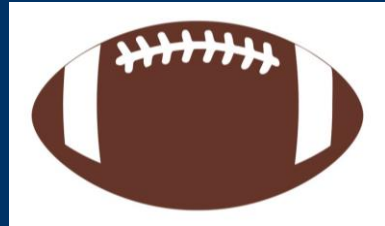




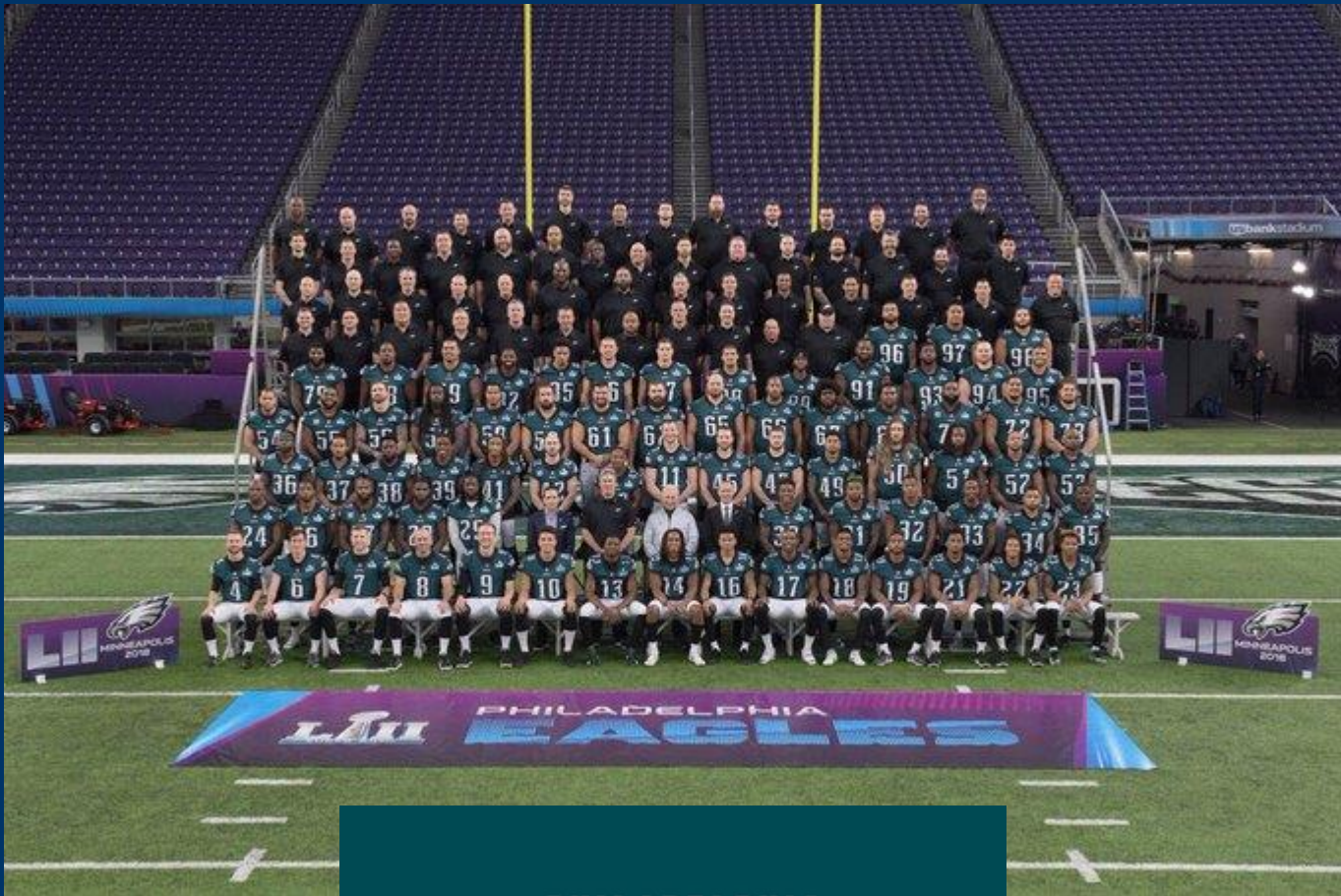
Next Level Lawyering

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



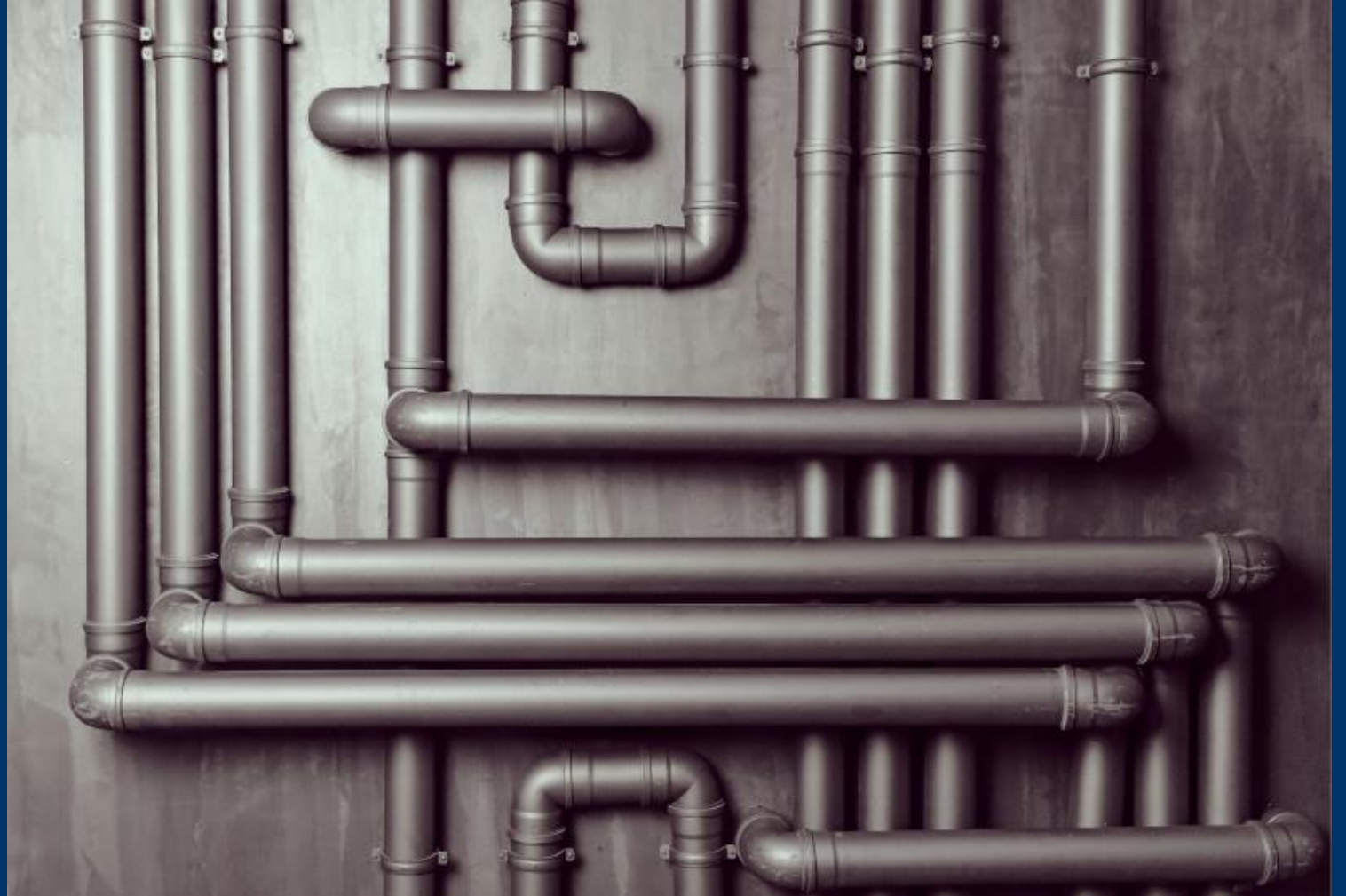
Meet The Team

<p>Sean Griffin Dykema Washington, D.C.</p>	<p>Jocelyn Jopa Zurich North America Chicago, IL</p>	<p>Matt Meaker Sundt Phoenix, AZ</p>	<p>Moderator: Lynne Ingram Campbell Conroy & 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



