

Beryl Vaughan Curriculum Vitae

Practice Development Consultant, ForensicExpertPro. 2017-Present

15 years Marketing and Business Consultant to Forensic Expert Witnesses and Medical-Legal Consultants in Medical Specialties needed in Medical-Legal cases and venues. Additional, but not exclusive, application to Forensic Psychiatry and Psychology.

Developing doctor-tailored strategies, founded on exceptional marketing experience, to attain interest from their potential attorney clients.

Experience Overview

I draw on 15 years of experience in practice development of medical-legal experts, plus 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 an Expert Witness medical specialist.

Services

Summary

- **Website development, or improvement of an existing website**
- **Responsive Marketing**
- **Creating a Digital Footprint**
- **Curating content for digital and website platforms that drive SEO.**
- **In-person techniques for attorney relationships**
- **Training and coaching**
- **Guidance in ethical and best-practices**

Detail

Website

- Auditing an existing website, and/or development of a professional forensic website that is ethical, legally appropriate, and effective.

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- **Engage** Attorneys and their legal staff with a relevant User experience.
- **SEO** (Search Engine Optimization) audit 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 (website navigation by users), Google Analytics, CrazyEgg (user behavior), 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 marketing strategy and professionally relevant website content. Strategies and recommendations for practice management as needed.
- **Developing content:** Curating focused doctor-centric article topics and multi-media options for practitioner(s) used in digital marketing such as website information, posts of articles online (responsive to data,) using strategies proven to increase attorney inquiries. Graphic design is also "content" and increases the engagement of the attorney-user. Developing relevant and appropriate graphic design, artwork and licensed imagery employed while developing content.
- Developing **goal-specific presentation** topics for legal venues such as Bar associations, and online media.
- **Multi-media project development.** Curating information-delivery for the attorney including PowerPoint, Online Q&A, video interviews, and identifying presentation projects suitable to the Expert.
- **Promotion of existing content**, 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.
- **Ethics and Best Practices Considerations** in Marketing and Business Consultation, Transparency, Reputation Management. Reputation and expertise research, vetting, and where applicable, application to affiliated practitioners in a group practice.
 - Marketing strategy overview that reflects legally sound 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, experience)
 - Attorney-client interactions
 - Retainer and retention best practices
 - Case management; and transparent transactions
- **Navigating Referral Directories, Services, Third Party Services.** Consulting to navigate the ethical and practical use of referral directory listings and services. 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.

Professional History: Medical-Legal Practice Development and Manager

Private Practice Experience

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

Marketing and Practice Manager. Marketing, practice-development, and Practice Management for the forensic psychiatric practice of this 47-year veteran Forensic Psychiatrist. Synergistic practice development strategy designed and implemented. Digital and offline programs; website content and design. Report auditing for statements legally defensible, ethical, and 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. 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.

Professional History in Law: Described Below

Presentations

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

“Practice Development,” University of California San Francisco (UCSF) Medical School, Presentation to Forensic Psychiatry Fellows. Jan. 2020, Jan. 2021 and Jan. 2022.

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

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

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

Legal Background

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: Probate, Estates and trusts, 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.) Microsoft applications including proficiency with PowerPoint and Film editing, Video / Audio editing software (Adobe Premiere Pro, Camtasia); 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

Adobe Stock Photos and Video made available to clients; 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, BA Women's Studies, Magna Cum Laude; Secondary Education Teaching Credential. San Francisco State University.

References available on request.