



BackTalk Newsletter

July 2024



“May we think of freedom, not as the right to do as we please, but as the opportunity to do what is right.”

Peter Marshall

**Larson Law will be closed on
Thursday, July 4th & Friday, July 5th
in honor of Independence Day!**



**We wish you all a wonderful 4th of July
weekend!**



REGISTER NOW

**Personal Injury
Powerhouse Seminar**

**Sponsored by Personal Injury Training LLC & Larson
Law**

Saturday, October 26th, 2024

8 CE Hours for only \$80

Springhill Suites

11280 S River Heights Drive

South Jordan, UT 84095

It will be a great event with amazing speakers!



Phone: (801) 601-8323
Fax: (801) 990-1744
www.larsonlawutah.com
bryanlarson@larsonlawutah.com
adamlarson@larsonlawutah.com

Bryan A. Larson • Adam G. Larson

Personal Injury Powerhouse Seminar

Sponsored by Personal Injury Training, LLC & Larson Law

8 CE hours for only \$80

Saturday, October 26, 2024

7:30 AM – 4:30 PM

Springhill Suites

11280 S River Heights Drive

South Jordan, UT 84095

7:30 AM - 8:00 AM	Registration & Breakfast	
8:00 AM – 8:50 AM	Dr. Larry Ziegler	“Comparative Case Outcomes in PI – Patient Services and Associated Outcomes”
8:50 AM – 9:40 AM	Dr. Wayne Hansen	“Advancements in Concussion Diagnosis” Part 1
9:40 AM – 9:55 AM	Break	
9:55 AM – 10:45 AM	Dr. Jeff States	“Why the Croft Guidelines (CG), History and Treatment Protocols”
10:45 AM – 11:35 AM	Dr. Jay Shetlin	“Situational Ethics”
11:35 PM – 12:15 PM	Break / Lunch	
12:15 PM – 1:05 PM	Dr. Larry Ziegler	“Comparative Case Outcomes in PI – Defense Strategies and Potential Outcomes”
1:05 PM – 1:55 PM	Dr. Wayne Hansen	“Advancements in Concussion Diagnosis” Part 2
1:55 PM – 2:05 PM	Break	
2:05 PM – 2:55 PM	Dr. Jeff States	“Causation and Apportionments”
2:55 PM – 3:45 PM	Dr. Jay Shetlin	“Building a better report and notes”
3:45 PM – 4:30 PM	Discussion Panel	Dr. Ziegler, Dr. Hansen, Dr. States, Dr. Shetlin Bryan A. Larson, & Adam G. Larson

922 West Baxter Drive, Suite 200 • South Jordan, UT 84095-8626

(If you'd like your CA's to attend the cost is only \$40)

Click the Register Now button below to register for the event!

[Register Now](#)

Larson Law has Venmo!!

You can pay the Seminar fee through Venmo instead of mailing us a check.



Check out our website!!!

www.larsonlawutah.com

We have added an "EVENTS" tab to our website!

We periodically sponsor Seminars and Events
NOW you can register & pay for them right from our Website!

Visit our website to register today for our upcoming Seminar
"Personal Injury Powerhouse Seminar on October 26, 2024.

Personal Injury Terminology:

Loss

Loss is anything a plaintiff no longer has the benefit of. Losses include both physical and intangible things. A person who can no longer complete their trade due to injuries has experienced *loss of earning potential*. Someone who has lost the ability to be intimate with their spouse has experienced *loss of consortium*.

Complaints about Attorneys

By: Bryan A. Larson at Larson Law

There are common threads that run through the complaints we hear all the time about other attorneys who practice law in the personal injury area.

Some of those common threads are as follows:

1. **No transparency.** Many lawyers are difficult to deal with. They won't discuss information relative to the case. Of course some information is covered by the attorney-client confidentiality rules, however, we will talk, at least to the extent we are able to do so without compromising any of our client's attorney client privileged information. We will talk to you about the liability aspects of the case. This is important. Whether or not there is comparative negligence on the part of the patient is something you need to be aware of that could influence the outcome of the case and your ability to get paid. We will inform you as to what the insurance policy limits are so you will know or be able to gauge how much care and treatment a patient's case can endure. We will discuss with you where we are at in the case and discuss our client's injuries as needed. We are different. We welcome your call.
-

2. **Reductions of bills.** With our office reductions of bills of the physicians are rare. Other firms demand a reduction of the health care provider's bills on every single case. They do that because the amount that they settle cases for is lower than what we usually get on our cases. As a result, the money is tight and if they can convince you to reduce your bills, then there will be more for them and/or more for the client. If it is ever necessary to have health care providers reduce their bills we will tell you the reasons why it might be needed. And we will also reduce our fees in a similar amount. Sometimes the total amount of the medical bills from all providers exceeds the total available insurance money. Sometimes the patient is partially at fault for the crash. These are two classic reasons why all fees and bills may have to be adjusted, however, it is the exception rather than the rule.
 3. **Many Lawyers discourage DC care.** We will encourage our client to get DC care. We want what is best for them to get better. We won't interfere with your care. It is always the client that makes the decision as to what kind of care they are willing to receive. We will give suggestions or recommendations. However, we will never direct the care.
 4. **Other attorneys promise a one for one referral but never provide that.** If a law firm promises you a referral in an exchange for every referral you give to them they are lying to
-

you. They might send you a few, but, over time will break the formula. Only the very biggest law firms even have the capability to provide a one for one referral basis but they will not do so. First, they don't believe in chiropractic care and would actually prefer the patient go elsewhere for treatment because they believe that other care will be stronger for the case from the stand point of building the case. This hearkens back to their belief that a MDs care is worth more to a case than a DCs care. On the other hand, we want the client to get better and for muscle ligamentous types of injuries generally, DC care is the best way, at least initially. If the DC care doesn't produce the results that the patient needs, then other care can be considered at that time. Second, the attorneys are "courting" far too many health care providers at once. There simply are not enough cases to go around. Third, people that see attorneys usually already have care and are working their care plan accordingly. Usually when a person is in a crash they will go to an emergency room and perhaps other health care providers before they see an attorney. If that occurs in a case, we will not try to change a patient away from the doctor that they are already seeing to go to another doctor, unless the patient asks us for a recommendation. The health care provider will virtually always see more clients who do not have attorneys yet, than any attorney will see clients who have no doctor. Nevertheless, when we can encourage a patient to obtain chiropractic care, we will do so in every appropriate case. Some people refuse to see a chiropractor for whatever reasons they might have. This is then problematic. We like to refer patients out when and where we can to chiropractic

physicians that we trust who are strong both clinically and strong in their record keeping, note taking and billing capacities. This later component is essential because the records and bills become the ammunition that we use to be able to obtain a settlement to get everyone paid and taken care of in the case financially. That is the role that attorneys play.

We desire relationships with physicians that are built upon trust, not on some artificial formula. We do not live our lives like accountants where every jot and tittle has to be weighed in the balance. We will help you and help your patient with knowledge about the personal injury world in order that make their personal injury claims become reality. Remember: Referral fees paid in this industry are illegal. They are a class B Felony. Don't jeopardize your career!

Our door and phone line is open anytime. We want to assist you to help you build your practice. We will never promise what cannot be delivered.

Rayus Radiology Forum

We are excited to have Dr. Gary Lee present on Flexion Extension MRI.

Dr. Lee has been a Chiropractic physician since 1994, with a focus on correction of abnormal posture, scoliosis, and spinal disorders.

Dr. Lee utilizes the Chiropractic Biophysics Technique and recently became the first Scolibrace provider in Utah.

As always, we appreciate an RSVP and look forward to seeing you there!

THE FORUM

SAVE THE DATE

SPEAKER:

Dr. Gary Lee, D.C.

WHY ATTEND THE FORUM?

Join us for lunch and a chance to connect with like-minded professionals. Our speaker will kick things off with a short presentation followed by meaningful dialogue around topics related to patient care.

WHERE

BOTTOM FLOOR CONFERENCE ROOM
10701 S RIVER FRONT PARKWAY
SOUTH JORDAN, UT 84095

WHEN

Thursday, July 11 @ 12:00 pm

RSVP

BRADY.TORGERSON@RAYUSRADIOLOGY.COM

RAYUSradiology.com/Utah

OFFICIAL MEDICAL PROVIDER



US
SKI &
SNOWBOARD
OFFICIAL MEDICAL PROVIDER



USA
BOBSLED &
SKELETON
PARTNER



OFFICIAL MEDICAL PROVIDER

SHINE ON

RAYUS
RADIOLOGY



Larson Law Pamphlets & Business Cards

Please let us know if you are in need of Larson Law pamphlets and business cards.

We can mail them out to you or feel free to stop by to pick them up.

Let us help you with your Personal Injury case flow!

We appreciate all referrals!

Did you know Larson Law has Facebook Pages, Instagram, TikTok and more!

**Click icon links below to follow our pages!
We'd love for you to join and like our pages!**

**If you have any recommendations for our BackTalk newsletter or our upcoming
seminar,
please email us at ceri@larsonlawutah.com**

Find Us Online



Copyright © 2024 Larson Law, all rights reserved.
This email is being sent to you as a respected chiropractor in our community.

Our mailing address is:
Larson Law
922 W. Baxter Drive, Suite 200
South Jordan, UT 84095
(801) 601-8323
Fax: (801) 990-1744