* and Co-Chairperson of the Brain Injury Association's Trial Lawyer's Conference.

James J. Mangraviti, Jr., Esq., is a former trial lawyer 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 B.A. degree in mathematics *summa cum laude* from Boston College and his J.D. degree *cum laude* from Boston College Law School. His publications include the texts *Cross-Examination: The Comprehensive Guide for Experts*, *Writing and Defending Your Expert Report: The Step-by-Step Guide with Models*, *The Comprehensive Forensic Services Manual: The Essential Resource for All Experts*, *The Independent Medical Evaluation Report: A Step-by-Step Guide with Models*, *How to Excel During Cross-Examination: Techniques for Experts that Work*, *The Successful Physician Negotiator: How to Get What You Deserve*, *SEAK Law School For Physicians: Seminar Reference Manual*, and *How To Excel During Depositions: Techniques For Experts that Work*. Mr. Mangraviti has trained hundreds of physicians across the United States and Canada.

Ian M. Sherman, Esq., is a trial lawyer and litigation partner at the Chicago law firm of Rooks Pitts. Attorney Sherman handles the defense of cases involving medical malpractice, disciplinary matters, commercial litigation, construction accidents, products liability, general torts, toxic torts, false arrest and imprisonment, defamation, employers' liability, and occupational diseases. He also has a substantial practice in insurance coverage and declaratory judgment actions. Attorney Sherman received his BA from the University of Illinois in Urbana and his JD from the Boston University School of Law. Attorney Sherman has lectured and written extensively on medical-legal issues.

Medical Malpractice: Advanced Survival Training For Physicians

Program held at the DePaul Center, DePaul University®, Chicago, IL
Thursday, November 6, 2003

7:30 – 8:00

Registration and Continental Breakfast

8:00 – 8:15

Introduction and Overview

8:15 – 10:00

The Law of Medical Malpractice: What Every Physician Needs To Know

Physicians will learn the critical legal elements of malpractice claims. They will also learn the complete and partial legal defenses to medical malpractice cases and precisely what is required under the legal standard of care. How medical malpractice damages are calculated under the law will be explained and a survey of recent medical malpractice jury verdicts will be provided and discussed.

[Questions and Answers](#)

10:00 – 10:15

Break & Networking Opportunity

10:15 – 11:00

The Malpractice Lawsuit: From Initial Summons To Collection of Judgments

Physicians will learn the legal rules and procedures under which a medical malpractice case is prosecuted. Physicians will gain a working knowledge of the applicable legal terminology and will be able to understand what is happening before, during, and after trial and why it is happening. Covered topics include pleadings, discovery, motions, trial procedure, judgment, appeals, and the collection of judgments.

[Questions and Answers](#)

11:00 – 12:00

Professional Liability Insurance: Extents and Limits of Protection

Physicians will learn how to evaluate their rights and responsibilities under professional liability insurance policies and the key fundamentals of insurance law. Sample policies will be studied. Physicians will learn how to recognize the key language in their malpractice policy, their rights and responsibilities under a policy, the insurance company's rights and duties, how to find the key terms in the policy, how to avoid coverage gaps, why it may be necessary to monitor the insurer's handling of the case, how to do so, and much more.

[Questions and Answers](#)

12:00 – 1:00

Provided Lunch (With Faculty)

1:00 – 2:30

Asset Protection For Physicians: How to Protect A Lifetime of Work

Physicians will learn the legal procedures through which a defendant's homes, securities, bank accounts, automobiles, and other assets can be seized as a result of losing a malpractice lawsuit. The various mechanisms to legally shield assets from seizure will be discussed including, exemptions, trusts, and joint ownership. The law of fraudulent conveyances will be explained and physicians will learn how to title their holdings to protect assets.

[Questions and Answers](#)

2:30 – 2:45

Break & Networking Opportunity

2:45 – 4:00

Risk Management: Techniques That Work

Physicians will learn proven risk management techniques that will help them avoid claims. Covered topics include maintaining a good relationship with the patient, properly handling medical records, informed consent procedures, coordinating care, staying within your true area of expertise, avoidance, and many more. Additional effective risk management techniques will be solicited from the group and discussed.

[Questions and Answers](#)

4:00 – 4:30

Review and Discussion Group

A free-flowing roundtable discussion covering any and all open issues of interest to attendees.

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Medical Malpractice: Advanced Survival Training For Physicians

Friday, November 7, 2003

7:30 – 8:00

Continental Breakfast

8:00 – 9:00

Plaintiff's Counsel: A Candid Insider's View

Physicians will get an insider's view of how plaintiff's counsel evaluates, prosecutes, and litigates 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, and when to try, and developing a winning trial strategy.

[Questions and Answers](#)

9:00 – 10:00

Defense Counsel: How To Assist Counsel Assigned to Defend You

Physicians will learn how to be an effective member of the defense team. They 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 and Answers](#)

10:00 – 10:15

Break & Networking Opportunity

10:15 – 10:45

Malpractice Jurors: What Makes Them Tick?

The ultimate decision maker in a medical malpractice case is the jury of lay people. In this segment, physicians will learn what jurors find persuasive, what they do not find persuasive, and what defense and plaintiff's counsel will do to make the best impression in front of the jury.

[Questions and Answers](#)

10:45 – 11:15

Settlement: When Is It Time?

Physicians will be provided with a frank explanation concerning how malpractice attorneys view settlement and value cases. Also included is an explanation and discussion of the factors to consider when deciding whether to settle including reputation, lawsuit stress, databank, getting the suit behind you, insurance concerns, the potential of an award beyond your insurance limits, and other concerns.

[Questions and Answers](#)

11:15 – 12:00

Advanced Testifying Workshop #1: Deposition of the Defendant Doctor

Physicians will learn the fundamental laws of depositions, what plaintiff's counsel is after at deposition, and how to be an effective witness on your own behalf at deposition. Included will be mock deposition demonstrations of volunteer attendees which will be critiqued by the faculty and attendees.

[Questions and Answers](#)

12:00 – 1:00

Provided Lunch (With Faculty)

1:00 – 2:00

Advanced Testifying Workshop #2: Direct Testimony of the Defendant Doctor

Physicians will learn specific advanced techniques on how to be an effective witness on their own behalf. 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 and Answers](#)

2:00 – 3:30

Advanced Testifying Workshop #3: Defendant Doctor's Cross-Examination

Physicians will learn what plaintiff's counsel is after during cross-examination and how to be effective during even the most withering 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, giving in where appropriate, not being evasive, maintaining a calm demeanor, showing feeling, active listening, and many more. Included will be mock cross-examination demonstrations of volunteer attendees which will be critiqued by faculty and attendees.

[Questions and Answers](#)

3:30 – 4:15

Concluding Review and Discussion Group

A final free-flowing roundtable discussion covering any and all issues of interest to attendees. The most important solutions, answers, and recommendations from the course will be reviewed.

NOTE: All persons registering prior to August 19, 2003 will receive a free copy of SEAK's highly acclaimed Winning Over the Jury: Techniques for Experts that Work video (a \$104 value). Space is strictly limited for the seminar. Register early.

2003 Medical Witness Summit

November 8-9, 2003

Program held at the DePaul Center, DePaul University®, Chicago, IL

Executive Summary

This is the finest continuing education available on the topic of expert medical witnessing. **The distinguished faculty includes a Federal Judge, three experienced trial attorneys, an experienced medical expert, a jury consultant, and an expert on expert witness marketing.** The learning methodology utilized will identify and solve the most pressing problems facing the summit participants. Participants will be involved in a series of unique interactive learning experiences including mock direct and cross-examinations along with forensic report and curriculum vitae critiques. Pre-Summit task assignments are mandatory. Registration is strictly limited. Participants will be able to markedly enhance their effectiveness and success as expert witnesses. Breakfast and lunch with faculty will be provided each day. A special bonus resource is provided for early registrants.*

Learning Methodology

The diverse faculty will utilize their combined experience and knowledge and the experience and knowledge of the attendees to meet the learning objectives. Practical everyday solutions to problems and issues will be stressed. Frequent demonstrations involving attorney/faculty and volunteer attendees will be utilized. These demonstrations will be critiqued by the faculty with suggestions for improvement provided.

Pre-summit assignments will facilitate the learning experience. Discussions will result in concrete action steps and lessons that attendees can immediately implement. The entire event will actively involve the attendees. The summit manual (provided) will contain materials from each of the faculty members as well as information from the attendees' pre-summit assignments.

Learning Objectives

Participants at the completion of this event will be able to:

- Sharpen and advance skills,
- Learn the rules of the game and key magic words,
- Bulletproof their CVs,
- Charge as much for their time as the market will bear,
- Understand what makes them valuable to attorneys,
- Explain how to better communicate with a jury and what makes a jury tick,
- Answer the most difficult trick cross-examination questions,
- Implement innovative, professional marketing techniques,
- List numerous ways to make deposition testimony more effective,
- Solve the ten biggest ethical dilemmas facing expert medical witnesses, and
- Become more valuable, sought-after medical witnesses.

Comments from past Medical Witness Summit participants:

"Excellent faculty, personable, informative, willing to take time for questions."

"Extremely informative."

"Great, very understandable."

"Far beyond my expectations."

"Superb. Don't get sworn in again until you have taken this course."

"Very worthwhile."

"The judge was superb."

"Professional, but relaxed enough for everyone to be comfortable with questions."

"Outstanding."

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Faculty

Steven Babitsky, Esquire, is the President of SEAK, Inc. He was a plaintiff's personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. Mr. Babitsky is the co-author of the texts *Cross-Examination: The Comprehensive Guide for Experts*, and *How to Excel During Depositions: Techniques for Experts that Work*. Attorney Babitsky is the co-developer and trainer for the "How To Be An Effective Medical Witness" seminar, the seminar leader for the Annual National Expert Witness and Litigation Seminar, and the scriptwriter for the videos *How to Be an Effective Medical Witness*, *The Expert Medical Deposition: How To Be An Effective and Ethical Witness*, *Cross-Examination: How To Be an Effective and Ethical Expert Witness*, and *The Most Difficult Questions For Experts: With Answers*.

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

Thomas H. Blaske, Esquire, is a partner in the Ann Arbor, Michigan law firm of Blaske & Blaske specializing in medical and legal malpractice and complex personal injury cases. He received his BA from the University of Michigan and his JD from Michigan Law School. Attorney Blaske has written and lectured extensively on trial practice, cross-examination, and medical malpractice. Attorney Blaske is a poet with poems appearing in the *New Yorker* magazine.

LaDonna Carlton is a Vice President of Browne DecisionQuest, a jury consulting firm in Chicago, Illinois. She holds a bachelor's degree and a master's degree in Sociology from Illinois State University, Normal, Illinois and has been involved with jury trials for the past twenty-five years. Ms. Carlton works primarily on civil litigation cases - personal injury (including medical malpractice). Ms. Carlton is a frequent guest lecturer for the continuing legal education of lawyers and has developed several presentations for the following associations: American Bar Association, Illinois State Bar Association, Association of Trial Lawyers of America, Illinois Trial Lawyers Association, Wisconsin Academy of Trial Lawyers, the Alabama Trial Lawyers Association, plus many other bar associations around the country. She is also frequently invited to speak and teach at the Chicago Kent School of Law and the University of Illinois Law School. Ms. Carlton is the author of several jury related research articles.

Rosalie Hamilton is a marketing consultant who specializes in helping physicians and other expert witnesses market their services to attorneys through her company, Expert Communications. She counsels experts in promoting their forensic practice through networking and getting referrals, utilizing publicity techniques, direct marketing, and advertising over the Internet. She is the former Director of Expert Witness Marketing for American Lawyer Media and has over twenty years of experience in sales, marketing, and publishing.

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.

Ian M. Sherman, Esquire, is a trial lawyer and litigation partner at the Chicago law firm of Rooks Pitts. Attorney Sherman handles the defense of cases involving medical malpractice, disciplinary matters, commercial litigation, construction accidents, products liability, general torts, toxic torts, false arrest and imprisonment, defamation, employers' liability, and occupational diseases. He also has a substantial practice in insurance coverage and declaratory judgment actions. Attorney Sherman received his BA from the University of Illinois in Urbana and his JD from the Boston University School of Law. Attorney Sherman has lectured and written extensively on medical-legal issues.

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2003 Medical Witness Summit

Saturday, November 8, 2003, DePaul Center, DePaul University®, Chicago, IL

7:30 - 8:00

Registration and Continental Breakfast

8:00 - 8:30

How To “Bullet-Proof” Your CV with Demonstrations

Intensive workshop on how to make your CV as resistant as possible to questioning during cross-examination. Volunteers will be cross-examined on their actual CVs which will be submitted in advance. The attendees’ CVs will be critiqued for areas of improvement by fellow attendees and faculty.

8:30 - 9:15

Opinions: Forming, Presenting, and Defending

Faculty will discuss how to formulate and present your medical opinion from a position of strength. A hands-on demonstration will highlight the optimal techniques for forming, presenting, and defending your opinion.

9:15 - 10:00

Writing and Defending Your Report

Physicians will learn what a high quality, defensible report should and should not contain. Volunteer attendees will have the opportunity to be cross-examined by counsel on their actual reports submitted as part of the pre-summit task assignments.

10:00 - 10:15

Break & Networking Opportunity

10:15 - 12:00

Fee Setting, Billing, and Collection Practices

An in-depth, frank discussion of these bottom-line issues. Faculty will present its views on how physicians can maximize their fees and ensure that they are promptly paid for their time. Attendees will also learn from each other as each will be called upon to share his or her fee setting and billing practices.

12:00 - 1:00

Lunch (Provided With Faculty)

1:00 - 2:30

Direct Examination: Winning Over The Jury

Faculty presentations on how to best communicate to a jury during direct examination will be followed by hands-on demonstrations. In these demonstrations, faculty will examine volunteer attendees on fact patterns which were pre-submitted by volunteer attendees.

2:30 - 2:45

Break & Networking Opportunity

2:45 - 4:15

Cross-Examination: Bending But Not Breaking

Faculty presentations on how to best deal with cross-examination will be followed by hands-on demonstrations. In these demonstrations, faculty will examine volunteer attendees on fact patterns which were pre-submitted by the volunteer attendees.

4:15 - 4:30

Concluding Remarks

Sunday, November 9, 2003, DePaul Center, DePaul University®, Chicago, IL

7:30 - 8:00

Continental Breakfast

8:00 - 9:15

How To Answer Trick Questions

Faculty and attendees will identify the most difficult trick questions that can be asked of expert medical witnesses. These questions will be identified by each attendee in their pre-summit task assignments. The entire group will then work together to determine the best possible truthful responses to these questions.

9:15 - 10:00

Pleasing The Client: What Attorneys are Really Looking For From Expert Medical Witnesses

An in-depth discussion by faculty of what they are looking for in selecting expert witnesses, and how they decide how much they are willing to pay for an expert’s services. Attendees will be encouraged to question the faculty.

10:00 - 10:15

Break & Networking Opportunity

10:15 - 11:00

Innovative Marketing Methods That Work

A presentation by faculty of how they select expert witnesses is followed by a frank discussion with the group. Group members will be asked to briefly share the best methods they have developed to market their services. An in-depth discussion of the pros and cons of the numerous marketing techniques available will be facilitated.

11:00 - 12:00

Ethical Dilemmas

Faculty and the group will identify and discuss the ten biggest ethical dilemmas facing expert medical witnesses. A discussion aimed at finding the solutions to these dilemmas will then be facilitated.

12:00 - 1:00

Lunch (Provided With Faculty)

1:00 - 2:15

Mastering Deposition Skills

Faculty presentations on how to best answer questions during depositions will be followed by hands-on demonstrations. In these demonstrations, faculty will depose volunteer attendees on fact patterns which were pre-submitted by the volunteer attendees.

2:15 - 3:15

Defeating Counsel’s Cross-Examination Tactics

Through didactic presentations and mock trial demonstrations students will learn the most challenging tactics counsel uses to assault an expert during cross-examination and, more importantly, specific advice on how to defend against each and every one of these tactics.

3:15 - 3:30

Break & Networking Opportunity

3:30 - 4:30

How To Become A “Dangerous” Medical Expert

Faculty will explain and demonstrate how attendees can become the rarest and most valuable of all medical experts – a medical expert capable of turning the tables on opposing counsel.