

SETTLEMENT	CASE TYPE	CO-COUNSEL FIRM
\$37,968,957	Mesothelioma and other Asbestos-related diseases	Multiple Co-Counsel Firms
\$5,100,000	Cerebral Palsy	The Talaska Law Firm, Houston, TX
\$3,000,000	Medical Malpractice	Lubin & Meyer, Boston, MA
\$2,700,000	Cerebral Palsy	The Graham Law Firm, Florence, SC
\$1,650,000	Cerebral Palsy	Donahue & Horrow, El Segundo, CA
\$1,000,000	Medical Malpractice	Lubin & Meyer, Boston, MA
\$1,000,000	Failure to Diagnose Cancer	Lubin & Meyer, Boston, MA
\$1,000,000	Medical Malpractice	Lubin & Meyer, Boston, MA
\$790,000	Securities Fraud	Oakes & Fosher, St. Louis, MO
\$750,000	Medical Malpractice	Lubin & Meyer, Boston, MA
\$350,000	Medical Malpractice	Lubin & Meyer, Boston, MA
\$275,000	Nursing Home	Doolan & Platt, Windham, NY

## under investigation

Sokolove Law is currently investigating potential litigation and case generation opportunities for injuries/losses arising from the following:

### ► Mirena® IUD

Serious injuries to users of the Mirena intrauterine contraception device include device migration, uterine perforation, infection, and other potentially life-threatening complications necessitating surgical removal of the device.

### ► Fuel Economy Claims

Inflated gas mileage claims, following recent allegations involving certain Hyundai® and Kia® models. We are currently investigating consumer reports of incorrect or overstated vehicle fuel economy ratings involving other automakers and vehicle models.

Mirena®, Hyundai®, and Kia® are registered trademarks of Bayer, Hyundai Motor Company, and Kia Motors Corporation of Korea, respectively.

## Another Strong Year

continued from page 1

Sokolove's Customer Contact Department is well known for service excellence. In 2012, we achieved our highest customer service levels ever, handling nearly 850,000 calls with both efficiency and empathy. The average call quality score, which analyzes customer service and case screening efficiency, was 94% for the year. To compile this score, our Quality Assurance team surveys calls at random.

Packet fulfillment is a vital part of converting quality leads to grow your business. In 2012, we achieved an overall packet return rate of 65% using more than 25 customized packets with unique retainers from our co-counsel firms. We continue to offer an electronic sign-up option to prospective clients when appropriate, which has improved packet return rates and speed in signing.

### Looking ahead

Innovation will continue, as we strive to offer solutions that make it easy for co-counsel firms to partner with us, and for clients to engage with us. We're looking forward to a bright new year of success for our firm, co-counsel firms, and mutual clients. All of us at Sokolove Law pledge our continued commitment to safeguarding our industry's and the public's interests against those of big business.

*GranuFlo®, Pradaxa®, and Yaz® are registered trademarks of Fresenius Medical Care Holdings, Inc., Organon USA, Inc., and Bayer Healthcare, respectively.*

**1-800-305-4009**



## Co-Counsel Opportunities

Gain "first-mover" advantage with one of Sokolove Law's customized marketing campaigns. Our proven experience and significant buying power will keep you ahead of the competition. We take on the up-front administrative work associated with client screening, qualifying, and sign-up, so you can focus your time and resources on litigation.

Our current Mass Tort campaigns include:

- SSRI's
- GranuFlo®
- Metal-on-Metal Hip Implants
- Medtronic Infuse®
- NuvaRing®
- Pradaxa®
- Transvaginal Mesh

Call us today at 800-305-4009 and put Sokolove Law to work for your future.

*GranuFlo®, Infuse®, NuvaRing®, and Pradaxa® are registered trademarks of Fresenius Medical Care Holdings, Inc., Medtronic Inc., Organon USA, Inc., and Boehringer Ingelheim Pharmaceuticals, Inc., respectively.*



SOKOLOVE MEANS SUCCESS. Volume 14, Winter 2013

## Sokolove Law Marks Another Strong Year

As an election year, 2012 was a time of uncertainty and apprehension for many Americans. The stakes were high for trial lawyers, especially those of us dedicated to preserving access to the U.S. civil justice system. With the victory of President Barack Obama, we can now rejoice that the nation's chief executive remains a pro-consumer leader who has vowed to fight for equal justice under the law for all citizens.

As we look forward with renewed hope to 2013, we are pleased to report on another strong year at Sokolove Law. Standing united with our valued co-counsel firms, we worked hard to grow, evolve, and innovate—and were rewarded with many successes.

### Delivering high-performance marketing

In 2012, Sokolove Law ran a total of 67 unique campaigns, delivering the most relevant message through the right channels to the right audience. For each campaign, we customized communications using all appropriate broadcast, print, voice, chat, text, digital, and social media channels. Notable campaigns included GranuFlo®, Pradaxa®, hip replacement devices, transvaginal mesh implants, bone growth infusers, the meningitis outbreak, and bank overdraft fees. Some of our longest-running campaigns are SSRI's, Yaz®, birth injury/medical malpractice, nursing home abuse, and securities fraud.

From among the highly qualified leads generated across all campaigns, we signed more than 12,000 cases that met our co-counsel firms' screening requirements. Our top-notch co-counsel firms

achieved almost \$350 million in verdicts and settlements for our mutual clients.



MIKE SKOLER, CEO, Sokolove Law, LLC

### Investing in innovation

We continually test and track results for new marketing channels, relying on our accumulated knowledge of target audiences. In Q4 of 2012, we tested SMS text response for the Yaz campaign, one of our longest-running initiatives with a younger-skewing audience. Our TV spots included the message "Text YAZ to 55555" as a response channel along with a phone number and URL. In a two-month period, more than 50% of our TV leads for Yaz came via text message, and our conversion rate from SMS text was slightly better than from other media channels.

### Increasing operational efficiency

Enhancing our client interaction tools was a major goal in 2012. We made

significant strides in this area, including rolling out an interactive SMS platform, developing online chat capability, and building an automated email routing system. We introduced the Sokolove Law co-counsel portal, which allows co-counsel firms 24/7 access to their case inventory, as well as the ability to provide case updates to Sokolove. Our co-counsel firms trained thus far are enjoying improved efficiency as a result, and we are scheduling new trainings every week.

We are currently building a Learning Management System (LMS) for our Customer Contact Department. The LMS will streamline training for new hires and facilitate professional development for experienced agents. With the LMS, we'll have a more robust reporting and tracking capability that can handle a significant increase in new callers and help maintain our best-in-class case screening.

continued on page 4

## inside this issue

- Co-Counsel SPOTlight.....2
- Campaign Highlight.....3
- Opportunities.....4



With more than 250 attorneys, six offices nationwide, and a wide-ranging practice, Robins, Kaplan, Miller & Ciresi is one of the largest, most diverse co-counsel firms with which Sokolove Law is privileged to associate. "Robins, Kaplan is a remarkably talented, dedicated, and results-oriented firm. We have been fortunate to enjoy a rock-solid relationship over the years, and have supreme confidence in their abilities. When they set their sights on a litigation, we know our clients are in the finest hands possible," says Sokolove Law CEO Mike Skoler.

is the largest-ever private antitrust case for a class of seven million merchants who accepted Visa® and MasterCard® credit and debit cards. The settlement ended a seven-year dispute over the fees imposed to process credit card transactions.



Kate Jaycox, Gary Wilson, Tara Sutton, and Vincent Moccio

Since 1938, the firm has been at the forefront of precedent-setting litigation and has helped shape Minnesota personal injury law. Robins, Kaplan is recognized nationally for its representation of individuals and businesses. Recently, the firm obtained an estimated \$7.25 billion settlement in what

A notable Mass Tort achievement was litigating the first Mirapex® products

liability trial, *Charbonneau v. Boehringer Ingelheim Pharmaceuticals, Inc. and Pfizer, Inc.*, in 2008. The firm represented more than 280 clients, winning a plaintiffs' verdict for \$8,279,300, including \$7.8 million in punitive damages. The firm also acted as lead trial counsel in the first Chantix® bellwether case, which settled prior to trial in October 2012.

"Sokolove is a highly valued partner of our Mass Tort practice," says Tara Sutton, head of the Robins, Kaplan Mass Tort Department. "They are consummate professionals who understand the Mass Tort practice and our needs as co-counsel."

*Mirapex® and Chantix® are registered trademarks of Boehringer Ingelheim Pharmaceuticals, Inc. and Pfizer, Inc., respectively.*

Contributing Editor

## Hot Coffee: Still Scalding Two Years Later

By Susan Saladoff

In 2011, I was honored to have my documentary film *Hot Coffee* premier at the Sundance Film Festival and gain millions of viewers following its HBO® broadcast and DVD release. Since then, *Hot Coffee* has won many awards, has been screened at dozens of film festivals worldwide, and has been shown at countless local movie theaters, law schools, universities, churches, and community events across the U.S.

Two years later, I am thrilled that *Hot Coffee* has been able to add a fresh perspective to the tort reform debate, which was too long fiercely one-sided. *Hot Coffee* addresses the cynical misinformation campaign by big business to twist the facts of important plaintiffs' verdicts, including the infamous McDonald's coffee case. The worldwide support for *Hot Coffee* shows how passionately we are willing to fight against the threats to our public justice system in the guise of caps on damages, medical malpractice restrictions, mandatory arbitration rules, and attempts to control the judiciary.

*Hot Coffee's* impact is evident from the great effort and expense the U.S. Chamber of Commerce (USCC) and American Tort Reform Association have spent in furious attacks on the film's credibility. The USCC has funded an anti-*Hot Coffee* campaign that includes a website and YouTube videos. As galling as these attempts are, they are clearly inaccurate and misleading—and they have failed miserably to debunk the truths of *Hot Coffee*.

We must continue to fight to protect the public's rights under the American civil justice system. You can learn more about our ongoing efforts at [HotCoffeethemovie.com](http://HotCoffeethemovie.com) or at Facebook.com/HotCoffeethemovie. *Hot Coffee* is available on HBO® GO, Netflix®, iTunes®, Amazon.com®, and Xbox®. I encourage you to show *Hot Coffee* at a home or community event. If you wish to buy a copy for a library or school, please contact us at [HotCoffeethemovie@gmail.com](mailto:HotCoffeethemovie@gmail.com) to learn about public performance rights. A bulk discount is available.

*Susan Saladoff is a lawyer and filmmaker. Awards won by Hot Coffee include the Best Documentary at the 2011 Seattle International Film Festival, Best Documentary at the Tampa and Albuquerque film festivals, and the award for the Documentary That Every American Should See at Michael Moore's 2011 film festival in Michigan. Most recently, Hot Coffee received a 2012 TV Academy Honors award given by the Academy of Television Arts and Sciences to celebrate television shows that inspire, inform, motivate, and even have the power to change lives.*

*HBO®, Netflix®, iTunes®, Amazon.com®, and Xbox® are registered trademarks of Home Box Office, Netflix, Apple Inc., Amazon.com Inc., and the Microsoft group of companies, respectively.*

The recent presidential election highlighted the importance of health-care costs for millions of American families, particularly those with limited income. As Republicans and Democrats continue to battle over health-care legislation, many Americans are left without access to affordable health care.

Sokolove Law is committed to assisting those who reach out to us. Recently, we launched an Rx Discount Card program to alleviate some of the burden of health-care expenses. Annually, prescription medication costs comprise as much as 13% of total health-care expenditures per patient, with the average brand medication costing \$138. The Sokolove Law Rx Discount Card provides savings of up to 75% on most brand and generic drugs approved by the U.S. Food and Drug Administration.



With the Rx Discount Card, realizing savings is simple. The card is accepted at more than 60,000 pharmacies nationwide, and it can be shared among family members. For some people, the Rx Discount Card could provide an average annual savings of \$150 or more. The card can be used by those with limited insurance options or who have no insurance coverage at all. Additional benefits include:

- Free membership
- No required activation
- Zero deductibles
- No waiting periods

The complimentary Rx Discount Card is available to those who seek assistance from Sokolove Law, regardless of whether they have an actionable legal claim. To get the word out to the broadest audience, our awareness campaign has included both email and direct mail media channels. Consumers can obtain the wallet-sized card via direct mail, online download, or the iPhone Passbook app.

As we strive to distinguish Sokolove Law to consumers amidst a highly competitive advertising landscape, understanding the needs of our audience and finding ways to serve and engage them are critical. Our Rx Discount Card program is doing just that, having reached an audience of nearly 30,000 since its launch in October 2012. We look forward to expanding the program to a wider mix of marketing channels.

Operations Update

## Helping as Many People as Possible

*Sokolove Law mission statement: "To reinvent how people obtain legal services in order to provide everyone, irrespective of ethnicity or income, equal access to our civil justice system and, within it, superior quality of representation and service."*

At Sokolove Law, we take our mission statement seriously, and continuously strive to provide legal assistance to whoever may need it. As part of this ongoing effort, in 2012 we made "helping as many people as possible" a major strategic initiative to assist callers who were seeking legal help outside of our core practice areas.

Since April 2012, Sokolove Law has been assisting callers in finding legal representation for cases outside the personal injury area. We partnered with several firms in the Boston area who specialize in other areas, such as wrongful termination, civil rights violations and police misconduct, divorce and adoption,

DUI/OUI, traffic violations, and more. In the months since we began this initiative, we've assisted many individuals who we would previously have had to turn away.

We are encouraged by the positive results we've achieved in the Boston area, and plan to expand this initiative. Our Business Development team is building a network of attorneys across the nation with expertise in Family Law, Criminal Law, Employment Law, and Civil Law. Eventually, we might take this network towards a proactive marketing approach similar to our national campaigns for Birth Injury and Nursing Home Abuse cases. If you are interested in potentially joining this network, call us today at 800-309-5003 to find out more, or pass this information on to any colleagues who may be interested.