



Flinch: A Short How and Why Shocking Medical-Legal Illustrations Empower Justice

By: Annie Gough, MS, CMI

Learning Objectives

1. Gain a basic understanding of the medical-legal illustration industry, lawsuit definitions, and litigation chronology.
2. Understand the purpose and goals of jury education.
3. Be able to apply methods for asking relevant questions of clients, solving attorneys' problems, and assuming the role of consultant when approached with legal illustration requests.

Introduction of case law

- Civil vs. Criminal
- Plaintiff vs. Defendant
- Insurance Policies, "auto, home, life", malpractice
- Quality vs. Quantity

Why attorneys need medical illustrators

- Not Taught
- Medical Record Review and Summary
- Expert Designation

Chronology of Lawsuit

- Demand Letter
- Depositions
- Mediation/Settlement
- Voir Dire
- Trial
- Verdict

What to request

- Police Report, EMS, H&P, ER Discharge, Radiology Reports, DICOM Radiology Studies, Operation Reports, Life Care Plan, Photographs

Emotional Reaction

- of Jury, Judge, Adjuster, Mediator
- Complex storytelling: remember, recall, respond, react
- Getting people to care: empathize, fear, anger, pain & suffering, punishment
- Decisions are emotional
- Change policy, training guidelines, products, consumer and patient safety

Case samples