

Beryl Vaughan Curriculum Vitae

Practice Development Consultant, ForensicExpertPro. 2017-Present

Marketing and business consultant to Forensic Expert Witnesses and Medical-Legal Consultants in Medical Specialties with additional focus on Forensic Psychiatry and Psychology. Developing doctor-tailored strategies for their potential attorney clients.

Experience Overview

I draw on over 14 years of marketing in Forensic Psychiatry, 4 additional years in Forensic Psychology and other Health Care Professionals, preceded by 20 years of experience in law practice as a litigation and probate/decedent estate administration, corporate case manager (non-lawyer) which brings a depth to my understanding of the methods and minds of those seeking an Expert Witness in a mental health or other medical field.

Services

Services for solo and group practices include, *but are not limited to*:

- **Referral Directories, Services, Third Party Services.** Maximizing profitability of referral directory listings and services; ROI evaluation re same
- **Assessment and management of Social Media** reputation and as a marketing platform within a medical-legal best practices environment
- **Website adaptation, improvement, or creation**
 - **SEO** (Search Engine Optimization) audit and implementation. Additional: collaboration with client's SEO consultants who are not familiar with a medical-legal practice. Assess ROI and performance of SEO consultants.
 - **Engage** Attorney-Legal Staff's User experience
 - **Data assessment, research and interpretation:** review of video recordings of user behavior (CrazyEgg,) competitor analysis and SERP (Mangools); user tracking (Web-Stat,) traffic and competitor analysis (Google Analytics.) Collaboration with SEO consultants who are not familiar with a medical-legal practice. Assess ROI and performance of SEO consultants.
 - **Responsive marketing:** Rolling research results back into a responsive website, marketing strategy, recommend and apply to website and practice management as needed.
 - **Developing content:** Identifying and curating writing and multi-media topics for practitioner(s) used in digital marketing such as a website, reposting online (responsive to data, see above) using strategies proven to increase call volume.

Graphic design can increase the engagement of the attorney-user. Developing graphic design, artwork or working with a graphic designer is employed in the course of developing content.

- Developing **goal-specific presentation** topics for legal venues and online media, developing writing topics
- **Multi-media project development**
- **Promotion of existing content**, multi-media and practice expertise
- **“Real world” “IRL” promotion techniques**. Maximizing client outreach for repeat and new business with non-digital methods
- **Ethics and Best Practices Considerations** in Marketing and Business Consultation, Transparency for Reputation Management. Reputation and expertise research, vetting and management of affiliated practitioners in a group practice
 - Marketing strategy overview that reflects ethical best-practices
 - Quality control regarding marketing and legal considerations in reports and business practices (e.g., Federal Rules of Civil Procedure; common court challenges of Expert Witness testimony, AAPL recommendation; experience)
 - Attorney-client interactions
 - Retainer and retention best practices
 - Case management; and transparent transactions

Professional History

Private Practice Experience

Stephen M. Raffle, M.D. & Assoc. (2007-2017.)

Marketing and Practice Manager. Conducted all aspects of marketing and practice-development for the forensic psychiatric practice of this 47-year veteran Forensic Psychiatrist, Stephen M. Raffle, M.D. Responsibilities with documented results include Website Content Developer and Designer. Researched and pursued Attorney referral sources that met performance threshold (cases produced) and ethical scrutiny. Marketing research and data-driven strategies were a key feature.

Business Management. Establishing protocols for ethical billing, time management and record-keeping standards, attorney communication and case management. Report-editing for content to meet demands of medico-legal application and professional guidelines. Psychological Daubert-tested scoring, Medical, and Legal Records Document Management. Assess and implement data to improve procedures in real time.

Law Practice Experience. Described below.

Presentations

“Practice Development and Best-Practices in Medical-Legal / Forensic Psychiatry Practice,” University of California Davis (UCD), Forensic Psychiatry Fellowship. June 2021.

“Marketing Best-Practices and Business Concepts for Forensic Psychiatrists,” University of California Los Angeles (UCLA) Forensic Psychiatry Fellowship. April 2021.

“Practice Development,” University of California San Francisco (UCSF) Medical School, Presentation to Forensic Psychiatry Fellows. January 2021

“Marketing and Networking,” The Expert Resource (an Educational Program of Webinars for Physicians). December 2020

“Practice Development,” University of California San Francisco (UCSF) Medical School, Presentation to Forensic Psychiatry Fellows. January 2020

Legal Case Manager and Paralegal Experience. Sideman & Bancroft; Arnold & Porter (formerly Howard Rice); Dudnick, Detwiler, Rivin & Stikker, LLP; Greene, Radovsky, Maloney & Share; Shartsis Friese. (Collectively 1987-2007.) Practice focus: Estates and trusts, probate, personal injury, tax, civil litigation, contracts. San Francisco Bay Area, CA.

Digital and Software Expertise. I have over 20 years’ experience in Digital Photography and Visual Design software (Photoshop power user, Adobe document management programs, Acrobat.) Microsoft applications including proficiency with PowerPoint and Filmmaking, Video / Audio editing software (Camtasia, Adobe Premiere Pro); Adobe Illustrator and 3D Software. This experience is applied to developing imagery and multi-media elements to a practice development strategy and online platforms. Visual communication in an information/text-heavy field engages attorneys but must be conducted thoughtfully.

Digital Products. Licensed Adobe Stock Photos and Video; other stock services as needed. Images and video are often needed in marketing design or are acquired and adapted to suit branding and content relevance. *I rely only on licensed stock photography / video / illustration / vector outlets which ensure unlimited use of images. Copyright infringement in use of imagery has become a serious issue in marketing to be avoided.*³

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