

INDEPENDENT MEDICAL EXAMINATION TRAINING FOR PHYSICIANS



HOW TO START, BUILD
AND RUN A SUCCESSFUL
IME PRACTICE

NOVEMBER 30–DECEMBER 1, 2017

IME SKILLS FOR PHYSICIANS:
THE MASTER'S PROGRAM

DECEMBER 2–3, 2017

HOW TO BE AN
EFFECTIVE EXPERT WITNESS

DECEMBER 2–3, 2017

Learn How to **SUPPLEMENT**
or **REPLACE** Your Clinical Income

Registration Information

LOCATION/HOTEL ACCOMMODATIONS: A limited block of rooms will be available at special rates at the site hotel, The Naples Beach Hotel & Golf Club (www.naplesbeachhotel.com) (\$189 Resort View/\$239 Gulf View). To make your reservations please call 1-800-237-7600 and mention that you are with SEAK, Inc. Rooms are limited and this rate expires Wednesday, November 8, 2017 so you are strongly encouraged to make your reservations as soon as possible. Please see page 3 for hotel and travel information.

TUITION INFORMATION: Tuition is \$1,295 on or before September 30, 2017; \$1,395 October 1, 2017 – November 8, 2017 and \$1,495 after November 8, 2017. **Register early and save!**

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

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

CANCELLATIONS: Conference cancellations received in writing on or prior to November 8, 2017 will receive a full tuition refund. Persons cancelling after November 8, 2017 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

Each course is \$1,295 on or before September 30, 2017; \$1,395 October 1, 2017 – November 8, 2017 and \$1,495 after November 8, 2017.

PLEASE REGISTER ME FOR:

- How to Start, Build and Run a Successful IME Practice** (November 30 – December 1, 2017)
- IME Skills for Physicians: The Master's Program** (December 2 – 3, 2017)
- How to Be an Effective Expert Witness** (December 2 – 3, 2017)

IME Training seminars available on DVD: (MA residents add 6.25% sales tax)

- IME Skills for Physicians: The Master's Program (\$895)**
- How to Market and Grow Your IME Practice (\$895)**
- Causation of Occupational Injuries: Fact or Fiction (\$395)**

Please print or type all items to assure accuracy.

All confirmations will be sent via email to the individual indicated.

Priority Code: IME2017

<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 name tag 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		
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:		

OPPORTUNITIES AS AN INDEPENDENT MEDICAL EXAMINER

Performing IMEs is a superb way to supplement or replace your clinical income.

Fees for IMEs conducted on behalf of insurance companies and law firms average over \$1,500 per exam. In fact, successful independent medical examiners are easily able to generate \$100,000+ per year by devoting just one day a week to IMEs. Performing IMEs also often generates expert witness work which examiners typically charge \$500+/hour for.

SEAK has been training IME Physicians for over 20 years. Our ACCME accredited IME training will show you how to conduct the highest quality IMEs and build a lucrative practice driven by repeat and word-of-mouth referrals.

Although many specialists conduct IMEs, the specialties in highest demand for IMEs include orthopedics, neurology, occupational medicine, neurosurgery, physical medicine & rehabilitation, pain, psychiatry, neuropsychology, chiropractic, and psychology.

Questions About SEAK's IME Training?

If you have any questions about our upcoming SEAK IME Training feel free to contact SEAK's President, Steven Babitsky at 508-548-9443 or StevenBabitsky@Seak.com.

Hotel and Travel Information

The Naples Beach Hotel & Golf Club (www.naplesbeachhotel.com) features a gorgeous beach on the Gulf of Mexico and is located in the heart of Olde Naples. It is a 2-3 minute drive or a 15-minute walk to the world famous shops, galleries and restaurants of Fifth Avenue. See page 2 for group rate information.

Most major domestic carriers and several international airlines provide frequent service into Southwest Florida International Airport, just 40 minutes from the resort. Naples is located approximately 100 miles west of Miami and Ft. Lauderdale, 150 miles south of Tampa and is easily reached by automobile.



SEAK 2017 IME Training**How to Start, Build and Run a Successful IME Practice****The Naples Beach Hotel and Golf Club, Naples, FL****Thursday–Friday, November 30–December 1, 2017****Executive Summary:**

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

WHAT YOU WILL ACCOMPLISH BY ATTENDING:

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

Registration Information:

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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.

Faculty:

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



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*, *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*, *How to Be an Effective Expert Witness as Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*, and *How to Write An Expert Witness Report*. Attorney Babitsky created the course *How to Start, Run, and Build a Successful IME Practice* as well as the *IME Skills For Physicians: The Master's Program*. He consults with physician groups to help improve their IME practices.

“Excellent coverage of entire process”**“Terrific course material and presenters”****“Fantastic and very helpful”****“Excellent”****COMMENTS FROM PAST ATTENDEES:***“Excellent ~ one of the best I have been to in 20 years”**“Absolutely superb”**“Extremely well run, informative, and entertaining”**“Faculty very competent and good teachers”**“More than excellent ~ profitable”**“Excellent preparation and presentation”**“Very practical”**“Excellent way of learning in shortest period of time”**“Full of usable information”**“Outstanding seminar with multiple practical tips”*

How to Start, Build and Run a Successful IME Practice

The Naples Beach Hotel and Golf Club, Naples, FL

Day One (Thursday, November 30, 2017)

7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00–8:15 Introduction

The faculty introduces themselves, explains the goals for the course and the interactive teaching methodology that will be utilized.

8:15–9:00 The Biggest Mistakes IME Physicians Make and How to Avoid Them

In this segment the faculty will utilize their 40 years plus of experience to identify and discuss the most common and significant IME mistakes physicians make: administratively, gathering and reviewing the medical records, conducting the examination, interacting with the examinee, report writing, testifying at deposition and hearing, billing, collection and marketing. **Questions and Answers**

9:00–9:30 Pleasing the Clients: The Latest Research on What Clients Really Want and How Can You Deliver It

Faculty will review with attendees the results of their research into what IME clients are looking for from IME physicians and how these influence their selection process. Included in the discussion will be: credentials, specialization, cooperativeness, report writing ability, and ability and willingness to testify at deposition or hearing. **Questions and Answers**

9:30–10:30 Advanced Physical Examination Techniques and the Quality IME Demonstrated

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

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

10:45–12:00 Identifying Symptom Magnification, Fraud and Malingering: Advanced Techniques

Faculty will discuss and demonstrate with the use of videos, the proper symptom magnification definitions, injury red flags, non-organic signs and their meanings, how to identify and demonstrate any inconsistencies, specific tests for symptom magnification, the proper use of functional capacity evaluation, and the role of surveillance. **Questions and Answers**

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

12:45–1:45 Writing the Bulletproof IME Report: Exceeding Expectations

In this segment the faculty will discuss and demonstrate how to draft an IME report that will stand up under scrutiny and cross-examination. Volunteers will be called upon to defend their pre-submitted IME reports. **Questions and Answers**

1:45–2:30 Efficiently and Effectively Dealing with Medical and Other Records and Materials Provided: Solving the Most Common Problems

The faculty will explain the most efficient techniques for obtaining, organizing, and reviewing the medical and other records provided. Emphasis will be placed on missing and disorganized records. **Questions and Answers**

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

2:45–3:30 IME Ethical Dilemmas: Avoiding Pitfalls and Mine fields

In this segment the faculty will identify the most common and difficult IME dilemmas faced by IME physicians and will offer practical suggestions for resolving them. **Questions and Answers**

3:30–4:30 Innovative Premium Fee Setting and Billing Techniques

Faculty will present cost-effective efficient protocols for premium fee setting and billing. Emphasis will be placed on being paid for the time spent, expertise and quality of the work product. **Questions and Answers**

4:30–5:00 Working with Defense Attorneys: What They Are Really Looking For

The attendees will be provided insight into what defense attorneys are really looking for from IME physicians. Videos of defense attorneys explaining their needs and issues will be presented. **Questions and Answers**

“Excellent and informative.”

“Spot on for myself as I will start doing IMEs full-time soon.”

“Fantastic course, comprehensive A+”

How to Start, Build and Run a Successful IME Practice**The Naples Beach Hotel and Golf Club, Naples, FL****Day Two (Friday, December 1, 2017)****6:30–7:00 CONTINENTAL BREAKFAST****7:00–8:00 Advanced Practice Management: Maximizing the Efficiency of Your IME Practice**The faculty explains how to make your IME practice more efficient and profitable. **Questions and Answers****8:00–9:00 Innovative, Professional, and Cost Effective IME Marketing Methods That Work: Selection and Engagement**Attendees will be presented with simple, cost-effective strategies to market and expand their IME practice. Emphasis will be placed on what the physician and staff can do to build a premium practice. **Questions and Answers****9:00–9:15 BREAK AND NETWORKING OPPORTUNITY****9:15–9:30 IME Brokers and Scheduling Companies**The faculty will discuss and explain how to identify the companies physicians may want to work with, how to develop good working relationships and what should be avoided in considering working with these companies. **Questions and Answers****9:30–10:00 Causal Relationships and the IME Physician: What You Need to Know**Attendees will be presented with a detailed review of the numerous causal relationship issues they face and will be provided techniques and explanations for dealing with them. Demonstrations with volunteers will be conducted to illustrate key points of contention. **Questions and Answers****10:00–10:15 BREAK AND NETWORKING OPPORTUNITY (WITH THE FACULTY)****10:15–11:00 The IME Physician Deposition: How to Excel**The faculty will provide a detailed checklist containing many of the issues physicians will face at deposition. Special emphasis will be placed on particular IME issues and questions. Demonstrations based on pre-submitted reports will highlight key points. **Questions and Answers****11:00–11:30 How to Deal With Requests for “Modifications,” “Alterations,” or “Corrections” to Your Report**Attendees will express the most troubling issues they face in the cat and mouse requests of attorney and clients for modifications, alterations and corrections of their reports. The faculty will offer practical, ethical, and time tested solutions to these vexing issues. **Questions and Answers****11:30–12:00 Independent Medical Examination Risk Management: What Can Go Wrong and How to Avoid It**The faculty will identify the most potentially troubling and dangerous risk management issues for IME physicians and offer safe protocols for dealing with these issues. Particular emphasis will be placed on avoiding unnecessary risk. **Questions and Answers****12:00–12:45 LUNCH WITH FACULTY (PROVIDED)****12:45–1:30 Disability, Impairment and Ability to Work**In this segment the faculty will review with the attendees what their role should be in evaluating and defining the disability, impairment and ability to work of examinees. Particular emphasis will be placed on the precise wording of opinions and reports. **Questions and Answers****1:30–2:15 Trick and Difficult Questions for the IME Physician**The faculty will demonstrate in an interactive fashion the most difficult common questions IME physicians face and how to answer them truthfully and artfully. Insight will be provided into the significance of the questions and the replies. **Questions and Answers****2:15–2:30 Takeaways, Conclusions and Evaluation**

The faculty will review key points and open the floor for a free-flowing discussion of the issues covered in the entire two day conference.

“Very helpful, approachable faculty.”**“Very informative.”****“Dr. Dorto’s experience probably can’t be matched and [counsel’s] presentation was logical and elegant.”**

IME Skills for Physicians: The Master's Program**The Naples Beach Hotel and Golf Club, Naples, FL****Saturday–Sunday, December 2–3, 2017**

Executive Summary: This is the most advanced training available on Independent Medical Evaluations (IMEs) and will be offered only once in 2017. 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 time lines, 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

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”*

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Distinguished Faculty:

James B. (Jim) Talmage, MD is an orthopaedic surgeon by training. He is Board Certified in Orthopaedic Surgery and in Emergency Medicine. He serves as Assistant Medical Director for the State of Tennessee Division of Workers' Compensation. He is an Adjunct Associate Professor of Occupational Medicine at Meharry Medical College in Nashville. He is a Past President of the American Academy of Disability Evaluating Physicians (AADEP). Since 1992 he has lectured over 700 times to physician audiences in courses sponsored by AADEP, AAOS, ACOEM, SEAK, and multiple other organizations. He does unpaid peer review of articles submitted to two medical journals. He is a Co-Editor of the textbook published by the American Medical Association on Causation and the textbook on Work Ability. He has helped author many AMA products on impairment rating. He is a paid consultant to the Federal Motor Carrier Safety Administration (FMCSA).



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*, *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*, *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*, and *How to Write An Expert Witness Report*. Attorney Babitsky created the course *How to Start, Run, and Build a Successful IME Practice* as well as the *IME Skills For Physicians: The Master's Program*. He consults with physician groups to help improve their IME practices.

Registration is limited. Register Today! To register, please see page 2. REGISTER EARLY AND SAVE!

SEAK 2017 IME Training**IME Skills for Physicians: *The Master's Program*****The Naples Beach Hotel and Golf Club, Naples, FL****Day One (Saturday, December 2, 2017)****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 multiple 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.

**Registration is limited. Register Today! To register, please see page 2.****REGISTER EARLY AND SAVE!**

IME Skills for Physicians: The Master's Program

The Naples Beach Hotel and Golf Club, Naples, FL

Day Two (Sunday, December 3, 2017)

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

9:15–10:45 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.**

10:45–11:00 BREAK & NETWORKING OPPORTUNITY

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.**

“Very well done.”

“Outstanding. I have been doing IMEs for 18 years and learned quite a bit of information that I will put into use immediately. Thank you!”

“Very pleased with seminar, very informative.”

“Excellent, very informative, eye opening.”

“Thank you for an excellent course.”

“Excellent. The sample IME reports were outstanding. Thank you!”

“Excellent job!”

Registration is limited. Register Today! To register, please see page 2.

REGISTER EARLY AND SAVE!

How to Be an Effective Expert Witness

The Naples Beach Hotel and Golf Club, Naples, FL

Saturday–Sunday, December 2–3, 2017

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 volunteer attendees. 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 is SEAK's most popular testifying training seminar.**

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:

"An excellent course. I only wish I had taken it years ago."

"I found the program EXTREMELY useful."

"That was a fantastic course and I look forward to others in the future."

"This was a fantastic, top-notch seminar."

"Well worth the cost and personal time."

"The training was fantastic, and I will absolutely be attending future SEAK trainings. I also very much enjoy the books I have read of yours so far, and I intend to buy and read more of your books in the future."

"Exceptional seminar. I attend continuing ed seminars regularly and this seminar was beyond all of those. It seemed that every word was productive."

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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 16.5 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.nasbaregistry.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 September 2016. To register, please follow the instructions above. **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)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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 through seminars, conferences, corporate training, training for professional societies, and training for governmental agencies including the FBI, IRS, NYPD, Secret Service, and Department of Defense. He is also frequently called by experts, their employers, and retaining counsel to train and prepare individual expert witnesses for upcoming testimony. Mr. Mangraviti assists expert witnesses one-on-one with report writing, mentoring, and practice development. He is a former litigator who currently serves as Principal of the expert witness training company SEAK, Inc. (www.testifyingtraining.com). 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. Mr. Mangraviti has designed dozens of expert witness training programs and has personally taught experts in a group setting over 200 times since 1997. He is the co-author of thirty books, including: *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*; *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*; and *How to Write an Expert Witness Report*. He can be reached at 978-276-1234 or jim@seak.com.

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How to Be an Effective Expert Witness**The Naples Beach Hotel and Golf Club, Naples, FL****DAY ONE, Saturday, December 2, 2017****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 Naples Beach Hotel and Golf Club, Naples, FL

DAY TWO, Sunday, December 3, 2017

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**

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In this segment the faculty explains the numerous key factors that should be accounted for to determine the true value of each new IME client.

The 24/7/365 Approach to IME Business Development and Marketing

In this segment the faculty teaches and demonstrates 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.

Best Practices in Evaluating and Tracking IME Business Development Efforts

The faculty explains and demonstrates how to account for marketing costs and return on investment from an IME practice.

Improving the Quality of Your IME Work Product: Reports and Deposition Testimony

In this segment, the faculty identifies and reviews the biggest mistakes attendees have demonstrated in their pre-submitted reports and deposition transcripts.

Identifying Your Target Market

Faculty provides the latest research and strategies for IME physicians to help them identify all potential sources of IME business.

CVs and Websites

Faculty identifies and explains the biggest mistakes IME physicians are making on their CVs and websites.

Speaking, Writing, and Training

The faculty identifies the benefits and numerous opportunities for physicians to speak, write, and train attorneys and other potential clients to attract new IME business.

Building Your IME Brand

Faculty provides bottom-line advice and suggestions for IME physicians to build and position themselves and their practices in the best possible light.

Marketing to Attorneys, Self-Insureds, and Third Party Administrators (TPAs)

Faculty provides the latest SEAK research on how to effectively market to attorneys, self-insureds, and TPAs, what they are looking for in an IME physician.

Repeat Business

In this session, the faculty identifies the 10 guiding principles of obtaining repeat IME business.

Advanced Networking for IME Physicians: Building Relationships

In this segment, the faculty explains six proven techniques for staying in front of clients to help obtain new business.

Benefits of Certifications

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



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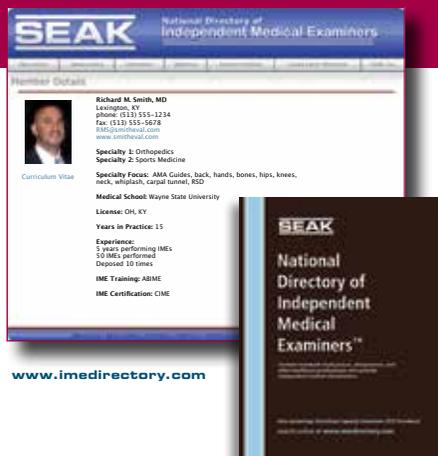
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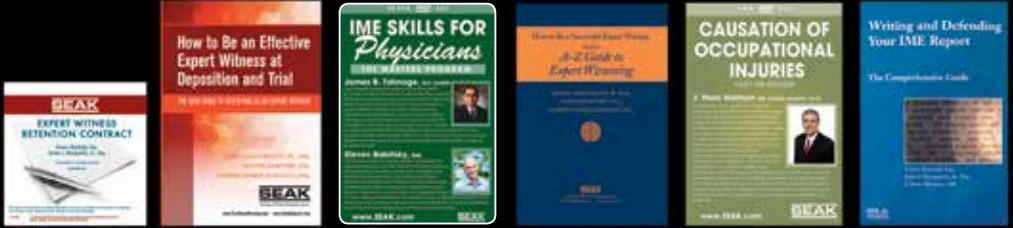
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