Shawn Steel Services
www.shawnsteel.com

Investigating New Personal Injury Claims
- We review any serious case in California.
- We travel anywhere in California if we believe we can help the patient.
- We offer three offices statewide to help our clients and their doctors.
- We are the original and only pro chiropractic personal injury law firm in California.

Additional Shawn Steel Services
1. Your office will receive a regular privately circulated PI Email Alert giving you the latest information that has a direct financial impact on your practice.
   a. You can get a copy of your PI Email alerts on our website.
2. We hold a monthly teleconference for doctors only. Covering important PI issues. The teleconference is interactive. You can ask your questions to experts.
   a. You can listen to any of our PI teleconferences via POD Cast on our website.
3. How to collect your Med Pay
4. How to collect your lien from a slow or dishonest PI Attorney

The Jury

Pro Claimant or Anti-Claimant

- Crusty older jurors. Are they in more pain than your patient?
- How many jurors have had MVA’s without seeking care?
- How many were or are DC patients?
why Is This Case So Good?

1. Liability: Good & Clean
2. Impact: Double Impact
3. DX
4. PX Residuals = Mid Back Pain with Twisting

What the Jury did:
1. 7,785 Past
2. 10,000 Future meds
3. Plus 25,000 past pain
4. 35,000 future pain and suffering
Advanced P.I. Checklist

1. Is it a “Good” case?
   NO  Don’t Know  YES

2. Impact Quality
   MIST  OK  Heavy

3. Dx
   No Injury  Some Injury  Heavy Injury

4. Px
   NONE  Some  Residuals

5. Disabilities
   Describe Duration  Permanency

4 Steps to Get Paid

#1. Be Very Sure You’ve Got A Winner

Step 1:
Building A Trustworthy PI Case

Liability : Your patient is innocent
LIABILITY

A. DEFENDANT CITED?

B. PARTIALLY LIABLE?

IS THIS A “GOOD” CASE?
#2. Classic Impacts

1. Rear End Collision
2. Left Turn Collision
3. Red Light Collision

Step 2: How Severe Was The Accident?

- Damage to Patient's Car
- Liability: Your patient is innocent

HEAVY
#3. DIAGNOSIS – WHAT’S WRONG
Low Value vs. High Value Drivers
Step 3:
How Badly Hurt Is Your Patient?

The Problem Is Doctors Are Using Old Language To Describe Injuries And Treatment

If The Injury Is Small Or Trivial:
No More Than 12 Visits
Or
One Month Can Be Justified And Paid
Examples Of Small Or Trivial Injuries

- Headaches = 784.0 headache
- Neck Pain = 847.0 sprain / strain
- Back Pain = 847.2 sprain / strain

BIG LOSERS!
DON'T PAY ME FAIR MEDICAL FEES

“New” Neck Pain

720.1 Spinal Enthesopathy
723.2 Cervicocranial syndrome
723.3 Cervicobrachial syndrome (diffuse)
723.4 Brachia neuritis or radiculitis NOS
723.5 Torticollis, unspecified
729.1 Myalgia, Myositis
729.2 Neuralgia, spinal root pain.

“New” Pain Headaches 2010

339.0# Cluster
  0. NOS
  1. Episodic
  2. Chronic

350.2 Atypical Face Pain
379.91 Pain in or Around Eyes
351.8 Face Neurogenic Pain
478.1 Sinus or Nose Pain
723.8 Occipital Neuralgia
729.1 Muscle or Myofascial Pain
Complicating Factors
Value Drivers

- 737.30 Scoliosis
- 737.10 Decreased or Reversed lordotic curve
- 727.20 Increased lordotic curve
- 721.0 Cervical Spondylosis without myelopathy
- 722.4,5 Cervical Disc Degeneration
- 722.91,2 or 3 Narrowing of Intervertebral disc

New” Pain Codes in 2010

- 338.0 Central Pain Syndrome
  Myelopathic pain
- 338.11 Acute Pain Due to Trauma
- 338.19 Other Acute Pain
- 338.21 Chronic Pain Due to Trauma

Complaints

- Severe Neck Pain
- Severe Low Back Pain
- Difficulty Walking
- Right Wrist Pain
- Left Leg Pain
- Severe Headaches
- Indigestion
- Difficulty Sleeping