



BackTalk Newsletter

September 2024



Join us for a **FREE Seminar** by **Dr. Jim Naccarato**
Friday, September 13, 2024
8:00 am - 10:00 am

Jim Naccarato DC, PhD
Principle-Centered Practice Building
www.rpchiro.com • djim@rpchiro.com



Larson Law Presents:

Jim Naccarato DC, PhD

Friday, Sept 13th 8am - 10am

Ethics: The Real Power Behind Successful Practice Building

Doctors who apply the principles taught will increase...

Number of new patients, collections, life balance, and

PATIENTS WHO STAY, PAY, AND REFER!



- 34 years & 68,000 hours of one-on-one personal coaching
- Nationwide state convention speaker
- Author of 3 practice/business success books

When: Friday, Sept 13th
8am to 10am
2 CE credits, no charge

Where: Larson Law Office
922 Baxter Dr #200
So Jordan, UT

Register at rpchiro.com or call (801) 224-3795

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

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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

Time	Topic	Speaker
7:30 AM - 8:00 AM	Registration & Breakfast	
8:00 AM - 8:50 AM	"Good & Bad Outcomes in PI - Patient Services & Associated Outcomes"	Dr. Larry Ziegler
8:50 AM - 9:40 AM	"Advancements in Concussion Diagnosis - The Most Common Underdiagnosed Injury"	Dr. Wayne Hansen
9:40 AM - 9:55 AM	BREAK	
9:55 AM - 10:45 AM	"History & Treatment Protocols that You Must Understand if You Use the Croft Guidelines"	Dr. Jeff States
10:45 AM - 11:35 AM	"Situational Ethics that can Save Your Practice & Freedom"	Dr. Jay Shetlin
11:35 AM - 12:15 PM	BREAK / LUNCH	
12:15 PM - 1:05 PM	"Building Better Case Outcomes in PI"	Dr. Larry Ziegler
1:05 PM - 1:55 PM	"Advancements in Concussion Diagnosis - Part 2"	Dr. Wayne Hansen
1:55 PM - 2:05 PM	BREAK	
2:05 PM - 2:55 PM	"Causation and Apportionments - The Necessary Language to Use"	Dr. Jeff States
2:55 PM - 3:45 PM	"Building a Better Report & Notes to give your Patients the Ammo they Need"	Dr. Jay Shetlin
3:45 PM - 4:30 PM	"Learn the Secrets that the Best Use"	Discussion Panel - Doctors & Larson Law

TO REGISTER: Call Larson Law at 801-601-8323 or email Selina at selina@larsonlawutah.com

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:
Liability**

This refers to a party's legal responsibility or accountability arising from their actions. Someone may be held liable due to their actions, inactions, or the actions of people or animals for which they are legally responsible. A liable party may be required to pay the victim or perform a certain action.

Factors that can make a soft tissue personal injury case a big one!

By: Bryan A. Larson

There is an attorney and law firm in Utah that not long ago had an unusually high jury verdict on a case that had some chiropractic involvement but was in reality, much more. We also have had a couple of cases that have been well in to the six digit range that on the outside would appear to be merely a soft tissue or whiplash type case. However, like Paul Harvey used to say it's important to know "the rest of the story"..... That particular case had a broken back, significant future medical needs, lost income and a corporate defendant. It was nothing like a generic rear-end whiplash case. Don't be fooled. If a verdict seems surprising, there is usually much more to the story.

In no particular order, here are several factors that can greatly influence the way a jury will return a verdict in a personal injury case.

1. The nature of the defendant.

Is the defendant a sweet little old lady who doesn't appear to have any money and fits the lovely Grandmother type image? Or is it a corporate defendant driving a large truck where the driver is wantonly reckless? The latter of the two examples would certainly produce a far greater verdict. The same is true where the defendant appears to be genuine "bad guy". The jury is always concerned about where the money is going to come from and if they think that the defendant is a poverty person, the likelihood of them returning a verdict is much much lower than if they think the defendant is a well to do corporation or a miscreant that needs to be "punished". The actions of employees are applied to the corporation under the principles of master-servant and respondeat superior.

2. The nature of the individual plaintiff is factored into the case.

Is the plaintiff or patient a kind, sweet, likeable individual or are they a disgusting person that the jury feels no kinship with? The sweet likeable plaintiff will generally produce a much bigger verdict than the latter. Likewise, is the plaintiff a believable individual or are there complaints of injury and pain simply not credible?

3. The nature of the negligence.

What was it that the defendant did wrong? Was it a mere "whoopsy" which the jury will think anyone could have done, or, was it a major negligence matter bordering on recklessness or callous disregard for the safety of others? The worse the nature of the wrong doing, the higher

the verdict is likely to be. This is true even though the judge will tell them that the award is intended to compensate the victim and not punish the defendant. Jury's do what they will do. Punitive damages designed to punish the defendant are possible but extremely rare and difficult to obtain. Our firm has obtained punitive damages before but it is the exception rather than the rule. Furthermore, even if punitive damages are obtained they cannot, by law, be paid for by insurance. It must come from the defendants' own assets. Does the defendant have assets to pay? We have obtained large judgments in the past with punitive damages where the judgment has been uncollectable.

4. The documented impact on the life of the individual.

What is the clear objective impact on the life of the individual? How did it interfere with the persons activities of daily living and or the ability to earn an income? Some cases will have lost wages and others will not, even though the injuries might be identical. A case with lost income that is documented will generally produce a higher verdict. Whenever hearing about a verdict it is important to know what kind of damages are recovered. How much were the medical bills? How much were the lost wages? How much of it was for pain and suffering? How much, if any, was for punitive damages?

5. How well documented are the injuries, care and treatment for those injuries?

This category falls mostly upon the physicians that are treating the patient. If the patient's documentation is poor and the treatment fails to show objective improvement during the course of the treatment and there happens to be large gaps in the treatment process, a jury will be less likely to award a higher verdict for the poorly documented case.

6. Every individual case is different.

The factors that influence how much a jury awards are numerous. The same case tried in front of different jury's can produce different results. This is not an exact science. It is a subjective test where the facts need to be marshalled by the best and most experienced understanding legal counsel can provide. If you wonder what a case might go for, feel free to give us a call and we will offer you an opinion. Nevertheless, our opinion is just that. It's an opinion. We might be wrong, we might be right. However, we can always identify the factors that will go into predicting what a jury of lay persons might decide.

Rayus Radiology Forum

FRIDAY, SEPTEMBER 13 @ 12:00 PM



**Jean-René
Bélanger**

CEO, Imeka

Friday, Sept 13 @ 12:00 PM
10701 S. Riverfront Pkwy.
South Jordan, UT 84095
Rec room on bottom floor

Join RAYUS Radiology Utah for an engaging discussion on **"Advanced Neuro Diagnostic Imaging"**. Connect with fellow professionals and enjoy a delicious lunch courtesy of RAYUS!

*** The views and opinions expressed at The Forum are those of the presenter and do not necessarily reflect the official views of RAYUS Radiology. ***

RSVP NOW!

brady.torgerson@rayusradiology.com

Jean-René Bélanger is the CEO and co-founder of Imeka, a medtech diagnostics company specializing in brain MRI image processing, where he has led the company since its inception in 2011. Under his leadership, Imeka has achieved significant milestones, including regulatory clearance and establishing a strong presence in over 150 outpatient imaging centers across the U.S., with rapid growth continuing.

Since the regulatory clearance of Imeka's flagship product, ANDI, in July 2023, over 5,000 patients have benefited from detailed reports on their white matter microstructure, providing critical insights to aid in their recovery from traumatic brain injuries.

Before his entrepreneurial journey, Jean-René was a world-class speed skating athlete, representing Canada as a member of the national team and becoming a two-time national champion. He holds a bachelor's degree in management from the University of Sherbrooke.



**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

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This email is being sent to you as a respected chiropractor in our community.

Our mailing address is:

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