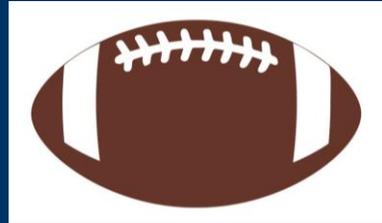




# Next Level Lawyering

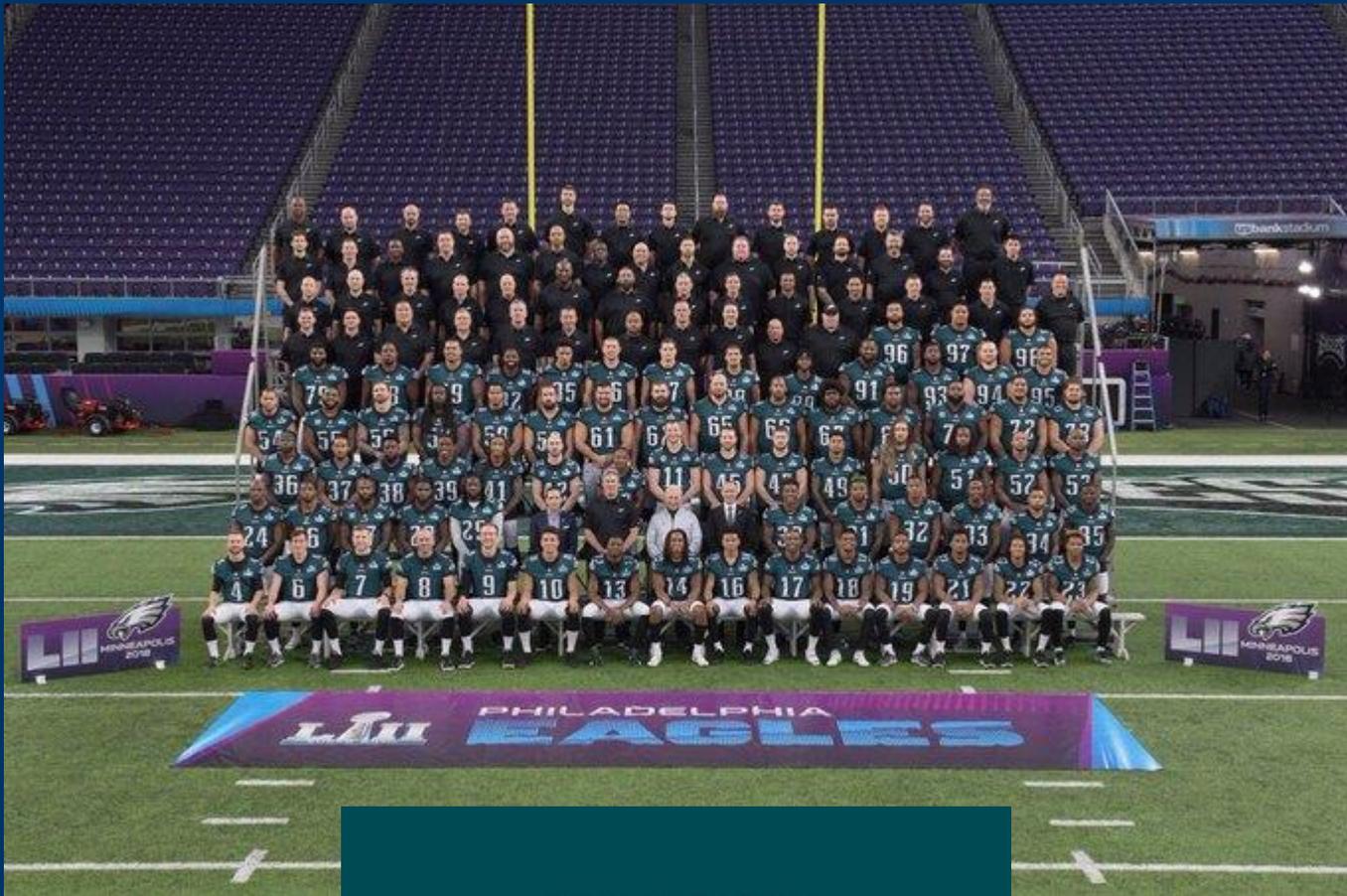
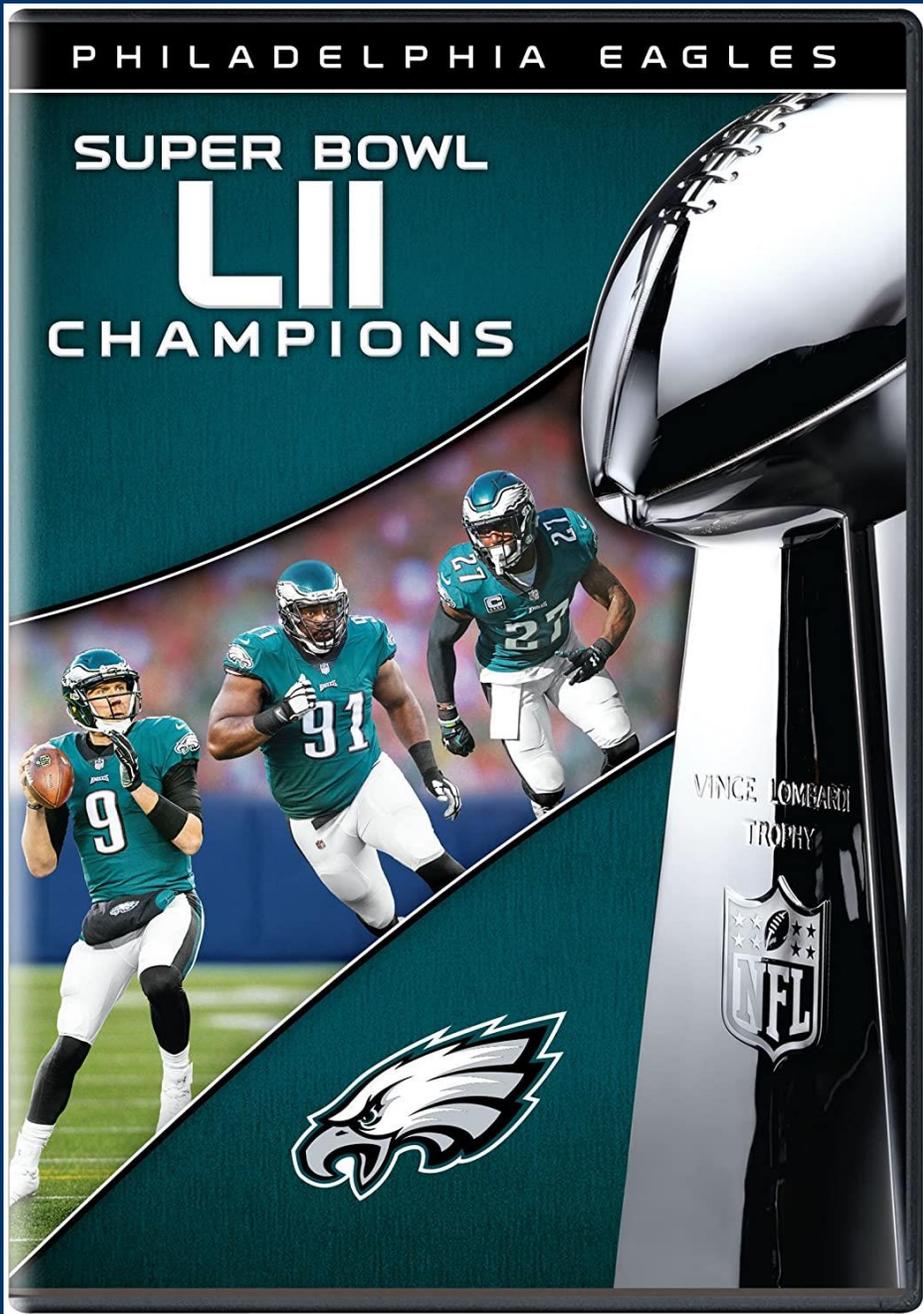
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Is analytic strategy becoming a key skill for lawyers and their clients?



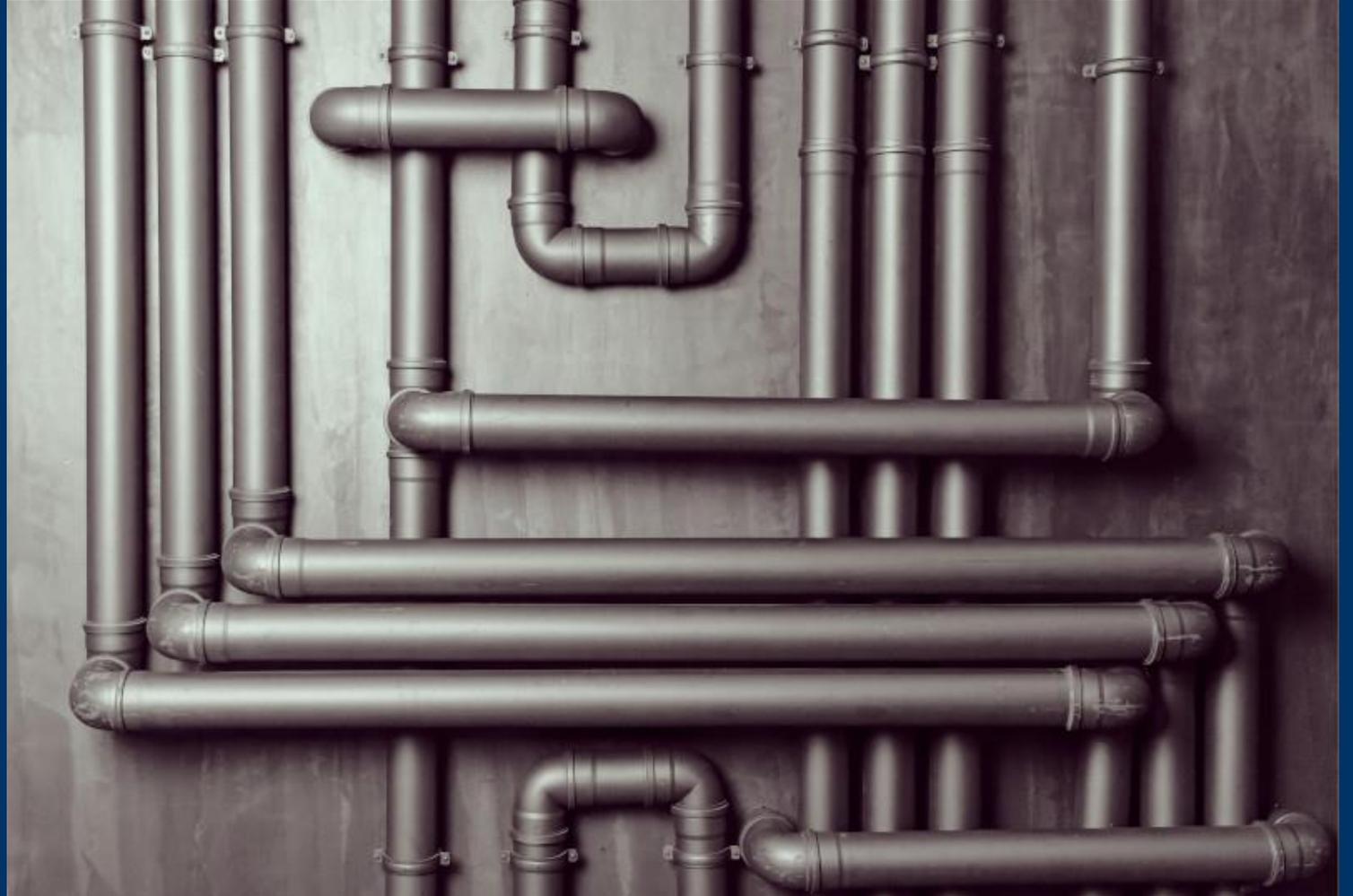
# Meet The Team

<p><b>Sean Griffin</b> Dykema Washington, D.C.</p>	<p><b>Jocelyn Jopa</b> Zurich North America Chicago, IL</p>	<p><b>Matt Meaker</b> Sundt Phoenix, AZ</p>	<p><b>Moderator: Lynne Ingram</b> Campbell Conroy &amp; O'Neil Philadelphia, PA</p>
 	 	 	 



# Where is your data?

- › Legal Billing
- › Additional internal data collection:
  - › Case Outcomes (i.e. defense verdicts, settlement/verdict value vs. last demand)
  - › Cycle Times (overall and by litigation phase)
  - › % of On Time Acknowledgements & Reporting
  - › Diversity & Inclusion
  - › Key Players (i.e. Plaintiff Attorney, Judge, Mediator, Experts, Arbitrators)
- › Supplement with External Litigation Data
  - › Volume of cases in a particular area of expertise and venue vs. competitor firms
  - › Success at trial vs. competitors



# How can law firms leverage data to attract new business?

- › Amplify your current approach:
  - › Qualitative: Summarize “big wins” in representative cases
  - › Quantitative: Use data to illustrate that your success is the “the norm” using internal and external data sources
- › Offer a relationship centered on customer needs
  - › Does the customer want relationship-wide reporting on outcomes, spend, cycle times and on time reporting?
  - › Create a client dashboard of illustrative metrics that you can quickly generate based on your data sources
  - › Commit to evolving with your customer’s needs – constantly ask for feedback and iterate



# How can law firms provide analytics as a “value add” for clients?

- › Build a relationship centered on your client’s needs
  - › Does the client want relationship-wide reporting on outcomes, spend, cycle times and on time reporting?
  - › Do you gather constructive feedback from your client and commit to improvements?
  - › Offer a client dashboard of illustrative metrics that you can quickly generate based on your data sources
  - › Commit to evolving with your client’s needs – constantly ask for their business priorities, how they measure success, and **keep iterating**.



# How can data help you forecast budgets?

- › Expanding your data set unlocks the potential of forecasting for your clients.
- › Think of this as a cutting-edge tool in your toolkit that you can leverage while you make your assessment of the overall case.
- › Using data points such as legal spend by injury type, litigation phase, venue, involvement of experts, judge, and plaintiff's attorney, you can predict a range for a litigation budget.
- › This can be particularly helpful for new attorneys learning this skill – your model for forecasting would be built on past data by more experienced attorneys.



# How can data amplify your predictions of case outcome?

- › Clients hire you to help them predict the risk of their case and get the best outcome
- › Data and analytics can unlock the influence that strong factors have on the case outcome. Data factors such as these have found to be predictive:
  - › Defense Verdict
  - › Settlement/Verdict vs. Last Demand
  - › Venue
  - › Injury
  - › Plaintiff Attorney
  - › Judge
  - › Mediator
  - › Arbitrator
  - › Experts (both Plaintiff and Defense)
  - › Demographics of all involved parties



