

Private Marketing Consultant, ForensicExpertPro. 2017-Present

I develop strategies for forensic evaluators and expert witnesses to acquire more cases and improve the profitability of their practice, with emphasis on Forensic Psychiatry and Psychology. I draw on over 13 years marketing and practice management in these fields, preceded by 20 years of experience in law practice as a paralegal and case manager. My legal background adds depth to strategies to leverage the methods and minds of those seeking a forensic psychologist or psychiatrist.

ForensicExpertPro was formed in 2017. I am proud to say that my methods have produced excellent results for my clients including considerable increase in attorney calls, retention in cases, billable and collected fees, and establishing best-practices that withstand ethical scrutiny. References are available on request, my clients are happy to provide you more information about me, my collaborative approach and, importantly, the impact of my services on their practice success.

Marketing and Practice Manager, Stephen M. Raffle, M.D. & Assoc. (2007-2017.)

Marketing “Dr. Doe”: a Case Study Exemplar.

The marketing and practice design carried out for one mental health professional serves as an excellent exemplar of services and results I strive for my clients. Dr. Doe is available to provide a reference.

Dr. Doe had an underproductive marketing strategy at the time I began our work. I quickly developed a game-changing strategy. Within 2 years, Dr. Doe’s billings doubled, profitably weathering the 2008 economic collapse and filling gaps as prior referrers increasingly outsourced work to less expensive panel style “IME Mills.”

My plan drew a tighter path from the client’s first search for an expert to first call and then to retention by “pre-selling” the expert on marketing platforms. A surgical marketing message to target clients enabled the expert to hand-select cases. A systemic “whole practice” program adapted and adopted business methods to cement client goodwill while maintaining a reputation for objectivity and unbiased opinions. My experience with attorney behavior was an essential feature.

- 60% growth in billable forensic hours, with regular fee increases.
- The expert was pre-sifted by inquiring attorneys, resulting in higher conversion of calls to retention. Attorneys reported a clear understanding of the expert's unique experience and expertise relevant to their case.
- Premier website consistently outperformed competitors, by client report and market research. Clients emphasized the site's effective communication about the expert and ease of use.
- 1st and 2nd page Google, Bing and Yahoo search results from a focused Search Engine Optimization (SEO) strategy.
- 90% of new client inquiries originated from internet searches to the website and related marketing platforms.
- Prominent online presence boosted name recognition by showcasing the unique skills of this expert to a curated target client. A cross-platform technique created momentum and synergy by maximizing online referrers with engaging profiles and graphics, and selective use of social media.
- Marketing strategy was routinely energized, using real-time analysis in online venues, and a fluid adaptation to reliable data.
- Repeat business was successfully promoted by a case management system proactively supporting the client-attorney's case management methods.
- New cases were generated from dormant client relationships through a highly personalized gift program styled to the needs of the expert's client base.

Forensic Practice Nuts and Bolts and Case Management. I develop practice-specific case management and business systems drawn from years of study and testing. For example, Retention Contract and Retainer best practices, transparent communication, even email hygiene. As needed, I recommend and train in the use of software uniquely beneficial in a forensic practice, e.g. crucial document and records management.

Legal Case Manager and Paralegal Experience. Sideman & Bancroft; Arnold & Porter (formerly Howard Rice); Dudnick, Detwiler, Rivin & Stikker, LLP; Greene, Radovsky; Shartsis Friese. (collectively 1985-2007.) Practice focus: Estates and trusts, probate, personal injury, tax, civil litigation, contracts.

Digital Expertise. Digital Photography and visual design (Photoshop,) software and hardware assessment, website development, curating images that engage attorneys, data-mining and providing Experts with software introductory and depth-training.

Education. BA Interdisciplinary Social Sciences, Magna Cum Laude, BA Women's Studies, Magna Cum Laude; Teaching Credential, San Francisco State University.