

KEEPS® Prepaid MasterCard® — a Smart Choice for You and Your Clients

At Sokolove Law, we're always looking for new tools that will benefit our co-counsel firms — and in turn, our mutual clients. In the past, we implemented a discount prescription card program that gave Sokolove and many of our co-counsel firms added brand exposure and offered huge savings to our clients.

Another great product that we've introduced recently is the KEEPS® Prepaid MasterCard®. This convenient debit card provides an innovative way for clients to receive their disability or settlement awards quickly and safely. Some firms have already started using the card, for example, The Nations Law Firm, in Houston, Texas. Howard Nations, the firm's founder, feels that the Prepaid MasterCard is a great 21st Century marketing tool.

The card acts as a mini billboard, building awareness of our brand and reaching potential plaintiffs within our clients' communities. ”

“The debit cards have my firm's logo on them. So every time a client takes the card out of his or her wallet, they are reminded of The Nations Law Firm in a positive light. The card acts as a mini billboard, building awareness of our brand and reaching potential plaintiffs within our clients' communities.”



MIKE SKOLER, CEO, Sokolove Law, LLC

For law firms, the KEEPS Prepaid MasterCard offers a more efficient process for disbursing settlement proceeds as compared to paper checks. By disbursing on debit cards, the law firms are reducing their exposure to check washing and check fraud. Additionally, the enrollment and implementation processes are simple and they do not cost the law firms a thing.

According to Marc Grossman, Senior Partner at Sanders Viener & Grossman of New York, “The KEEPS Prepaid MasterCard is a great time saver. When clients take their settlements on cards, those annoying check verification calls from check cashers go away.” In addition, Grossman likes that the card gets clients their awards faster because they don't have to wait to receive a check and then wait for the check to clear. “Check cashing services can be cut out of their lives,” he said.

The Prepaid MasterCard can be used as a debit card at ATMs and most places where clients shop or spend

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Sokolove Prepaid MasterCard



Co-counsel SPOTlight

Kralovec, Jambois & Schwartz, Chicago, IL

Kralovec, Jambois & Schwartz (KJS) continues the tradition of hard work and tenacity on which the firm was built in 1991 by William D. Maddux, former Presiding Chief Judge of the Cook County Law Division.

John Kralovec, Steve Jambois, and Allen Schwartz have each devoted their life's work to the protection of the injured and their families. In the process, they have established new laws and have used nursing home and medical malpractice litigation to compel doctors, nursing home facilities, and hospitals to provide safer conditions for their patients.

After more than 2 decades of record-breaking success, KJS has nearly 20 trial attorneys who advocate on behalf of injury victims throughout the state of Illinois. Known for taking on

difficult cases and exhibiting a tough, no-nonsense approach with insurance companies, KJS has earned the reputation as a leading firm in the greater Chicago area and throughout the Midwest.

Since joining the Sokolove Law national nursing home program in 2008, KJS has successfully resolved several dozen cases on behalf of victims of nursing home abuse and neglect and their families.

"Having a firm like KJS fighting on behalf of our helpless seniors — and making accountable parties pay — makes me feel proud of the work we do," Mike Skoler, Sokolove Law CEO, said.

KJS leads all Illinois practices in the total number of major injury cases successfully tried in the state. Compensatory awards in KJS cases regularly exceed \$1 Million.



L-R: Allen Schwartz, John Kralovec, and Steve Jambois

"Sokolove Law is our best referral source for high-quality nursing home cases."

– Steve Jambois

During the last 5 years, the firm has won more than \$200 Million in verdicts and settlements on behalf of its clients.

State of the Union

This month we continue our "State of the Union" series with a discussion about medical malpractice litigation with Tom Donahue, Managing Partner at Donahue & Horrow, LLP, El Segundo, CA.

Medical malpractice continues to be difficult, expensive, and complicated, and the vast majority of cases do not result in plaintiff compensation. Donohue told us that now, more than ever, the initial evaluation process for medical malpractice litigation is critical to getting plaintiffs the justice they deserve.

Donohue said that the fight by consumer attorneys against caps for damages in medical malpractice cases continues in some states. Tort reformers seeking to keep caps on damages are battling with consumer attorneys who find these caps unconstitutional, oppressive, and inequitable.

This past March, the Florida Supreme Court struck down the \$1 Million limit on the amount plaintiffs can receive for

pain and suffering in medical malpractice wrongful death cases. This decision may have given plaintiffs' attorneys a reason to try to strike down legislatively imposed limits on economic damages in other states, according to Donahue.

California has an upcoming ballot initiative this fall that would raise the cap on economic damages from \$250,000 to \$1 Million. The initiative would also require drug testing on physicians.

Donohue recommends keeping an eye on California over these next few months for what is sure to be an interesting fight. Opponents of the measure have raised over \$33 Million, while proponents of the bill have raised approximately \$700,000.

According to a recent *Los Angeles Times* article, "If the measure makes the ballot, it will unleash a torrent of negative advertising about greedy lawyers and negligent doctors."



Campaign Highlight

Birth Injury: July 2014 Marked the Beginning of Our 9th Campaign

We're proud to be the pioneer in medical malpractice and birth injury case generation. And we know that our success is your success. As we begin our 9th annual birth injury campaign, we're happy to report that our work with our co-counsel firms has generated nearly \$50 Million in gross attorney fees since its inception.

Our efforts have included a blend of online and offline marketing. Our core station mix on TV proved to be the backbone of our strategy, delivering almost 70% of the signed cases for the 2013-2014 campaign. In total, the channel is projected to deliver 47% more signed cases than it did during the previous campaign.

Since its launch in the summer of 2012, ChildBirthInjuries.com has become one of our highest-ranking paid and organic properties, and has performed well for top industry keywords. Over the last year, monthly traffic to the site has increased by 164%.

The site has also allowed Sokolove Law to build a strong social media following. In addition to promoting a number of awareness days, in March we launched a social campaign in support of Cerebral Palsy Awareness Month. This initiative spanned all social platforms and helped increase the number of followers on both Facebook and Twitter.

In May, we launched a test on a number of display advertising platforms (Facebook, Google, and YouTube), which helped improve our paid search results by almost 60%. Because of its low cost, initial results lead us to believe it will be valuable to run display advertising in tandem with our paid search efforts.

Join Our Network

A limited number of states are still available for the national campaign, including:

- Colorado
- Kansas
- Michigan
- Minnesota
- Oregon
- Virginia
- Washington

Call us today at **1-800-305-4009** to find out how you can join our birth injury network.



Nearly
\$50M
in gross attorney fees



47%
projected increase in signed cases



164%
increase in search traffic



41%
follower increase



88%
follower increase



SETTLEMENT	CASE TYPE	CO-COUNSEL FIRM
\$67,850,307	Mesothelioma and Other Asbestos-related Diseases	Multiple Co-counsel Firms
\$6,000,000	Birth Injury	Donahue & Horrow LLP, El Segundo, CA
\$3,450,000	Cerebral Palsy	Donahue & Horrow LLP, El Segundo, CA
\$2,250,000	Failure to Diagnose Cancer	Lubin & Meyer PC, Boston, MA
\$1,250,000	Medical Malpractice	Lubin & Meyer PC, Boston, MA
\$450,000	Failure to Diagnose Cancer	Lubin & Meyer PC, Boston, MA
\$400,000	Nursing Home	Doolan, Platt & Setareh, LLP, Dobbs Ferry, NY
\$350,000	Nursing Home	McNulty Law Firm, Bel Air, CA
\$225,000	Nursing Home	Doolan, Platt & Setareh, LLP, Dobbs Ferry, NY

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money. Clients can also use their cards to pay bills online, giving them more control over their finances.

Prepaid debit MasterCards are a great solution for these plaintiffs when they come into their settlement proceeds.

We caught up with Ari Kornhaber, Director of KEEPS America and Executive Vice President & Director of Sales for Esquire Bank. Kornhaber shared more about the Prepaid MasterCard's benefits. The Prepaid MasterCard can be life changing for "under-banked" clients who may rely on check cashing services and struggle to manage their money. Kornhaber explained,

"A large percentage of plaintiffs and claimants involved in personal injury and mass tort litigation and disability claims are under-banked or even

unbanked. Prepaid debit MasterCard are a great solution for these plaintiffs when they come into their settlement proceeds."

The Prepaid MasterCard can be used as a debit card at ATMs and most places where clients shop or spend money. Clients can also use their cards to pay bills online, giving them more control over their finances.

"At Sokolove Law we are always looking for innovative ways to improve upon our business processes. We like to think about the future and offer what makes most sense for our clients. The Prepaid MasterCard is just one of the many ways we help serve our clients, utilize our resources more efficiently, and help our bottom line," said Sokolove Law CEO, Mike Skoler.

The MasterCard Brand Mark is a registered trademark of MasterCard International Incorporated.

under investigation

Sokolove Law is currently investigating potential litigation and case generation opportunities for injuries or losses arising from the following:

► Electronic Cigarettes

We are currently investigating the potential for litigation over possible health hazards and other injuries associated with the use of electronic nicotine delivery systems. E-cigarettes are battery-powered cartridges filled with a nicotine liquid that, when heated, creates an inhalable mist. Recent studies have raised questions about the safety of e-cigarettes, including their potential to produce toxic chemicals and to cause or worsen certain respiratory diseases. According to a recent report, consumer complaints to the FDA regarding e-cigarettes range from burns and nicotine toxicity to respiratory and cardiovascular problems. Electronic cigarettes have been promoted as a safer alternative to regular cigarettes.

letters to the editor

If you have an opinion on one of our articles, we'd love to hear it. We welcome letters to the editor and will print one letter per issue. We prefer typed letters of 200 words or less; some letters may require editing. Please include your name, firm, city, and state. Send to: Sokolove Success, c/o Sokolove Law, LLC, 93 Worcester St., Suite 101, Wellesley, MA 02481.



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