

# Fact Sheet for our First LNC-to-Attorney Newsletter *Privileged Communication*

## Cost

- \$100/issue** For 2 page newsletter customized to your company that you can take to your local printer or receive as PDF file.
- \$30** Initial set- up (This fee may be charged again if you decide to change the Masthead by adding logo or significant changes to contact info.)

## Newsletter Topics:

- ◆ LASIK with introduction letter to attorney, What is a LNC, Why hire LNC #1
  - ◆ “Cash In” with Nurse Consultant Expertise #2
  - ◆ Doctor or Legal Nurse Consultant? #3
- AFTER THIS A SURVEY WILL BE SENT AND YOU CAN PICK YOUR TOPICS**
- ◆ Summary of the National Practitioners Data Bank
  - ◆ Professional Nurses and Unlicensed Assistive Personnel
  - ◆ Evaluating Pharmaceutical Cases
  - ◆ Medical Devices Act in a Nutshell
  - ◆ Medical Fact Witness-An Emerging LNC Role
  - ◆ Your LNC and Depositions
  - ◆ OTC Trend for Prescription Drugs Create New Liability Issues
  - ◆ Diagnosis and Treatment of Acute Low Back Pain/ with fax back survey to identify needs
  - ◆ Conscious Sedation, A Growing Liability Issue
  - ◆ Telephone Triage, Seven Year Rule, Antibiotics & Resistant Bacteria
  - ◆ Understanding Hypovolemic shock/Lap. Chole.
  - ◆ IME’s (Your LNC & Independent Medical Exams)
  - ◆ Understanding Hypovolemic Shock
  - ◆ Nerve Injuries from Venipuncture/Your LNC’s Role in Product Liability Cases
  - ◆ Reflections of a Juror- Attorney Insight after serving jury duty + complete medical records to request to insure a thorough cost effective review
  - ◆ Evaluating a breast mass/ Reviewing the Medical Records /Medical-Legal Reporters of Interest
  - ◆ Insights into Physicians Practices (older article but still pertinent/Chronologies help win cases
  - ◆ Facts about Strokes/ Warning Signs + Falls
  - ◆ Increased Intracranial Pressure + CLNC or LNCC
  - ◆ Recognizing Spinal Cord Emergencies
  - ◆ C.A.M. (Complimentary & Alternative Medicine) + Role of LNC in CAM Cases
  - ◆ Newborn Brain Injury Update/ Leading medication errors in the ER
  - ◆ Negligent Credentialing/wrong site surgery
  - ◆ Pre-hypertension, LNC & Depos
  - ◆ Junk Science in Whiplash Syndrome/Low Speed Crash Analogies
  - ◆ Copyright Infringement and Research
  - ◆ RSD (entire newsletter)
  - ◆ Tylenol Toxicity/ Orthopedic Terminology
  - ◆ Qualifying Experts/ Evaluating medical websites
  - ◆ In-patient suicides/Mammography Terminology
  - ◆ Increase your Settlements with Pain & Suffering Reports
  - ◆ Winning with Electronic Discovery
  - ◆ Teleradiology
  - ◆ Understanding Burns
  - ◆ Understanding Lupus
  - ◆ Maximizing the Value of Your Soft Tissue Injuries
  - ◆ Sudden Death from Fentanyl Patches/Sentinel Event Alerts: Tubing Misconnections
  - ◆ Restraints; MRI more sensitive than CT, Leading Errors with FP physicians
  - ◆ Animation: A Powerful and Persuasive Demonstrative Tool
  - ◆ Trauma care, 5 Million Lives Campaign
  - ◆ Neonatal Resuscitation, Challenging the 30 min. rule, Haldol FDA Alert, Improving Surgical Care for Patients
  - ◆ Orthopedic Assessments in Nursing; Compartment Syndrome
  - ◆ Gadolinium; Bowel Injury
  - ◆ Surviving Stroke
  - ◆ Hospital Acquired Infections and Prevention
  - ◆ Never Events and Denied Payments Institute Change; Drugs in the News

- ◆ Inappropriate Prescribing of Antibiotics to Prevent Surgical Infections; Drugs in the News; A Picture is worth a 1000 words
- ◆ Surviving Sepsis [not finished yet]
- ◆ Usually after the first year, I do a **fax back survey** to assess attorneys needs, make sure mailing list is updated, see if they would like to add anyone, etc. If it has been a year since you started and we have not done this, let me know.

## What other LNCs are saying ...

*“The two-page format of the newsletter affords attorneys a quick synopsis of how legal nurse consultants can help with cases, offer recommendations for resources and tidbits of information for their future references. There is the opportunity to customize the newsletter to my clientele and I have received referrals based on articles appearing in the newsletter. Currently, the newsletter is mailed quarterly and this marketing strategy works to remind attorneys of my continued presence in the medical-legal field.”*

Brenda Elliff, Idaho.

*“I have been using Privileged Communication for over 5 years and find it keeps my name and services in front of current and potential clients on a quarterly basis. I consistently receive compliments from my clients regarding the professionalism of the newsletter and how much they appreciate the informational content. My most recent compliment was from a client who states she thought my newsletter was so well done that she is considering having one done for her legal practice.”*

Rosemary Engle, Dallas, TX

*“I sent 1600 newsletters out the first time... and made enough money to cover copying and postage within 10 days.”*

Ann Kehoe, San Antonio, TX

*“Sharon's newsletters keep my attorney clients informed on pertinent medical and nursing topics. I have attracted some new clients through my newsletter, and have kept my business very visible with my existing clients. The newsletter is professional and adds a nice touch to my business. Thank you, Sharon, for making this service available....I couldn't do it on my own.”*

Dale Barnes, San Diego, CA

*“Thank-you so much for the opportunity to use your newsletter. Already, it is a very successful marketing tool for me. After sending the first newsletter in Sept/Oct, a new attorney retained me and so far, I have reviewed three cases for him. I sent out the second newsletter Nov/Dec this week. A second attorney has retained my services and a third is interested. This is all directly related to the newsletter.”*

Margie Stahl, St. Louis, MO

*“I received feedback about your newsletter the first time I sent it out. Two attorneys called to say how sincerely appreciative they were, and loved the quick reading and professional style. I gave you full credit, and I/they look forward to sending out the next issue. Many thanks.”*

Kathleen Dowling, Portland, Maine.

*“I get a response from every mailing that I do with this newsletter. Once I had a phone call from a perspective client within an hour of him receiving it...There is not always a case in an attorney's office, but the newsletter serves the purpose of keeping me in touch on a regular basis and helps attorneys to remember me when they have a need for my services.”*

Sandra Carpenter, Kansas City, MO