



BackTalk Newsletter

June 2025



"I wonder what it would be like to live in a world where it was always June."

- L.M. Montgomery



COMING THIS FALL....

PERSONAL INJURY POWERHOUSE SEMINAR

Sponsored by Personal Injury Training LLC & Larson Law

SATURDAY, OCTOBER 25TH, 2025

8 CE HOURS for only \$80

Springhill Suites
11280 S River Heights Drive
South Jordan, UT 84095

We have an amazing line up of speakers.

Here is a list of some of them so far:

Joseph Brimhall, DC
Scott Tauber, DC, DABCO, CPC
Jeffrey States, BS, DC
Michael Ahuna, DPT
Becky Rice, DC
Gary Lee, DC
Wayne Croft, PhD

[Personal Injury Powerhouse Seminar - Click to Register](#)

“Experience Teaches to Pay Attention to Details”

By: Bryan A. Larson

We recently had another client come to us after having previously signed up with one of the large well-known advertising firms in Utah. This happens to us frequently. The story is usually the same. After six months of being represented by the other law firm, the client didn't like the lack of help and inaction. We signed the client up and terminated representation of the other firm. After getting that client's file from the firm, we discovered a number of very significant details that the other law firm had left undone. Some of those details are as follows:

1. The other law firm did not fill out and submit the personal injury protection or no fault application during the entire six months that they had the file. The result was that PIP had not been billed and it's benefits had not been available to the client or to the healthcare providers of the client. The doctor's had to wait to get their money and the interest on their accounts receivable added additional burden to the client. PIP also has a lost income and household services disability component for the injured.
2. The other law firm did not return the client's phone calls, emails, or answer their concerns. A failure to communicate is the most common reason we see and hear clients wanting to terminate representation of some of the large advertising firms out of frustration, the client called us. The legal profession needs customer service just like any other business. Some lawyers are clueless.
3. The other law firm did not fully explain to the client the benefits or dynamics of using health insurance versus treatment on a lien. They did not explain that paying back health insurance is not the same as paying back a lien. Sometimes a lien is necessary and has some advantages over health insurance. However, the contractual adjustments that health insurance carrier requires of the physician when the client uses health insurance, oftentimes helps the client's bottom line. This is often critical when there is

limited coverage. On the other hand, often using health insurance is simply not possible and this distinction is important for the client to understand, in order to make intelligent decisions about care.

4. The other law firm did not notify the client that the attorney representing them no longer works for the firm. The other attorney assigned to the case, left the firm. No information or notice was given to the client. The fact that even the lawyer quit that firm is telling.
5. When we received the file from the other law firm there was no indication as to the amount of the bodily insurance limits or the underinsured motorist limits giving a clear picture as to how much potential money was available to help influence or determine how best to approach care and treatment. This was after 6 months of representation! Not knowing how much liability insurance is available is a sure way for the healthcare providers acting on a lien to end up working for free (at least in part) and also for the client, at the end of the process, to end up with nothing net in their pocket after all the healthcare is paid for. It's a little bit like racing down the freeway at 100 miles per hour while wearing a blindfold. It's not a good idea in life, and it's not a good idea in the personal injury world. When our firm is included, we'll tell you how much insurance is available so you can make treatment decisions.

This sort of carelessness on the part of the other law firm is indicative of a case management system that leaves out important details that will usually come back to bite everyone involved. If you have a patient or friend who is represented by one of these law firms, we encourage you to tell them to reconsider. Changing law firms is easy and it is the patient's right to do so. Not all law firms are alike. We are different. We are better!



www.larsonlawutah.com

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Social Media isn't going anywhere

- Some studies report one minute out of five minutes in a given day is spent on social media.
- Don't miss the opportunity to be there, in front of people, curating conversations about the parts of your practice you are passionate about.

Social Media helps you build relationships

- Whether with current patients and their families or prospective patients, social media makes it easy to stay in the forefront of patients' minds, and by lending yourself to becoming a resource, you can cultivate a community around your practice.

Your social media presence influences search engine rankings

- And having great search engine rankings improves your chances of being found when a patient types into Google: "chiropractic in Utah," for example.
- Did you know that 70 percent of Google searches result in a phone call to the business? You want to be found.

Social Media is the new "search engine."

- Many people go to social media to find the places and services they are looking for; by looking for a business directly or by polling friends, family, and community members on social media.

Social Media offers the most highly targeted marketing opportunities

- Previously, if you wanted customers, you might have to advertise on the radio, send out mailers, or advertise in the newspaper, which are targeted methods but not nearly as targeted as social media.
- Today, reaching the specific prospective patient you are looking for is simple and cost-effective with social media. You can drill down and target people by their age, gender, geography, buying habits, and interests, and then you get real-time feedback on how many saw your information and took action. Whereas, with the old methods, you drop them all in the mailbox and then wonder if they made it in the trash or were opened.

Article by Audre McLaughlin, RN and Logan Lutton from Physicians Practice
<https://www.physicianspractice.com/view/here-s-why-social-media-is-important-to-your-practice?slide=1>



We are truly grateful for the trust you place in us to handle your personal injury patient's needs.

Your referrals mean the world to us—they are the highest compliment we can receive.

If you know someone who could benefit from experienced legal support after an accident, we're here to help them get the care and compensation they deserve.

Rest assured, we'll treat them with the same dedication and respect we've shown all your patients.

Thank you for your confidence in us!

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!

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



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

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