

Beryl Vaughan Curriculum Vitae

Practice Development Consultant, ForensicExpertPro. 2017-Present

Practice Development, business and marketing consultant to Forensic Evaluators/Expert Witnesses in Forensic Psychiatry and other Medical Specialties. Forensic Psychiatry application since 2007; other specialties since 2017.

Developing doctor-tailored strategies, founded on unique marketing experience and as an educator on the topic, to attain interest from their potential attorney clients.

Experience Overview

I draw on 16 years of experience in practice development with an emphasis on Forensic Psychiatry, including 10 years in a dedicated Forensic Psychiatry practice. This combined experience is preceded by 20 years in law as a litigation and case manager (non-lawyer.) My strategies are driven by the depth of my expertise with the decision-making, and minds, of attorneys and those seeking a medical-legal evaluator and Expert Witness.

Services Grounded in Experience: Summary

- Creating a digital footprint and related ethical decision-making
- Guidance in ethical and best-practices
- Unique doctor-centered plan of action surgically focused on a specific practice and goals.
- Website development, or improvement of an existing website
- Curating content for digital and website platforms that drive SEO
- In-person techniques for attorney relationships
- Training in the use of practice resources and methods, on a case-by-case basis

Website Best Practices

- **Developing content:** Curating focused article topics suited to a given doctor. Collaboration on doctor-authored material. Multi-media options for practitioner(s) used in digital marketing such as demonstrative graphics, posts of articles online (responsive to data,) webinar topics, using a range of resources proven to increase attorney inquiries. Graphic design is also “content” and increases the engagement of the attorney-user. I create relevant and appropriate graphic design, artwork and adapted licensed imagery.

- **Auditing an existing website**, and/or development of a professional forensic website that is ethical, legally appropriate, and effective.
- **Engage** Attorneys and their legal staff with a relevant User experience and navigation.
- **SEO** (Search Engine Optimization) audit data and implementation for a website. Additional: collaboration with client's SEO consultants who are not familiar with a medical-legal practice. Assess ROI and performance of SEO consultants.
- **Data-based assessment, research, and interpretation of information:** Use of resources like Web-Stat (anonymous user navigation), Google Analytics, and CrazyEgg (user behavior.)
- **Responsive marketing:** Rolling data/research results back into responsive marketing strategy and professionally relevant website content.

Face to Face Marketing to Attorneys

Developing **goal-specific presentation** topics for legal venues such as Bar Associations, and online media. "Face to face" can include video engagement.

- **Multi-media project development.** Curating information-delivery for the attorney including PowerPoint, Online Q&A, video interviews, and targeted presentation projects suitable to the Expert.
- **Promotion of existing content to other platforms**, with a focus on professional areas of expertise.
- **"Real world" "IRL" promotion techniques.** Maximizing client outreach for repeat and new business with non-digital methods. There is a time and place for a personal message and the personal connection with anyone, including attorneys, proven to be highly effective.
- **Ethics and Best Practices Considerations** in Marketing and Business Consultation, Transparency, Reputation Management, anticipating the Due Diligence research of an attorney. I vet my clients, applying research techniques to establish their reputation and expertise. Group practice special considerations.
 - Teaching doctors about ethical considerations in a marketing strategy that reflects best-practices for defensibility on the stand.
 - Quality control regarding practice, marketing and legal considerations in reports and business practices (e.g., Rule 26, court challenges, discovery.)
 - How to handle attorney-expert interactions.
 - Retainer and retention best practices, billing decisions and structure.
 - Case management; and transparent transactions
- **Navigating Referral Directories and Third Party Services.** Consulting to navigate the ethical and practical use of referral directory listings and services, those paid by the doctor, paid by the lawyer, and case referral services that take a "cut" of the doctor's fees. Credibility and return on investment are both important.

- **Assessment, navigation and management of Social Media** platforms and their reputation within a medical-legal best practices environment.
- **Long term professional goals.** Building a long-term plan for a chosen model of professional growth-private practice, academic, institutional, and others.

Past Professional History: Medical-Legal Practice Development and Manager

Private Practice of Forensic Psychiatrist, Stephen M. Raffle, M.D. & Assoc. (2007-2017.)

Practice-Manager, development and marketing synergistic approach for this 47- year veteran Forensic Psychiatrist. Practice development techniques were designed and implemented for digital and offline platforms including website content and design and personal attorney outreach. Auditing forensic reports, editing for content that is legally defensible, ethical and thorough. Additional focus on effective delivery of findings. Researched and pursued Attorney-referral sources that produced case calls. 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. Legal records document management techniques suited to forensic evaluation. Assess and implement data to improve procedures in real time.

Legal Experience. See below for legal experience as a case manager and paralegal (non-lawyer).

Presentations and Publications

“Navigating the Digital World: Solutions to Develop Your Practice,” Co-Moderator, American Academy of Psychiatry and the Law Annual Conference. 10/2023. Chicago, IL

“Practice Development,” Invited Speaker, University of California, San Francisco (UCSF,) Forensic Psychiatry Fellowship. Jan. 2020, Jan. 2021, Jan. 2022 and May 2023.

“Practice Development and Best-Practices in Medical-Legal / Forensic Psychiatry Practice,” Invited Speaker, University of California Davis (UCD,) Forensic Psychiatry Fellowship. June 2021, June 2022 and May 2023

“Marketing Best-Practices and Business Concepts for Forensic Psychiatrists,” Invited Speaker, Stanford, Forensic Psychiatry Fellowship. June 2023

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

“Get Discovered by Lawyers for Medical Expert Witness Work,” Beryl Vaughan interviewed on podcast *Physician’s Guide to Doctoring*, hosted by Bradley Block, M.D. December 2022.

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

Publications:

“How Expert Witness Retention Contracts Work & Why You Need One,” Published on ExpertPages.com. 2019 and 2020

“Timekeeping Strategies That Will Improve Your Bottom Line.” Published on ExpertPages.com 2019 and 2020

“Hiring a Forensic Physicians: What Will It Cost?” Published on HGExperts.com, 2022

Legal Background

Case Manager and Paralegal at Sideman & Bancroft; Arnold & Porter (formerly Howard, Rice); Dudnick, Detwiler, Rivin & Stikker, LLP; Greene, Radovsky, Maloney & Share; Shartsis Friese; Law Offices of Helen Olive Milowe. (Collectively 1987-2007.) Practice focus: Probate, Estates and trusts, undue influence, personal injury, tax, civil litigation, contracts. San Francisco Bay Area, CA.

Digital and Software Expertise

Over 25 years' experience in Digital Photography and Visual Design software (Photoshop power user, Adobe document management programs, Acrobat,) graphic design (Adobe Illustrator and 3D Software.) Microsoft applications including proficiency with PowerPoint and video/audio editing software (Adobe Premiere Pro, Camtasia.) **Visual communication engages attorneys in a field that is information and text-heavy. It must be developed thoughtfully, bearing in mind meaning, context, ethical and professional obligations.**

Digital Products: Licensing Resources

Licensing fee for Adobe Stock Photos and Video are provided to clients free of charge; other stock services are used as needed. *I rely only on licensed stock photography / video / illustration / vector outlets which ensure the legal and unlimited use of images. Copyright infringement in use of imagery is a serious issue in marketing to be avoided. Educating practitioners on this point is a feature of my services.*

Education

BA Interdisciplinary Social Sciences, Magna Cum Laude, San Francisco State University (1982)

BA Women's Studies, Magna Cum Laude, San Francisco State University (1982)

Secondary Education Teaching Credential, San Francisco State University (1987)

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