



SUPPLEMENTAL INCOME FOR PHYSICIANS

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

FEBRUARY 4-5, 2016

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

FEBRUARY 4-5, 2016

- **HOW TO EARN MONEY AS A PHYSICIAN WRITER**

FEBRUARY 4-5, 2016

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

FEBRUARY 6-7, 2016

- **HOW TO BE AN EFFECTIVE MEDICAL EXPERT WITNESS**

FEBRUARY 6-7, 2016

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

How to Start, Build and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida

Thursday–Friday, February 4-5, 2016

Executive Summary: A proven way to either supplement 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. 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
- Describe an action plan for landing their first few clients
- List 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
- Describe how to identify and capitalize on emerging consulting opportunities
- Discuss how to 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:

"Babitsky – remarkable teacher, inspirational."

"Excellent – exceeded my expectations. This is my 3rd SEAK conference with Steven Babitsky. I continue to refer people as they have all been outstanding. Talk about a great ROI. Worth every penny."

"Well done, knew what they were doing."

"Excellent. Energizing. Great takeaways."

"Excellent. Steve is gifted and uncommon."

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

"Best SEAK seminar."

"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."

Registration Information:

To register, please use the form on page 35, visit www.seak.com, or call 508-457-1111. Tuition is \$1195 until October 31, 2015; \$1295 November 1, 2015 – January 13, 2016; \$1395 after January 13, 2016 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:



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.



Julia Pewitt Kinder, DO, is a national speaker, best-selling author, and founder of two consulting practices: Physician Career 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.

**Registration is limited. To register, please see page 35.
Register early and save.**

How to Start, Build and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 4, 2016)

7:30-8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:00-8:30 Introduction to Consulting

Attendees will be provided with an overview of the consulting 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, and referrals, and 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.**

“Has given me a good idea of how to develop a niche and how to get started”

“This course was a catalyst for implementing my consulting services”

“Well organized and inspirational”

“Dynamic presenters”

“Excellent and practical; applicable to almost any consulting idea”

“I found it fascinating”

How to Start, Build and Run a Successful Consulting Practice

The Sandpearl Resort, Clearwater Beach, Florida

Day Two (Friday, February 5, 2016)

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 and 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 practice 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."

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

The Sandpearl Resort, Clearwater Beach, Florida

Thursday–Friday, February 4-5, 2016

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 \$400-\$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 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. Physician attendees will learn from an experienced faculty in a step-by-step fashion how to start, build, and run a successful and ethical expert witness practice. **This course, which is especially for physicians, will only be offered once in 2016.**

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:

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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 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.



John H. Fullerton, MD, MRO, CMD, CFP, FACF, AGSF, FAAHPM has been a full-time primary care practitioner and clinician educator for more than 28 years with active medical licenses in CA and FL. He is board certified in Internal Medicine, Geriatrics, Addiction Medicine, Hospice & Palliative Medicine, with added certificates in Long-Term Care, Hospice Medical Directorships and Home Care. Dr. Fullerton also has a License/Certificate in Medical Toxicology (as a Certified Medical Review Officer-MROCC). He is on the clinical faculty at Yale, Stanford, USC and UCSF Medical Schools and serves as the Director of Education at St. Mary's Medical Center (SF) in Geriatrics and Palliative Care. As the CMO & Director of the Clinical Forensic Medicine Division of Hampton Health, Ltd. – the Clinical Practice Company he founded for Direct Patient Care, PA/LTC & Rehab Facility Medical Directorships, Hospice Medical Direction, contracting for Clinical Faculty Stipends, and Forensic Medical Expert Review/Testimony (after hours) – Dr. Fullerton, as the Forensic Director via HHL's Clinical Forensic Medicine Division has testified in over 250 cases and forensically reviewed over 1,000 cases to date.

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

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 4, 2016)

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 myriad 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."

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

The Sandpearl Resort, Clearwater Beach, Florida

Day Two (Friday, February 5, 2016)

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-spoilation 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**

"The training was excellent-very informative, engaging speakers, great teaching methods"

"Excellent, well organized, engaging, and practical"

"You guys are great, very personable, honest, available and engaging, great job"

"Loaded with powerful information"

"Phenomenal-did not want the seminars to end"

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How to Earn Money as a Physician Writer

The Sandpearl Resort, Clearwater Beach, Florida

Thursday–Friday, February 4-5, 2016

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 2016.**

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

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Faculty:



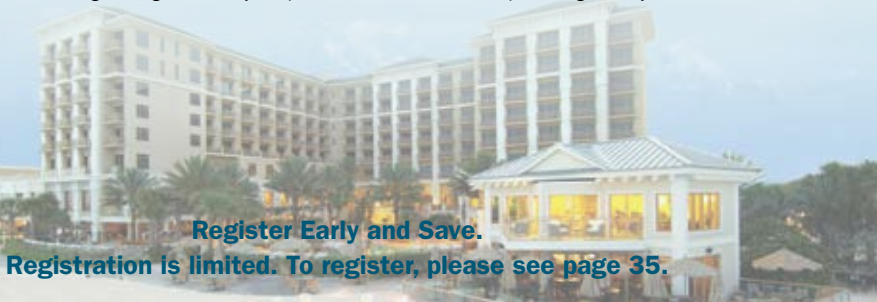
Sorche Elizabeth Fairbank established Fairbank Literary Representation in 2002. Since then, Ms. Fairbank has had the pleasure of working with a wide, dynamic list, representing multiple best-selling authors, Pulitzer Prize finalists and winners, Edgar recipients, award-winning journalists, and of course 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 29 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.



Robert M. Perkins, MD, MPH is a Board Certified Nephrologist. He currently practices medicine and serves as a clinical investigator at Geisinger Medical Center in Danville, PA. Dr. Perkins is also a Clinical Adjunct Associate Professor at Temple University School of Medicine. Dr. Perkins maintains a part time practice as a freelance medical writer where he has been exposed to a variety of different writing projects. He is an Operation Iraqi Freedom veteran (US Army) where he won the Bronze Star. Dr. Perkins earned his AB from Harvard and his MD from the University of Pittsburgh. He has extensive speaking and writing experience including working for several years prior to medical school in the publishing industry.



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How to Earn Money as a Physician Writer

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 4, 2016)

7:30-8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00-8:30 Introduction

The faculty and attendees will introduce themselves and discuss background and goals.

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 word processors and graphic design software, the demise of many brick and mortar bookstores and the explosion of e-books have made self-publishing in many cases your best bet to maximize earnings from writing a book 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 35.

SEAK 2016 Physician Training**How to Earn Money as a Physician Writer**

The Sandpearl Resort, Clearwater Beach, Florida

Day Two (Friday, February 5, 2016)

6:30–7:00 CONTINENTAL BREAKFAST WITH FACULTY**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 and useful."

"Full of information."

"Great, eye opening."

"Liked the different segments, very helpful."

"Quite excellent."

"Really learned a lot."

"Very informative, particularly the emphasis on the business aspects of writing."

"Well organized and conceived."

"Very knowledgeable presenters."

Register early and save.**Registration is limited. To register, please see page 35.**

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

The Sandpearl Resort, Clearwater Beach, Florida
Saturday–Sunday, February 6-7, 2016

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 course is only offered once per year.

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

COMMENTS FROM PAST ATTENDEES

"Excellent, very useful."

"Great"

"Consistently engaging and met objectives"

"Well groomed curriculum and content"

"Very informative, encouraging"

"Very good, just what I needed"

"Excellent, well done, appropriate concepts"

"Informative, well organized"

"Carefully crafted and paced"

"As usual SEAK = excellence. A beacon of light for docs."

Distinguished Faculty



Robert N. Anfield, MD, JD, FAAFP is Lead Medical Director 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.



Steven Babitsky, Esq., is the President of SEAK, Inc. 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 is a prolific writer on medical-legal issues and is the co-author of the texts *Cross-Examination: The Comprehensive Guide for Experts*, *How to Write An Expert Witness Report*, *How to Excel During Cross-Examination: Techniques for Experts That Work*, *The A-Z Guide to Expert Witnessing*, *2009 National Guide To Expert Witness Fees and Billing Procedures* and *How to Excel During Depositions: Techniques for Experts That Work*. He is the co-creator of the course: *How to Start, Run, & Build a Successful Disability and File Review Practice*.



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.

Registration Information: To register, please use the form on page 35, visit www.seak.com, or call 508-457-1111. Tuition is \$1195 until October 31, 2015; \$1295 November 1, 2015 – January 13, 2016; \$1395 after January 13, 2016 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.

Register early and save. Registration is limited. To register, please see page 35.

SEAK 2016 Physician Training**How to Start, Build and Run a Successful Disability and File Review Practice**

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Saturday, February 6, 2016)

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**

8:15-9:00 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**

9:00-9:30 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**

9:30-10:00 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**

10:00-10:15 BREAK AND NETWORKING OPPORTUNITY**10:15-10:45 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**

10:45-11:30 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**

11:30-12:00 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**

12:00-12:45 LUNCH PROVIDED WITH FACULTY**12:45-1:30 Critique of Attendees' Disability Consulting Review**

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

1:30-2:00 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**

2:00-2:30 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**

2:30-2:45 BREAK AND NETWORKING OPPORTUNITY**2:45-3:30 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**

3:30-4:30 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**

4:30-4:45 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**

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**

Register early and save. Registration is limited. To register, please see page 35.

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

The Sandpearl Resort, Clearwater Beach, Florida
Day Two (Sunday, February 7, 2016)

6:30-7:00 CONTINENTAL BREAKFAST

7:00-8:00 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**

8:00-9:00 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**

9:00-9:15 BREAK & NETWORKING OPPORTUNITY

9:15-9:30 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**

9:30-10:30 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.

10:30-10:45 BREAK & NETWORKING OPPORTUNITY

10:45-12:00 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**

12:00-12:45 LUNCH PROVIDED WITH FACULTY

12:45-1:45 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**

1:45-2:30 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.**

"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."

"Outstanding!"

"Phenomenal – should be a requirement for all physicians who perform file reviews. The instructors were superb – bright, experienced, excellent presenters, practical, and humorous."

"A very informative seminar. I learned a lot about a source of revenue that I had not previously been aware of."

"Very informative and practical."

How to be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida

Saturday–Sunday, February 6-7, 2016

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 2016.**

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 35, visit www.seak.com, or call 508-457-1111. Tuition is \$1195 until October 31, 2015; \$1295 November 1, 2015 – January 13, 2016; \$1395 after January 13, 2016 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 (see www.testifyingtraining.com). He is a former litigator with experience in defense and plaintiff personal injury law and insurance law. He currently serves as Principal of SEAK, Inc. Mr. Mangraviti received his BA degree in mathematics *summa cum laude* from Boston College and his JD degree *cum laude* from Boston College Law School. His publications include the texts *How to Market Your Expert Witness Practice*, *The Biggest Mistakes Expert Witnesses Make: And How to Avoid Them*, *Depositions: The Comprehensive Guide for Expert Witnesses*, *The A-Z Guide to Expert Witnessing*, *Cross-Examination: The Comprehensive Guide for Experts*, *National Guide to Expert Witness Fees and Billing Procedures*, *Writing and Defending Your IME Report*, *How to Excel During Depositions: Techniques for Experts That Work*, *How To Write An Expert Witness Report*, and *How to Become a Dangerous Expert Witness: Advanced Techniques and Strategies*. In addition to his writing and teaching, Mr. Mangraviti also works one-on-one with expert witnesses to help them start and expand their practices.

"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 great experience this weekend. Your dynamic teaching style is awesome."

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

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

"Excellent teachers and very personable and available."

Register early and save. Registration is limited. To register, please see page 35.

How to be an Effective Medical Expert Witness

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Saturday, February 6, 2016)

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**

SEAK 2016 Physician Training**How to be an Effective Medical Expert Witness**

The Sandpearl Resort, Clearwater Beach, Florida

Day Two (Sunday, February 7, 2016)

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****HERE'S WHAT PAST ATTENDEES HAD TO SAY:***"Presenters were exceptional, very bright and talented"**"One of the best conferences I've ever attended"**"Excellent, full of useful information"**"Good dynamics, very informative"**"Excellent presenters"**"Full of very useful and helpful tips"**"Very good. My compliments to the judge"**"Excellent teaching techniques"**"Fantastic"*

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) (\$219+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 Wednesday, January 13, 2016** 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 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 20, 23, 26, 29 and 32 for CME information.

CANCELLATIONS: Conference cancellations received in writing on or before January 13, 2016 will receive a full tuition refund. Persons cancelling after January 13, 2016 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 \$1195 until October 31, 2015; \$1295 November 1, 2015 - January 13, 2016; \$1395 after January 13, 2016

- How to Start, Build and Run a Successful Consulting Practice**, February 4-5, 2016
- How to Start, Build and Run a Successful Medical Expert Witness Practice**, February 4-5, 2016
- How to Earn Money as a Physician Writer**, February 4-5, 2016
- How to Start, Build and Run a Successful Disability and File Review Practice**, February 6-7, 2016
- How to be an Effective Medical Expert Witness**, February 6-7, 2016

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)**

Please print or type all items to assure accuracy.

All confirmations will be sent via email to the individual indicated. Priority Code: NCC15FEB

<input type="checkbox"/> Check here if you require special accommodations to fully participate.		
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