

How to Amass the Masses

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“Method to the Masses”

Internal Case Acquisition:

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“We are a team of people that understand each other.”

“Method to the Masses”

Internal Case Acquisition:

- Websites (are a must!)



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- Database Marketing (best and cheapest)



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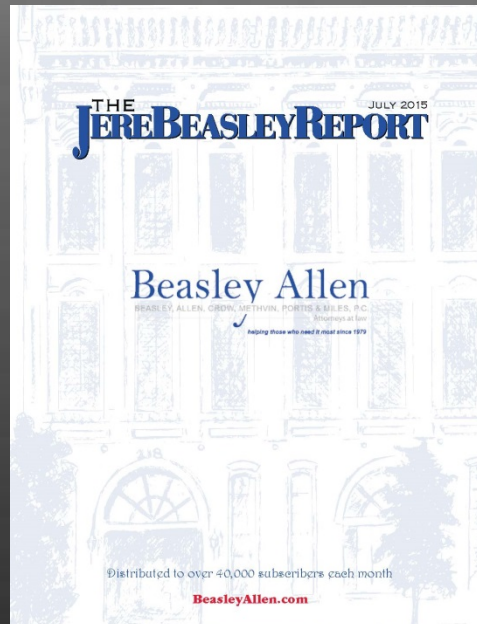
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35 years of helping their clients succeed

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states, mainly west of the Mississippi River, have speed limits of 75 and 80 mph. In parts of Texas, the speed limit is 85 mph. All of this is a recipe for disaster when combined with the tolerance of truck tires.

Safety advocates and tire experts say that habitually driving at high speeds can generate catastrophic results. Numerous cases have been reported.

While even the newer vehicles can handle 112 mph, the rubber truck tires starts to wear at 100 mph. Speed limits in that area also become scorching hot during much of the year in many of the Western states where the higher speed limits appear. Hot asphalt adds further stress to the already overtaxed tires on heavy trucks and elevates the risk of catastrophic blowouts.

Tire manufacturers can produce truck tires that tolerate the higher speed limits at about the same cost as the 75-mph-rated tires, but few do. So as speed limits rise across broad regions of the country, tire manufacturers look the other way rather than produce a product that is changing needs.

A report by the tire manufacturers that "manufacture more (of the higher speed tires) than the market can absorb" (fearing sales won't cover the cost of redesigning tires) makes consumer tire makers and companies already equipping their fleets with faster than 75 mph.

Bridgestone, one of the largest producers of commercial truck tires, proposes a nationwide appeal of the higher speed limits to solve the problem, rather than making tires that endure higher speeds. We believe the tire manufacturers have a responsibility to design safer tires.

The combination of increased legal speed limits, truck driver's habits and the tire industry's reluctance to provide more robust tires will tragically lead to even more injuries and deaths on our highways. If you want more information, contact Rick Morrison at 800-898-2034 or by email at Rick.Morrison@beasleyallen.com.

XII. AN UPDATE ON OUR MASS TORTS SECTION

I will give a brief summary of some of the projects that lawyers in our firm's Mass Torts Section are currently working on. Andy

Birchfield heads up the Section and Melissa Prickett serves as the Section Administrator. There are 30 lawyers and 18 legal Assistants in the Section. Those lawyers and all of the staff personnel in the Section have been very busy in this issue. Due to space and time limitations, I will only mention a few of the cases.

Xarelto—Lawsuits filed against Johnson & Johnson subsidiary Janssen Pharmaceuticals and Bayer Corp. over

death. The Xarelto lawsuits come on the heels of the recent \$650 million Pradaxa settlement. Researchers linked Pradaxa, also a blood thinning medication, to more than 500 deaths. Xarelto blood thinner litigation has been consolidated before U.S. District Judge Eldon Fallon in the Eastern District of Louisiana. Judge Fallon presided over suits against Merck & Co. over its medication Vioxx. The Vioxx litigation resulted in a \$4.85 billion settlement.

Talcum powder and ovarian cancer—As many as 2,200 cases of ovarian cancer diagnosed each year may have been caused by regular use

of talcum powder. Talcum powder is used to absorb moisture and is widely available in various products including baby powder and adult products including body and facial powder. Talc products used regularly in the genital area increase the risk of ovarian cancer. A jury recently found consumer health care products manufacturer Johnson & Johnson knew of the cancer risks associated with its talc products but failed to warn consumers. Contacts: Ted Meadows@beasleyallen.com or Melissa Prickett@beasleyallen.com.

Transvaginal mesh—The FDA has issued an updated safety communication warning doctors and patients that

the mesh becoming exposed or protruding out of the vaginal tissue, pain, infection, organ perforation and urinary problems. There was a major development in a trial just completed last month in a

Delaware Court. The case was heard separately. Contact Ted Meadows@beasleyallen.com or Melissa Prickett@beasleyallen.com.

Lipitor—a statin drug to treat high cholesterol, was approved by the FDA in 1996 and is one of the best-selling prescription medications in the world.

have found a possible link between Lipitor and the risk of developing type 2 diabetes. A University of Massachusetts study found a link between Lipitor and an increase in postmenopausal osteoporosis. Particularly those who had a body mass index (BMI) less than 30. Of

the 153,800 women who took Lipitor for more than 10,000 prescriptions by Frank Wood, Melissa Pri

Testosterone (TRT) products for men have been linked to an increased risk of death, heart attack and stroke. Researchers found men who used testosterone

therapy, such as the prescription topical treatments AndroGel, Testim and Axiron, are used to help boost testosterone levels in men who have a deficiency of the hormone. Testosterone therapy, such as the prescription topical treatments AndroGel, Testim and Axiron, are used to help boost testosterone levels in men who have a deficiency of the hormone.

Viagra—the erectile dysfunction drug Viagra (sildenafil) may increase the risk of

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Viagra—A preliminary study indicates the erectile dysfunction drug Viagra (sildenafil) may increase the risk of



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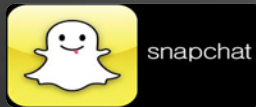
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- Blogging



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- Social Media (You Tube; Twitter; Snapchat; Facebook; LinkedIn)



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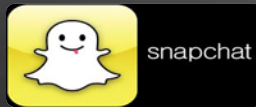
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“Method to the Masses” (cont’d)

External Case Acquisition:

- TV / Radio Advertising
- TV / Radio Shows
- Billboards
- Newspapers
- Internet leads



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“Let’s Work Together”

Joint Venturing Cases:

- Working with 1 or more other law firms;
- **Sharing is Caring:**
 - Costs
 - Profits
 - Responsibilities
- **More \$\$ = More Cases** (hopefully)



“How Much Are We Talking Here??”

Depends on:

- Your Goal(s)
- Method of Acquisition
- Willingness to Re-Invest for future masses
- Keeping your ear to the ground
- Can be from: “very little” to “very lot”



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“The Price Is Right!”



- How much you paid for the cases (vs.) how much the case is worth?
- The quality of the cases acquired?
- Do it yourself (or) Marketing firm?
 - Must set out proper criteria
 - Pay “\$\$” amount for “X” amount of time (or) number of cases that meet criteria

“The Price Is Right!”

- How much does it cost for each case??
- Determine the:
 - Price per lead;
 - Price per case actually signed up / contract;
 - Price per filed case;
 - Price per case resolved.



AAJ's "Everything You Always Wanted to Know About Mass Torts (But Afraid to Ask)"

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