

Topic: **“Images Don’t Lie: 3D Imaging, Stemming the Growth of Exaggerated Injuries”**

Speaker: Jorey Chernett

Recommended amount of time: 50 minutes (can adjust up or down based on time constraints)

“Images Don’t Lie: 3D Imaging, Stemming the Growth of Exaggerated Injuries”

- I. 5 Recent Trends Increasing the Rate of Exaggerated Injury Claims (15 minutes)
 - a. Changes in U.S. healthcare and medical reimbursement
 - b. Exponential growth of outpatient orthopedic surgical centers
 - c. Advancements in medical technology
 - d. The Internet and accessibility of information (e.g. police records)
 - e. Collaboration between medical service providers

- II. The Psychology of a Plaintiff Attorney (8 minutes)
 - a. How the brain works, how we process information (visual learners)
 - b. How a plaintiff attorney thinks, his/her motivations and constraints
 - c. Key leverage points

- III. How 3D Imaging works and use in medicine (10 minutes)

- IV. 3D use and application in the medical-legal field (20 minutes)
 - a. History of usage with insurance carriers
 - b. Usage by plaintiff attorneys (in case you see it)
 - c. Case studies
 - d. Case selection and “The Perfect Case”
 - e. Admissibility
 - f. Other considerations

- V. Q&A (10 - 15 minutes)