

**CLEARWATER BEACH,
FLORIDA!**

SEAK
EXCELLENCE IN EDUCATION SINCE 1980

SUPPLEMENT YOUR CLINICAL INCOME

WITH LUCRATIVE HOME-BASED WORK

NEW!

HOW TO START, BUILD, AND RUN A SUCCESSFUL
PHYSICIAN LIFE CARE PLANNING PRACTICE

FEBRUARY 7-8, 2019

HOW TO EARN MONEY AS A
PHYSICIAN WRITER

FEBRUARY 7-8, 2019

HOW TO START, BUILD, AND RUN A SUCCESSFUL
MEDICAL EXPERT WITNESS PRACTICE

FEBRUARY 7-8, 2019

HOW TO BE AN EFFECTIVE
MEDICAL EXPERT WITNESS

FEBRUARY 9-10, 2019

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

FEBRUARY 9-10, 2019

HOW TO START, BUILD, AND RUN A SUCCESSFUL
DISABILITY AND FILE REVIEW PRACTICE

FEBRUARY 9-10, 2019

Highly-Acclaimed, Interactive, CME Workshops

www.SupplementalIncomeForPhysicians.com | www.seak.com

Registration Information

LOCATION/HOTEL ACCOMMODATIONS: A limited block of rooms will be available at special rates at the site hotel, the AAA Four Diamond *Sandpearl Resort* (www.sandpearl.com) (\$234+tax single or double occupancy) in Clearwater Beach, FL. This rate includes access to the fitness center as well as internet access in your room. **Rooms are limited and this rate expires on January 15, 2019** so you are encouraged to make your reservations as soon as possible. To make your reservations, please call 877.726.3111 and say that you are with SEAK, Inc. The Sandpearl features a zero entry pool, Spa, private beach, beach-front fire pit, beach sports rentals, 24-hour room service, 24-hour bell service, live entertainment, concierge service, two restaurants (including the 4 diamond Caretta on the Gulf), and child care services. The Sandpearl is located within walking distance of dozens of restaurants and is a 20 miles/30 minutes cab, rideshare or shuttle ride from Tampa International Airport, so we suggest saving money and time by not renting a car.

CONTINUING MEDICAL EDUCATION CREDIT: Please see pages 4, 7, 10, 13, 16, and 19 for CME information.

CANCELLATIONS: Conference cancellations received in writing on or before January 15, 2019 will receive a full tuition refund. Persons cancelling after January 15, 2019 will receive a full tuition credit.

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

PLEASE REGISTER ME FOR:

Tuition for each seminar is \$1295 until November 18, 2018; \$1395 November 19, 2018 - January 15, 2019; \$1495 after January 15, 2019

- How to Start, Build, and Run a Successful Physician Life Care Planning Practice**, February 7-8, 2019
- How to Earn Money as a Physician Writer**, February 7-8, 2019
- How to Start, Build, and Run a Successful Medical Expert Witness Practice**, February 7-8, 2019
- How to Be an Effective Medical Expert Witness**, February 9-10, 2019
- How to Start, Build, and Run a Successful Consulting Practice**, February 9-10, 2019
- How to Start, Build, and Run a Successful Disability and File Review Practice**, February 9-10, 2019

Physician training seminars available on DVD: (MA residents add 6.25% sales tax)

- Medical Malpractice Survival Training for Physicians (\$895)**
- How to Become a Successful Physician Inventor (\$895)**
- Negotiating Skills for Physicians (\$495)**
- How to Excel as an Expert Witness in Medical Malpractice Cases (\$895)**
- How to Start, Build and Run a Successful IME Practice (\$895)**
- How to Start, Build and Run a Successful Physician Consulting Practice (\$895)**

Please print or type all items to assure accuracy.

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

Priority Code: FEB19

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

Let SEAK show you how to supplement your income with lucrative and interesting home based work.

FREQUENTLY ASKED QUESTIONS

• **Q. How much money can I make through each endeavor?**

A. *Physician expert witnesses:* Board Certified actively practicing physicians typically earn \$500 or more per hour. At 4 hours per week this is six figures.

Disability and file review consultants: \$100-\$250 or more per hour with potential through volume for six figures without ever having to testify.

Consultants: Varies widely depending on your niche, but a good ballpark range is \$300-\$600 per hour with a potential for high volume.

Physician Life Care Planners: Typical fees are \$300-\$500 or more per hour. These are typically time consuming assignments which can routinely result in five figure fees.

Writing: Traditional and Self-Publishing varies widely from a nominal amount to seven figures. We will also teach you how your writing can lead to extremely lucrative teaching and consulting assignments. Freelance \$100+ per hour for fun and fulfilling work with potential through volume for six figures with zero travel and very little stress.

• **Q. What are the liability risks and start-up costs?**

A. Both are typically very limited.

• **Q. How long after the courses will I be able to get started?**

A. You will have the tools and knowledge to get started immediately.

• **Q. Which of the two expert witness courses should I take?**

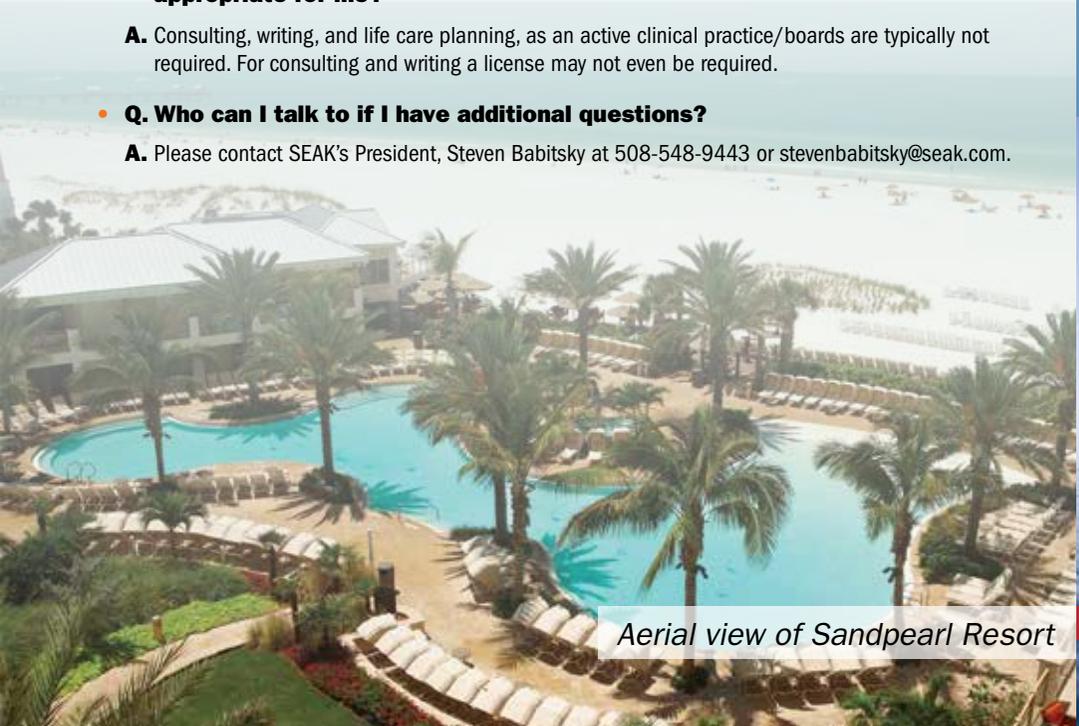
A. Preferably both as they cover different material and complement each other. If you are new and can only take one course we highly recommend you take *How to Start, Build, and Run a Successful Medical Expert Witness Practice*.

• **Q. I am not currently practicing or am not board certified, what is most appropriate for me?**

A. Consulting, writing, and life care planning, as an active clinical practice/boards are typically not required. For consulting and writing a license may not even be required.

• **Q. Who can I talk to if I have additional questions?**

A. Please contact SEAK's President, Steven Babitsky at 508-548-9443 or stevenbabitsky@seak.com.



Aerial view of Sandpearl Resort

How to Start, Build, and Run a Successful Physician Life Care Planning Practice



The Sandpearl Resort, Clearwater Beach, Florida

Thursday-Friday, February 7-8, 2019

Executive Summary: Life care planning is a highly lucrative endeavor which can supplement or replace your clinical income. Life care planning can be performed by physicians, nurses, psychologists and other healthcare professionals. More and more, however, life care planning is being performed by physicians who are often preferred by attorneys. Serving as a physician life care planner typically consists of assisting plaintiff or defense lawyers by documenting the needs of an injured person and opining on the costs required to meet these needs over the course of the injured litigant's lifetime. Physician life care planning assignments are labor intensive and often result in total fees in the five figure range billed at \$300-\$600 or more per hour. Best of all, physician life care planning does not require an active clinical practice, does not involve testifying against other physicians on the issue of standard of care, and most work can be done from a home office. **Attendees should be able to start serving as a life care planner after completion of this course. This unique and all new course will not be offered again in 2019.**

LEARNING OBJECTIVES:

- Explain the methodology to employ and develop an accurate, defensible life care plan
- Describe how to assemble and review the medical and other records you will need to review
- List best practices for conducting the life care plan interview and examination
- Determine the functional ability and impairments of the injured person
- Determine future medical needs of the injured person
- Describe best practices for assessing and researching the cost of the examinee's needs
- Draft a powerful, persuasive, and defensible life care plan
- Defend your life care plan at deposition and trial
- Avoid common pitfalls
- Describe numerous techniques to market your life care planning practice to attorneys and others
- Acquire the skills to start serving as a physician life care planner

Registration Information:

To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. Tuition is \$1295 until November 18, 2018; \$1395 November 19, 2018 - January 15, 2019; \$1495 after January 15, 2019 and includes continental breakfast and lunch with faculty each day and a detailed conference manual. **Register early and save.**

Continuing Education Information:

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

Distinguished Faculty:



David Oliveri, M.D., is board certified in Physical Medicine and Rehabilitation. He is also a diplomate of the American Board of Electrodiagnostic Medicine (ABEM), a Certified Life Care Planner (CLCP) and a Certified Independent Medical Examiner (CIME). After completing medical school at University of Southern California and residency at Stanford University, Dr. Oliveri has been a practicing physician in the Las Vegas community since 1993. Dr. Oliveri focuses his expertise in many areas that currently include: clinical practice, electrodiagnostic medicine, life care planning, IMEs and impairment evaluations. With medical director and administrative experience since 1993, he remains actively involved with HealthSouth Rehabilitation Hospital of Las Vegas as their Medical Staff President. Having extensive medical-legal experience on behalf of plaintiff and defendant for over two decades, he has authored thousands of forensic reports, given over 1,000 depositions and testified in court over 200 times. Outside of work he enjoys travel and spending time with family.



Christopher Janssen, M.D., is board certified in pain medicine and physical medicine and rehabilitation. He is a clinical assistant professor at Sanford University. Interventional Pain Management practitioner with over 4,000 interventional spine procedures, over 2000 EMGs, over 200 impairment ratings, and an experienced life care planner with over 40 Life Care Plans completed. He is licensed in South Dakota, North Dakota, Minnesota and Texas. Dr. Janssen is an experienced expert medical witness. He received his BA from Augustana College and his MD from Tulane School of Medicine.



Steven Babitsky, Esq., is the President and founder of SEAK, Inc., the Expert Witness Training Company. He was a personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. Mr. Babitsky has extensive experience training life care planners and preparing them to testify. Mr. Babitsky is the co-author of the texts *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*, *How to Write An Expert Witness Report* and *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*. Attorney Babitsky is the co developer and trainer for the "How to Be an Effective Expert Witness" seminar and has been the seminar leader since 1990 for the Annual National Expert Witness Conference. Mr. Babitsky trains hundreds of experts every year. He may be contacted at 508-548-9443 or stevenbabitsky@seak.com.

Register early and save. Registration is limited. To register, please see page 2.

How to Start, Build, and Run a Successful Physician Life Care Planning Practice

The Sandpearl Resort, Clearwater Beach, Florida
Day One (Thursday, February 7, 2019)

7:30 – 8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00 – 8:30 Introduction to Life Care Planning and Overview of The Life Care Planning Process

Faculty will introduce themselves and explain the need for life care plans and how they are used by plaintiff and defense attorneys. An overview of the life care planning process previewing the typical tasks of a life care planner will be provided.

Questions and Answers.

8:30 – 9:15 Getting Started – Establishing the Assignment and Obtaining and Reviewing Records

A credible life care plan needs to be built on a solid foundation. Attendees will learn the types of medical, vocational, rehabilitation, psychological, and collateral information they need to assemble to develop an accurate and defensible life care plan. The faculty will present best practices for accumulating, reviewing, analyzing and digesting these records.

Questions and Answers.

9:15 – 10:15 Interview and Examination

A proper interview and examination is required to form a solid foundation for your life care plan. Faculty will demonstrate with examples of best practices for determining and documenting the functional abilities and limitations of the client including ability to dress, bath, mobility, feeding, communicate, partake in recreation, work and other activities of daily living. Traps for the unwary will be emphasized. **Questions and Answers.**

10:15 – 10:30 BREAK AND NETWORKING OPPORTUNITY

10:30 – 11:30 Future Medical Requirements

Faculty will provide guidance on how to establish the need for and frequency of future medical and mental health services, diagnostic testing, medication, inpatient care, and surgical procedures. Included will be a discussion of what you can recommend yourself when you need to communicate with other providers and items. **Questions and Answers.**

11:30 – 12:00 Assistive Technology/Adaptive Devices

Faculty will provide guidance on how to identify the need and research/cost out the need for assistive technology and adaptive devices such as lifts, specialty beds, modified vehicles, braces, orthotics, prosthetics, wheelchairs, etc. Included will be a discussion of how to determine a reliable expected replacement time and other issues particular to assistive technology and adaptive devices. **Questions and Answers.**

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

12:45 – 1:15 Personal Assistance/Care Needs

Faculty will provide guidance on how to identify the need for and cost out personal assistance, assisted living, and nursing care, both home and facility based. Common issues that arise will be discussed. **Questions and Answers.**

1:15 – 1:45 Architectural Renovations

Faculty will provide guidance on how to identify the need for and cost out/research architectural renovations such as ramps and widening of doorways. Common issues that arise in this area will be discussed. **Questions and Answers.**

1:45 – 2:30 Training in Activities of Daily Living

The injured person may require training in activities of daily living. Faculty will provide guidance on how to identify and cost out these training needs. **Questions and Answers.**

2:30 – 2:45 BREAK AND NETWORKING OPPORTUNITY

2:45 – 3:45 Costing Medical Care, Treatment, Medications, and Diagnostics

Many injured parties may require ongoing: physician care, diagnostic tests, medications, rehabilitation services, and equipment and supplies. The faculty will discuss the life care planner's methodology used to determine these cost projections. **Questions and Answers.**

3:45 – 4:15 Life Expectancy

Life expectancy will directly impact future costs. Faculty will discuss and explain the options that life care planners have when making assumptions on life expectancy (relying on a table, relying on a customized life expectancy from another expert, and determining life expectancy yourself) and will reveal the important potential pitfalls in this area.

Questions and Answers.

4:15 – 5:00 Drafting an Excellent Written Life Care Plan

Your written life care plan is one of your main deliverables (the other being potential testimony). The faculty will provide advice for writing a defensible and impressive life care plan that will distinguish you from your competition. Emphasis will be placed on stating: your qualifications, avoiding successful *Daubert* challenges, clear, understandable language, formatting and layout, the use of charts, diagrams and photographs, the proper use of templates, transparency, accuracy, missing information and data, standard language, disclaimers and carefully defining and delineating the role of the life care planner. **Questions and Answers.**

SEAK 2019 Physician Training**How to Start, Build, and Run a Successful Physician Life Care Planning Practice**

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Friday, February 8, 2019)

NEW!**6:30 – 7:00 CONTINENTAL BREAKFAST WITH FACULTY****7:00 – 8:00 Drafting an Excellent Life Care Plan (Cont.)****8:00 – 9:00 Fee Setting, Billing, & Practice Management**

Faculty will provide guidance on how to set and collect your fee and properly manage the relationship with retaining counsel. Advice will also be provided in how to run an efficient practice, keep yourself out of trouble and leverage yourself. **Questions & Answers.**

9:00 – 9:15 BREAK AND NETWORKING OPPORTUNITY**9:15 – 10:30 Business Development and Finding Your Niche**

Faculty will provide advice on how to establish a niche for yourself that makes best use of your medical training, specialty, and experience. Faculty will then provide suggestions for how to market to both plaintiff and defense attorneys and develop your life care planning practice. Making yourself more attractive to potential clients and the benefits of additional training and certification as a life care planner will also be discussed. **Questions & Answers.**

10:30 – 10:45 BREAK AND NETWORKING OPPORTUNITY**10:45 – 12:00 Defending Your Life Care Plan at Deposition**

Life care planners may be called upon to testify at deposition. In this segment the faculty will discuss and demonstrate with video specific lines of inquiry that the life care planner may encounter at deposition. Suggestions to deal with each of these lines of inquiry will be provided. **Questions & Answers.**

12:00 – 12:45 LUNCH WITH FACULTY (Provided)**12:45 – 1:45 Defending Your Life Care Plan at Trial**

Life care planners may be called upon to testify at trial. In this segment the faculty will discuss special techniques for life care planners to excel during direct and cross examination. Anticipated lines of challenge that can be expected during cross examination will be explained and suggestions to deal with each of these lines of challenge will be provided. **Questions & Answers.**

1:45 – 2:15 The Biggest Mistakes Physician Life Care Planners Make: And How to Avoid Them

Faculty will review these biggest mistakes with emphasis on avoiding the common mistakes made by others in the past. Examples will be provided. **Questions & Answers.**

2:15 – 2:30 Your Action Plan

To achieve maximum results from this two-day course physician attendees, with the assistance of faculty, will discuss the takeaways from the training and develop their realistic action plan for implementation and success. **Questions & Answers.**



How to Earn Money as a Physician Writer

The Sandpearl Resort, Clearwater Beach, Florida

Thursday–Friday, February 7–8, 2019

Executive Summary:

Writing is an enjoyable and low stress way for physicians to supplement their income. Writing can be done from home at hours of your own choosing, does not require Boards or an active practice (or even an active license), and what you learn while writing often makes you a better clinician. In this unique, two-day seminar, SEAK will orient you to five different avenues to making money from being a physician writer: Teaching/Consulting, Self-Publishing, Traditional Publishing (Advances and Royalties), Article Writing, and Freelance Technical Writing. All attendees will leave with an action plan on how they can start earning money as a physician writer. **This course will only be offered once in 2019.**

WHAT YOU WILL ACCOMPLISH BY ATTENDING:

- Understand five viable avenues for supplementing or replacing your income through writing Teaching/Consulting, Self-Publishing, Traditional Publishing (Advances and Royalties), Article Writing, and Freelance Technical Writing.
- Get feedback from experts on your potential writing ideas
- Avoid common pitfalls and jumpstart your writing career
- Learn proven techniques for promoting yourself and your writing
- Appreciate what sells, what doesn't sell and why this occurs
- Learn how to get paid the maximum amount for your writing
- Develop a personalized action plan to get started

"Extremely useful, cram packed of useful knowledge, glad to have the manual to supplement info gathered during lectures."

"Very helpful and inspiring—both to continue working on my novel and to begin some freelance article writing."

"An amazing workshop!!"

"Excellent, very practical instruction, thorough and entertaining."

"It was relevant, well organized. I thoroughly enjoyed it. The speakers took a genuine interest in the participants, their work and aspirations."

"Really enjoyed the personal touch/interact."

Registration Information:

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Distinguished Faculty:



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



James J. Mangraviti, Jr., Esq. is the co-author of 31 books. He has had books published by Wolters Kluwer, Aspen, St. Martins, Wiley and Apress. In addition, he has self-published numerous books through his company, SEAK, Inc. Mr. Mangraviti's titles have generated sales of several million dollars and have helped him to launch, expand, and nurture a successful career in lecturing, customized training and consulting. One of his consulting specialties is showing physicians how to supplement their income. Mr. Mangraviti currently serves as Principal of SEAK, Inc. He received his *JD cum laude* from Boston College Law School and his *BA summa cum laude* from Boston College.



Mandy Armitage, MD is a successful medical writer who has experience both as a freelancer and as a full time employed writer. She currently serves as a Clinical Content Medical Writer for HealthLoop. Prior to transitioning to medical writing, Dr. Armitage practiced non-surgical sports medicine. She received her MD from Indiana University School of Medicine and her BS in Biology from Purdue.

Register early and save. Registration is limited.

How to Earn Money as a Physician Writer

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 7, 2019)

7:30 – 8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00 – 8:30 Introduction

The faculty and attendees will introduce themselves and the faculty will explain why GOOD THINGS HAPPEN TO DOCTORS WHO WRITE.

8:30 – 9:30 Leveraging Your Writing to Build or Expand a Consulting/Teaching Practice and/or Your Clinical Practice

The largest financial return on your writing is often not in the sales of the writing itself. The biggest financial upside often comes from the ancillary income possible from teaching, consulting or your clinical practice resulting from your having “wrote the book on a topic.” The faculty will explain how to use your writing to increase clinical income and/or support lucrative teaching and consulting practices. Several detailed case examples will be presented and discussed. **Questions and Answers**

9:30 – 10:00 The Publishing Landscape, And Why Self-Publishing May Now Be Your Smartest Option

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

10:00 – 10:15 BREAK AND NETWORKING OPPORTUNITY

10:15 – 10:45 The Nuts and Bolts of Self Publishing: Printing and How to Make Your Book Look Professional

The faculty will explain the advantages and disadvantages of three major options for producing your book – bulk printing, print on demand, and e-books. The advantages and disadvantages of each will be explained. The authors will also provide practical suggestions for finding the best vendor for assisting with printing and negotiating the best price. Also provided will be suggestions for getting the proper assistance for producing a book that reads well and looks professionally laid out. Different options for performing this work will be explored. **Questions and Answers**

10:45 – 11:30 Promoting Yourself and Your Book

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

11:30 – 12:00 How to Self-Evaluate Your Book Idea

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

12:00 – 12:45 LUNCH PROVIDED WITH FACULTY

12:45 – 2:00 What Publishers are Looking for – Book Ideas that Sell

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

2:00 – 3:00 How to Find the Right Agent

Success with traditional publishers is often heavily dependent on finding the right agent. In the segment the faculty will explain what a good agent does and does not do. Faculty will provide a step-by-step process that helps research, query, and land a motivated agent. Finally, the faculty will give practical tips for how to be a good client and get the most out of your agent. **Questions and Answers**

3:00 – 3:15 BREAK AND NETWORKING OPPORTUNITY (WITH THE FACULTY)

3:15 – 5:00 How to Draft a Killer Query Letter and Create and Deliver an Irresistible Pitch

The faculty will explain how to write an irresistible query letter. Sample query letters will be provided. The faculty will then conduct a group exercise where attendees will be asked to pitch their books in less than sixty seconds. **Questions and Answers**

Register early and save. Registration is limited. To register, please see page 2.

How to Earn Money as a Physician Writer

The Sandpearl Resort, Clearwater Beach, Florida

Day Two (Friday, February 8, 2019)

6:30 – 7:00 CONTINENTAL BREAKFAST

7:00 – 8:30 How to Write Book Proposals That Sell

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

Questions and Answers

8:30 – 9:30 The Business Side of Traditional Publishing, and Next Steps to Commercial Success

In this section the faculty will explain the issues in a typical publishing contract including territory, term, royalties, advances, payment schedules, competing works, illustrations, warranties and representations, copyright, marketing, foreign rights, titles, and termination. A sample publishing contract will be provided. The final half hour will be spent outlining next steps toward commercial success for attendees. **Questions and Answers**

9:30 – 9:45 BREAK AND NETWORKING OPPORTUNITY

9:45 – 10:45 How to Make Money From Writing Articles and How to Build Your Writing Portfolio

The faculty will give practical suggestions for how to get paid assignments writing articles for magazine and other media. In addition, the faculty will provide specific suggestions regarding how to build one's portfolio and make yourself more attractive to agents and publishers. **Questions and Answers**

10:45 – 11:00 BREAK AND NETWORKING OPPORTUNITY

11:00 – 12:00 Freelance Technical Writing — Opportunities Available

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

12:00 – 12:45 LUNCH PROVIDED WITH FACULTY

12:45 – 1:45 The Business of Freelance Technical Writing — Landing Your First Clients, Negotiating Your Rates, Collecting Fees, and Marketing Your Services

The faculty will provide advice for how to break into this field. The faculty will also explain how to set and negotiate your rates, how and when to collect your fees, how to leverage your clinical skills and experience, how to earn repeat and word of mouth business, how to make yourself more attractive to potential services and how to market your services to both new and existing clients. **Questions and Answers**

1:45 – 2:30 Conclusion — Your Action Plan to Start Earning Money as a Physician Writer

By far, the biggest impediment to making money as a physician writer is inertia. In this section, each attendee will draft a concise action plan to follow to get started as physician writers. Attendees will be invited to share their plans with the faculty and their colleagues for feedback. **Questions and Answers**

"Excellent, definitely met expectations and lit a fire."

"Fantastic setting and very informative."

"On point, exactly what I came to hear about."

"Full of helpful and insightful information."

"The highlight for me was that Sorche sat with me at lunch the first day and talked to me one on one about my [book idea] — I didn't know in advance that she'd have and give me that much individual time."

"Jim, Thank you for a most excellent program. I always knew anything produced by SEAK is a quality product. I am ready to hone my writing and look to a first book completion."

"Jim, The SEAK writing course was excellent, exactly what I needed. Many thanks to you, Soche, and Mandy for an outstanding seminar."

"Hello! I just wanted to write to personally thank all three of you for the outstanding SEAK Writing Course in Clearwater! I cannot believe I learned so much in such a short time! Thank you again for all of your help!!"

"I am inspired. Your SEAK conference has lit a fire in me and for that, I'm saying THANKS! Thanks for the how-to."

"Thank you so much for what I hope will be a life changing conference!"

Register early and save. Registration is limited. To register, please see page 2.

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

The Sandpearl Resort, Clearwater Beach, Florida

Thursday–Friday, February 7–8, 2019

Executive Summary: Excellent and ethical medical-legal consultants can easily double their clinical income by devoting one day a week to medical-legal matters. Time spent by physicians on such matters is commonly billed out at \$500–\$1000 per hour. **How to Start, Build and Run a Successful Expert Witness Practice** is an intensive, content rich workshop that is designed to show physicians in a step-by-step manner how to start, build, and run a successful expert witness practice. This course is appropriate for physicians with all levels of medical-legal experience including prospective and novice expert medical witnesses. **This course, which is especially for physicians, will only be offered once in 2019. Attendees will be ready to start serving as a physician expert witness immediately upon completion of this course.**

Learning Objectives

At the completion of this course you will learn:

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

Registration Information:

To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. Tuition is \$1295 until November 18, 2018; \$1395 November 19, 2018 – January 15, 2019; \$1495 after January 15, 2019 and includes continental breakfast and lunch with faculty each day and a detailed conference manual. **Register early and save.**

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.

"Thank you so much for a fact filled, information loaded meeting. I am impressed with the quality and depth of your presentations and comments. I plan to attend more of SEAK's meetings."

"Nadine, thanks for the time you spent teaching this course. I learned quite a bit and the course should pay for itself the next case I do as I got my fee schedule more in line with my credentials."

"Nadine, both you and Rich were outstanding."

"An eye opening view into expert witnessing, exactly what I needed."

"Excellent! Filled in many gaps in my knowledge relative to report writing, billing, and deposition techniques."

Distinguished Faculty:



Nadine Nasser Donovan, Esq., is a former litigator who spent 18 years in the defense of medical professionals in medical malpractice actions and before medical licensing boards. She has been on the SEAK Faculty since 2002 and has trained countless experts through SEAK's scheduled programs for expert witnesses, invited presentations, customized on-site expert witness training programs, and via one-on-one training (www.testifyingtraining.com) and mentoring. Nadine also provides testifying training to medical malpractice defendants (www.malpracticetestifyingtraining.com). She is the co-author of the SEAK texts *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*, *How to Write an Expert Witness Report* and *How to Be A Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*. She received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature.



Richard A. Parker, MD is founder and managing director of Parker Healthcare Innovations, LLC and is CMO for Arcadia Healthcare Solutions—an EMR aggregation and analytics company. Formerly he was a practicing internist from 1988-2012; an assistant professor of medicine at Harvard Medical School since 2000; and from 2000 to 2015, he served as medical director and then chief medical officer (CMO) of the Beth Israel Deaconess Care Organization (BIDCO). As a practicing internist for nearly 30 years, he was recognized by Boston magazine as one of Boston's best internal medicine doctors and is a 2010 and 2012 recipient of the BIDMC Schwartz Center's Compassionate Caregiver Award. Dr. Parker graduated from Harvard College in 1978 and the Dartmouth-Brown program in medicine in 1985. Dr.

Parker is a highly experienced expert witness. His cases have involved both medical malpractice and hospital negligence.

Register early and save. Registration is limited. To register, please see page 2.

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

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 7, 2019)

7:30 – 8:00 REGISTRATION AND CONTINENTAL BREAKFAST

8:00 – 8:30 The Role of Expert Witnesses in Civil Litigation

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

8:30 – 9:30 What Successful Expert Witnesses Have in Common

Faculty and the attendees will analyze what some of the nation's "go to" experts have in common and how they got to their position of prominence. Videotaped interviews of the experts will be reviewed. Lessons for the attendees will be drawn from these examples. **Questions and Answers.**

9:30 – 10:30 Finding and Developing Your Niche in the Expert Witness Marketplace

Faculty will explain the advantages of identifying a niche for yourself. Attendees will be provided with a protocol for researching their niche, determining the proper fit and developing their niche to its fullest potential. **Questions and Answers.**

10:30 – 10:45 BREAK AND NETWORKING OPPORTUNITY

10:45 – 12:00 Pulling Together a CV Appropriate for Expert Witness Work

Anyone considering starting an expert witness practice needs to maintain a CV. Attendees will learn the importance of an accurate, up-to-date CV, what should and should not be on a CV, and how mistakes in preparing CVs can damage or destroy an expert's credibility. Sample CVs will be provided. **Questions and Answers.**

12:00 – 12:45 LUNCH PROVIDED WITH FACULTY

12:45 – 1:45 Bulletproofing Yourself – Your Qualifications, Marketing Activities, Web Site, Image & Reputation

A mock trial demonstration followed by bottom line bullet point advice with numerous examples on how to avoid potentially devastating problems in an expert's qualifications, marketing activities, web site, image and reputation. **Questions and Answers.**

1:45 – 2:15 Bulletproofing Your Opinions – Passing the *Daubert* Tests, Your Methodology

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

2:15 – 3:00 Bulletproofing Your Opinions – Research, Investigation, Chart Review and Examination

An expert witness's opinion will only be as strong as the facts, research and investigation upon which it is based. Attendees will learn how to conduct an investigation, perform research and collect data in a manner that bolsters an expert's opinion. **Questions and Answers.**

3:00 – 3:15 BREAK AND NETWORKING OPPORTUNITY

3:15 – 3:45 Bulletproofing Your Opinions – Managing the Potentially Damaging Influence of Retaining Counsel

Expert Witnesses often severely damage or destroy the persuasiveness of their opinions by allowing retaining counsel to influence (or appear to influence) their investigation, assumptions, and opinions. In this segment attendees will learn how to insulate their opinions from the appearance of being under the influence of retaining counsel, for example through the information the expert witness relies upon, the modification of draft and preliminary opinions, and through the communications between the expert witness and retaining counsel. **Questions and Answers.**

3:45 – 4:00 Bulletproofing Your Opinions – Rebuttals and Commenting On Other Experts

Commenting on another expert's opinions is an area that gets many experts into unnecessary difficulty. In this segment experts will learn the right way and wrong way to comment on another expert's opinions. **Questions and Answers.**

4:00 – 5:00 Best Practices in Forensic Office Management

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

"I have taken a lot of training classes over the years, this was the only one where I was completely engaged over two days. In addition to your hand outs, I left with 10 pages of notes. Can't wait for additional classes!"

"The best meeting I've attended in several years."

"Awesome course! I will keep in touch and look forward to another course."

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

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Friday, February 8, 2019)

6:30 – 7:00 CONTINENTAL BREAKFAST

7:00 – 8:00 Best Practices in Dealing with Counsel

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

8:00 – 9:00 Best Practices in Report Writing

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

Questions and Answers

9:00 – 9:15 BREAK AND NETWORKING OPPORTUNITY

9:15 – 10:00 Deposition Best Practices

Attendees will be provided with an in-depth look at scheduling, billing, postponements, cancellations, errata sheets, and retention/destruction of deposition transcripts. A list of expected areas of inquiry will be provided.

Questions and Answers

10:00 – 10:45 Trial Best Practices

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

10:45 – 11:00 BREAK AND NETWORKING OPPORTUNITY

11:00 – 12:00 Best Practices in Fee Setting, Fee Schedules & Agreements, Billings and Collections

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

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

12:45 – 1:45 Advanced Marketing Techniques for Building an Expert Witness Practice

Faculty and attendees will engage in a frank discussion and analysis of the utility of: search engine optimization, social media, networking, writing articles, speaking, directory listings, fees, advertising, referral services/brokers and 24-7 marketing. **Questions and Answers**

1:45 – 2:15 Ethics and Risk Management

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

2:15 – 2:30 Conclusion and Takeaways

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

“Can’t tell you how the course fired me up. Been working all day getting my business together.”

“Nadine, the course was fantastic and exceeded my expectations. You and Dr. Parker have the rare gift of being able to explain all of the nuances and details of the process of preparing to be a successful expert witness. I have already recommended and will continue to recommend this course to colleagues. Thanks again.”

“Thank you, again, for conducting a lively and invigorating EW course along with Rich! I am very inspired now to pursue developing an EW practice, and, I have not felt this inspired for a while!”

“Loaded with powerful information.”

“Phenomenal-did not want the seminars to end.”

How to Be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida

Saturday–Sunday, February 9–10, 2019

Executive Summary: The #1 way to grow an expert witness practice is to build the reputation of being an effective witness. This is a small group, hands-on, fast-moving interactive workshop covering deposition, direct examination, and cross-examination skills for physicians. Participating physicians will learn how to become markedly more effective and significantly more valuable expert witnesses. Instruction will utilize four methods: lecture, questions & answers, videos of experts actually testifying in real cases, and mock trial demonstrations using student volunteers. The mock trial demonstrations are based upon a C.V. and sample report submitted in advance by each attendee. Each physician will have an opportunity to participate in demonstrations and to receive constructive feedback as to how to improve their performance. In addition, each attendee will be provided with a content rich seminar manual. **This course, which is especially for physicians, will only be offered once in 2019.**

Learning Objectives:

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

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

Registration Information:

To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. Tuition is \$1295 until November 18, 2018; \$1395 November 19, 2018 – January 15, 2019; \$1495 after January 15, 2019 and includes continental breakfast and lunch with faculty each day and a detailed conference manual. **Register early and save.**

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

Distinguished Faculty:



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 one-on-one training/mentoring. He is also frequently called by experts, their employers, and retaining counsel to train and prepare individual expert witnesses for upcoming testimony. Mr. Mangraviti is a former litigator with experience in defense and plaintiff personal injury law and insurance law. He 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. He is the co-author of 31 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; How to Write an Expert Witness Report*; *The Biggest Mistakes Expert Witnesses Make: And How to Avoid Them*; and *How to Market Your Expert Witness Practice: Evidence-Based Best Practices*. **He can be reached at 978-276-1234 or jim@seak.com.**

"Jim and Judge were a terrific team with different but complementary styles."

"Jim! You're an amazing speaker. I can't thank you enough."

"Jim and the Judge are both extremely professional and excel at their craft."

"Thank you for the lively exchange and respectful feedback."

"Outstanding. Real-time, in your face mock testimonials."

"The best seminar I've ever been to."

"Excellent teachers and very personable and available."

"Very effective. I have been deposed 30 plus times, etc., but came away with an added appreciation for ways to take the process further."

"It was fabulous. I have already recouped my investment by taking the necessary time to prepare properly for my court testimony today, which went very well."

How to Be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida

Day One, Saturday, February 9, 2019

SECTION 1: DEPOSITION SKILLS

7:30 – 8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00 – 8:30 Deposition Law and Procedure

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

8:30 – 9:00 Understanding the Strategies and Goals of Opposing Counsel

You will learn the general and specific goals of deposing counsel and how counsel will prepare to depose you.

Questions & Answers

9:00 – 9:30 Preparing for your Deposition

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

9:30 – 10:15 Deposition Strategies for Experts

You will learn a 4 step methodology for answering deposition questions. In addition, you will learn numerous strategies to truthfully and artfully answer deposition questions. **Questions & Answers**

10:15 – 10:30 BREAK AND NETWORKING OPPORTUNITY

10:30 – 11:00 Understanding and Defeating Counsel's Deposition Tactics

You will learn over two dozen tactics that are likely to be used against you and will be provided with strategies to defeat each of these tactics. **Questions & Answers**

11:00 – 11:15 Videotape Depositions: Special Techniques

You will learn special techniques which are applicable when your deposition is being videotaped. **Questions & Answers**

11:15 – 12:00 Advanced Deposition Tactics for Experts

You will learn numerous techniques that will help you to excel during your expert medical deposition.

Questions & Answers

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

12:45 – 1:30 Pulling it all Together: Truthfully and Artfully Answering Trick and Difficult Questions at Deposition

The faculty will go around the room and ask difficult deposition questions. The attendees' responses will be critiqued.

Questions & Answers

SECTION 2: DIRECT EXAMINATION AND PERSUASION SKILLS

1:30 – 2:00 Introduction and Executive Summary of Persuasion Techniques for Expert Witnesses

You will learn the twelve key techniques to utilize in order to be a more effective expert witness during direct examination. **Questions & Answers**

2:00 – 2:30 Preparation

You will learn 15 techniques for how to best prepare to give persuasive expert testimony during direct examination.

Questions & Answers

2:30 – 3:00 How to Best Put Forth Your Qualifications

You will learn 14 techniques to more persuasively explain your credentials and to put your credentials in context.

Questions & Answers

3:00 – 3:15 BREAK AND NETWORKING OPPORTUNITY

3:15 – 3:30 Commenting on the Opposing Expert and His Opinion

You will learn the special techniques to utilize when you are asked to comment on the opposing expert's opinion.

Questions & Answers

3:30 – 4:00 Developing a Harmonious Interaction with Retaining Counsel

You will learn how to make your testimony easy to understand and interesting to follow. You will also learn how to avoid making your testimony appear to be rehearsed and how to present non-traditional, "soft challenge" direct testimony.

Questions & Answers

4:00 – 4:30 Creating and Using Powerful, Memorable Language and Analogies

You will learn 12 techniques for using more powerful, memorable and understandable language. **Questions & Answers**

4:30 – 5:00 Optimizing Your "Teaching" Skills

You will learn numerous techniques to more effectively "teach" the jury. **Questions & Answers**

Register early and save. Registration is limited. To register, please see page 2.

How to Be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida

Day Two, Sunday, February 10, 2019

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**

"Jim did an amazing amount of prep work on CVs and reports."

"A brilliantly conceived and presented course of instruction."

"Combination of experienced trial lawyer and the perspective of the judge was very powerful teaching approach — excellent."

"Outstanding! The content, format, and presentation exceeded my expectations. The presenters were amazing with an unimaginable depth of knowledge."

"Excellent! Well thought out, taught by extremely talented people. Experts."

"Outstanding, riveting. Despite the long hours, there was never a dull or uninformative moment."

"Love Jim and the Judge — outstanding."

"James was exactly like the worst prosecutor I have faced and it was perfect."

"You do a great job at learning the student and making the course personalized."

"You and the judge made it informative, helpful, challenging and entertaining, which keep our attention and made the hours speed by. The location was wonderful. Keep doing what you do. Thank you again!"

"A must if you plan on testifying."

How to Start, Build, and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Saturday–Sunday, February 9–10, 2019

Also
available
on DVD

Executive Summary: A proven way to either supplement or replace your income or transition out of a clinical career is to serve as a consultant. Consulting can be highly lucrative, most of the work can usually be done from a home office and overhead, start-up costs and risks are relatively small. Boards and an active clinical practice or even an active license are typically not required. This hands-on intensive workshop will show physicians how to start, build, and run a high paying consulting practice. Attendees will be guided to find their best consulting niches and be provided with strategies for getting started, building, marketing and expanding their new consulting practice. Emphasis will be placed on the practical needs of the physician and his or her consulting practice. Physicians will be provided the tools, forms, and checklists to get their consulting practice off the ground. **This course is only offered once per year.**

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

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

COMMENTS FROM PAST ATTENDEES:

"Vivid case examples."

"Extremely helpful in pointing me in the right direction."

"Excellent. Especially the business, legal, negotiating parts."

"Excellent. Energizing. Great takeaways."

"Excellent. Steve is gifted and uncommon."

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

"Detailed and specific."

"Very useful, lots of pointers especially things to avoid."

"The negotiating exercise was very eye-opening sounds easy when you talk about it, in practice, not so much."

"Excellent-received volumes more information than what I was expecting. And best of all-all of it is useful."

"Excellent presentation start to finish. It has given me many ideas to consider."

Registration Information:

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Distinguished Faculty:



Steven Babitsky, Esq., is the President and founder of SEAK, Inc., a continuing education, training, consulting, and publishing firm. He is the co-author of the book *Non-Clinical Careers for Physicians* (www.nonclinicalcareers.com) and has trained thousands of physicians over the past 30 years. Steve has served as a consultant for many years in the fields of marketing, business development, witness preparation, risk management, and negotiation. He is an expert on medical-legal consulting and has co-authored numerous books in this field and has worked one on one with numerous physicians to help them expand their consulting practices. He was a personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. Steve may be contacted at 508-548-9443 or stevenbabitsky@seak.com.



Julia Pewitt Kinder, DO, is a national speaker, best-selling author, and founder of two consulting practices: Physician Career Opportunities where she assists physicians considering other opportunities and My Baby with Down Syndrome. She specializes in branding, establishing expert status, networking to create opportunity, and identifying the needs of niche audiences in order to develop successful products and services. International clients include corporations, hospitals, universities, teachers, therapists, and physicians. Dr. Kinder provides individual and group consulting, lectures, and workshops and is a featured speaker for the SEAK Non-Clinical Careers for Physicians Conference. She is Board Certified in Family Medicine. Visit www.juliakinder.com, www.physiciancareeropportunities.com, and www.mybabywithdownsyndrome.com for more information.

How to Start, Build, and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Day One (Saturday, February 9, 2019)

Also
available
on DVD

7:30 – 8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00 – 8:30 Introduction to Consulting

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

8:30 – 9:00 Your Consulting Niche

Faculty will explain the importance of selecting the “right” consulting niche that fits your needs and the needs of the marketplace. **Questions and Answers.**

9:00 – 9:45 Presentation and Critique of Attendee Niches

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

9:45 – 10:15 Initial Call from a Potential Consulting Client – Exercise

Attendees, with the assistance of the faculty, will engage in an initial call from a potential consulting client. The faculty will stress techniques for demonstrating competence and landing the client. Attendees and the faculty will critique the conversations and present the lessons learned. **Questions and Answers.**

10:15 – 10:30 BREAK AND NETWORKING OPPORTUNITY

10:30 – 11:00 Building Your Consulting Brand

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

11:00 – 12:00 Landing Your First Clients

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

12:00 – 12:45 LUNCH PROVIDED WITH FACULTY

12:45 – 1:45 Fees, Billing, and Collection

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

1:45 – 2:30 Setting the Scope and Goals of the Assignment

Faculty, with the assistance of the attendees, will explain the crucial importance of properly setting the scope of the assignment, the goals to be achieved, and how to deal with scope creep. **Questions and Answers.**

2:30 – 3:00 Managing Client Expectations

The faculty will discuss how to best set, meet, and exceed the expectations of your consulting clients. Case studies will be presented. **Questions and Answers.**

3:00 – 3:15 BREAK AND NETWORKING OPPORTUNITY

3:15 – 4:00 Communication with Your Consulting Clients

Faculty will present best practices for keeping your clients informed, obtaining approvals, and gaining buy-ins during the entire consulting assignment. **Questions and Answers.**

4:00 – 5:00 Marketing and Business Development for Your Consulting Practice

Faculty will present best practices and techniques for cost-effectively and successfully branding, networking, building your credibility, and marketing your consulting practice. Case studies, form letters, surveys, and checklists will be presented to demonstrate key points. **Questions and Answers.**

“Excellent, lots of practical advice, actionable items, not just theoretical information.”

“Great, much practical advice, great resource, check lists, sample contracts — awesome.”

“Thank you for everything. This was one of the most useful courses I have attended and I will be referring to the comprehensive handbook quite often in the future.”

“I thoroughly enjoyed the meeting and certainly walked away with a fresh view of my career options... I know this is not my last experience with SEAK! Look forward to working with your company in the future.”

“I thoroughly enjoyed the course and thought that you really put together a class act presentation. Good value for the money spent.”

Register early and save. Registration is limited. To register, please see page 2.

How to Start, Build and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Sunday, February 10, 2019)

Also
available
on DVD

6:30 – 7:00 CONTINENTAL BREAKFAST

7:00 – 7:30 Delivering a High Quality Product and Service

The faculty will discuss qualifications, experience, and your consulting protocol and methodology for delivering the highest quality service. How to exceed the expectations of the client and providing added value based on consultants' insight and nuanced in-depth knowledge will be explained and demonstrated with case studies. **Questions & Answers.**

7:30 – 8:00 Spotting, Creating, and Capitalizing on Emerging Consulting Opportunities

The faculty will explain and demonstrate how to spot, develop, and capitalize on emerging trends and potential consulting opportunities. Case studies of "looking at what everyone else looks at and seeing something different" will be presented. **Questions & Answers.**

8:00 – 8:45 Business Side of Consulting: Running Your Practice

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

8:45 – 9:00 BREAK AND NETWORKING OPPORTUNITY

9:00 – 10:00 Client Retention, Satisfaction, and Obtaining Repeat Business

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

10:00 – 10:45 Negotiating your Consulting Fee

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

10:45 – 11:00 BREAK AND NETWORKING OPPORTUNITY

11:00 – 12:00 Competitive Analysis

Faculty will demonstrate how to realistically analyze the size of your potential consulting market, the competition and set realistic and reasonable consulting expectations. **Questions & Answers.**

12:00 – 12:45 LUNCH PROVIDED WITH FACULTY

12:45 – 1:15 Consulting Ethics

Faculty will present ethical best practices and discuss ethical dilemmas and solutions for consultants. Best interest of the client, conflicts of interest, confidentiality, and creating client's independence will be presented. **Questions & Answers.**

1:15 – 1:45 Unique Challenges of Physician Consultants

The faculty, with the assistance of the attendees, will discuss the unique and vexing challenges that physician consultants face and will provide proposed solutions to these challenges. **Questions & Answers.**

1:45 – 2:30 Action Plans

Attendees will present their written action plans for starting, building, and developing their consulting practices. The plans will be analyzed, critiqued, and improved by the faculty and fellow attendees. **Questions & Answers.**

"The knowledge I gained from the conference was tremendous. I now feel like I have a foundation upon which I can begin the next phase of my career. Thank you for your insight and encouragement."

*"Excellent — received volumes more information than what I was expecting.
And best of all — all of it is useful."*

"Excellent presentation start to finish. It has given me many ideas to consider."

"I immediately started implementing what you taught us and my business dreams are about to take off as we speak. I am so grateful."

"Steve and Julia are a good combination. Julia's feedback about physician perspective appreciated. Both have great business acumen—that is much appreciated."

Register early and save. Registration is limited. To register, please see page 2.

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

The Sandpearl Resort, Clearwater Beach, Florida

Saturday–Sunday, February 9–10, 2019

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

COMMENTS FROM PAST ATTENDEES

"Exceeded all expectations"

"Excellent content, excellent facilities"

"Excellent training, comprehensive, provides the tools you need to enter and succeed performing in this kind of work"

"Excellent, impressive, inspiring, educational course, well organized"

"Wish I would have done it a few years ago when I started LTDs"

LEARNING OBJECTIVES

At the completion of this two-day interactive workshop you will be able to:

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

Registration Information: To register, please use the form on page 2, visit www.seak.com, or call 508-457-1111. Tuition is \$1295 until November 18, 2018; \$1395 November 19, 2018 – January 15, 2019; \$1495 after January 15, 2019 and includes continental breakfast and lunch with faculty each day and a detailed conference manual. **Register early and save.**

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

Distinguished Faculty:



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



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



Nadine Nasser Donovan, Esq., is a former medical malpractice defense attorney. She has been on the SEAK Faculty since 2002. Nadine has trained countless physicians in writing effective medical opinion reports at SEAK conferences, and via customized training and mentoring. Nadine is the co-author of the SEAK text *How to Write an Expert Witness Report*. Nadine is also a Legal Writing Instructor at Boston University School of Law. She spent 21 years practicing litigation, as a medical malpractice insurance defense attorney and previously, as a NYC prosecutor. Nadine received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature. **She can be contacted at 617-791-4282 or nadine@seak.com.**

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

The Sandpearl Resort, Clearwater Beach, Florida

Day One, Saturday, February 9, 2019

7:30 – 8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00 – 8:15 Introduction

The faculty introduces themselves, explains the goals of the course and the interactive teaching methodology that will be utilized. **Questions & Answers**

8:15 – 9:45 Disability & File Review Consulting: Compared & Contrasted

The faculty will compare and contrast the independent medical evaluation process and report from that of other file reviews including: disability reviews, utilization reviews, pre-authorizations, chart reviews, and medical necessity reviews. **Questions & Answers**

9:45 – 10:15 Disability Medical-Legal Issues

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

10:15 – 10:30 BREAK AND NETWORKING OPPORTUNITY

10:30 – 11:15 File Reviews Overview

Faculty will explain and demonstrate what a high quality file review consists of and what is outside the scope of the file review. A discussion of medical records, what is and what is not in the file, and the crucial importance of credibility and consistency of the medical findings and complaints will follow.

Questions & Answers

11:15 – 12:00 Functional Ability

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

12:00 – 12:45 LUNCH PROVIDED WITH FACULTY

12:45 – 1:30 Reasonable and Appropriate Care

Faculty will review the applicable standards and best practices with regard to reasonable and appropriate care. The effectiveness of treatments; what does and does not work and how to support findings will be presented. The practical implications for file review consultants will be explored with the attendees.

Questions & Answers

1:30 – 2:00 Disability Contracts

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

2:00 – 2:45 Critique of Attendees' Disability Consulting Review

Faculty will discuss, review, and critique the pre-submitted file reviews of the attendees.

Questions & Answers

2:45 – 3:00 BREAK AND NETWORKING OPPORTUNITY

3:00 – 3:30 Red Flags for Disability/Impairment

In this session, concrete examples of indications of disability/impairment, paper trails and their significance, indicia of ability, and the impact of secondary gain will be presented. **Questions & Answers**

3:30 – 4:15 Medications

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

4:15 – 4:45 Diagnostic Testing

The faculty will present the most commonly used/abused diagnostic tests and the relationship of findings to functional ability. A discussion of the over reliance on test results will take place with the attendees.

Questions & Answers

4:45 – 5:00 Concluding Remarks

Concluding remarks will be followed with an open and frank give and take between the faculty and the attendees. **Questions & Answers**

"Thank you for a great course and beautiful facilities. FYI. I am new to file reviews. I got my first contract less than 24 hours after leaving the course!!!"

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

The Sandpearl Resort, Clearwater Beach, Florida

Day Two, Sunday, February 10, 2019

6:30 – 7:00 CONTINENTAL BREAKFAST

7:00 – 7:30 Disability Challenges

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

7:30 – 7:45 Ethics

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

7:45 – 9:00 Writing File Reviews

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

9:00 – 9:15 BREAK & NETWORKING OPPORTUNITY

9:15 – 9:45 Effects of Inactivity

A discussion of the latest medical and scientific research of the data on the effects of inactivity and the beneficial effects of work will be presented. **Questions & Answers**

9:45 – 10:30 Critiques of Attendees' File Reviews

In this session, the faculty will review pre-submitted file reviews of the attendees. The attendees and faculty will point out areas of concern and where and how the review can be improved. **Questions & Answers**

10:30 – 10:45 BREAK & NETWORKING OPPORTUNITY

10:45 – 12:00 Marketing

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

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

12:00 – 12:45 LUNCH PROVIDED WITH FACULTY

12:45 – 2:00 Disability Case Studies

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

2:00 – 2:15 Practice Setting for Physicians

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

2:15 – 2:30 Takeaways, Conclusion and Evaluation

The faculty will answer any and all outstanding questions. The faculty and attendees will then work together to develop a “bulletpoint” list of the most important concepts, techniques and action steps learned in this workshop. **Questions & Answers**

“Thank you! I intend to pursue file review as a career immediately. I’ve been doing IME’s for about four years and have developed an interest in the medical-legal field. Your training was my missing link and I’m confident I will be able to move forward. I couldn’t be more grateful!”

“Excellent course. Putting the different aspects of file and case review into perspective with regard to the health industry and opportunities for physician consultants was very enlightening.”

“[The course] was fantastic. I’m definitely going to try to do a few reviews now and thank you for giving me the tools to do so!”

“Thank you for your hard work. I enjoyed the weekend. It was my 4th or 5th SEAK course and they have all been very helpful.”

How to Start, Build & Run A Successful Physician Consulting Practice; 7-DVD SET

Consulting is highly lucrative. Most of the work can usually be done from a home office and overhead, start-up costs and risks are relatively small. This hands-on intensive workshop will show you how to start, build, and run a high paying consulting practice. You will be guided to find your best consulting niches and be provided with strategies for getting started, building, marketing and expanding your new consulting practice. Emphasis will be placed on the practical needs of the physician and your consulting practice. You are provided the tools, forms, and checklists to get your consulting practice off the ground. Includes 258 page printed manual. \$895

"Excellent – received volumes more information than what I was expecting. And best of all – all of it is useful."

"Excellent and practical; applicable to almost any consulting idea"

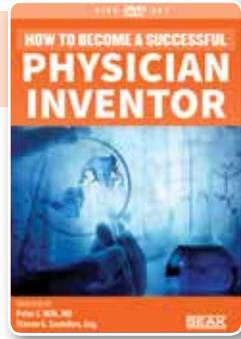


How to Become a Successful Physician Inventor: Bringing Your Ideas to Market; 5-DVD SET

Physician inventors have improved the lives of patients, saved lives, and been handsomely rewarded for their efforts. Viewers will be taught how to supplement their clinical income by bringing one or more of their physician invention ideas to market. These hands-on intensive DVDs will show physicians how to critically evaluate their invention ideas and take the steps necessary to bring one or more of them to market. Emphasis is placed on the practical needs of the new physician inventor and getting them up to speed on what they need to know to proceed with their inventions. At the conclusion of the DVD course each viewer will have a detailed protocol and plan to bring their idea to market. Includes 150 page printed manual. \$895

"Extremely helpful and made me more motivated"

"Love the highly experienced expert speakers"

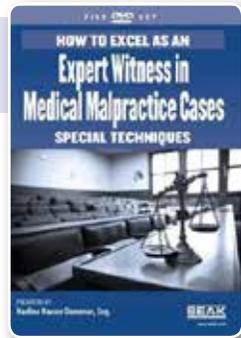


How to Excel as an Expert Witness in Medical Malpractice Cases; 5-DVD SET

This is the most highly specialized training available for medical experts who work on medical malpractice cases. Malpractice cases are very high stakes, feature many unique rules and nuances and are full of hidden pitfalls. We will show you dozens of special techniques that will allow you to distinguish yourself when serving on medical malpractice cases. You will also learn how to recognize and avoid the numerous and potentially serious traps that may await medical malpractice expert witnesses. 5 DVD Set, 10.5 hours of instruction + 150 page written manual. \$895

"I really enjoyed the course and found it very informative! It is already affecting two cases I'm involved with!"

"Thanks Nadine. Your life in the trenches has allowed you to create a superb program with concrete examples of what we face. I am enjoying my learning curve."



SEMINARS ON DVD

Negotiating Skills for Physicians; 4-DVD Set

When switching careers or starting a new business you unfortunately are not compensated on what you know or deserve. You are compensated on how well you negotiate. *Negotiating Skills for Physicians* will provide you with the negotiating skills you need. You will learn how to develop and deploy leverage, how to arrive at a win-win solution, how and when to make concessions, how to negotiate employment contracts, how to ask and answer questions and much, much more. The course is lively and interactive. Includes 85 page printed manual. \$495

"I was able to successfully negotiate a contract using skills from the Negotiation video. Thank you for these life skills which I wish I had learned long ago."

"The video was extremely effective. Steve, you really breathe life into the negotiating points."

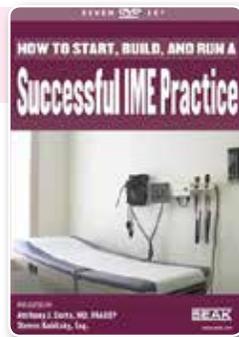


How to Start, Build and Run a Successful IME Practice; 7-DVD SET

This is SEAK's highly acclaimed training seminar on IMEs. Performing Independent Medical Examinations (IMEs) is a great way to both earn additional income and diversify your practice. The earning potential is enormous. Exam fees average \$800–\$1,500 and are often much higher than this. Physicians routinely do multiple exams in one day. IMEs can be done on your schedule, with minimal additional overhead, no call, and without disrupting your current practice. Start and run an efficient and profitable IME practice with built in sustainability and produce very high quality IMEs. \$895

"It was fantastic and I will refer my colleagues. Both you and Tony have tremendous talent and expertise. Thank you for sharing it with us."

"Great way to start an IME practice."

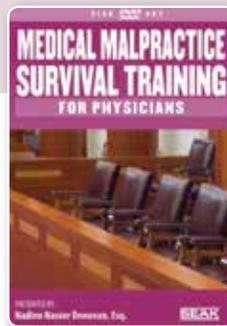


Medical Malpractice Survival Training for Physicians; 5-DVD SET

Malpractice Survival Training for Physicians is essential training for any physician who is currently being sued or is at risk for being sued over the course of his or her career. We teach you how to give yourself the best chance of successfully defending an accusation of medical malpractice. We further show you how to be a more effective witness in your own defense. In addition, we teach you what you can and should do to assist in your own defense including making sure the insurance company hires the right lawyer, assisting in case preparation and expert selection, and making a favorable impression upon the jury. We also flag common and avoidable mistakes that can destroy an otherwise defensible case. Includes 158 page printed manual. \$895.

"Great educational experience-exactly what I was looking for."

"Excellent. Best presenter I have seen for many years."



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HOW TO START, BUILD, AND RUN A SUCCESSFUL
PHYSICIAN LIFE CARE PLANNING PRACTICE FEBRUARY 7-8, 2019

HOW TO EARN MONEY AS A
PHYSICIAN WRITER FEBRUARY 7-8, 2019

HOW TO START, BUILD, AND RUN A SUCCESSFUL
MEDICAL EXPERT WITNESS PRACTICE FEBRUARY 7-8, 2019

HOW TO BE AN EFFECTIVE
MEDICAL EXPERT WITNESS FEBRUARY 9-10, 2019

HOW TO START, BUILD, AND RUN A SUCCESSFUL
CONSULTING PRACTICE FEBRUARY 9-10, 2019

HOW TO START, BUILD, AND RUN A SUCCESSFUL
DISABILITY AND FILE REVIEW PRACTICE FEBRUARY 9-10, 2019

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