

# SEARCH SCREEN SIGN

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ATTORNEYS FOR INJURED PERSONS

# SEARCH LEADS

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## LAWYER MATH

### STATS

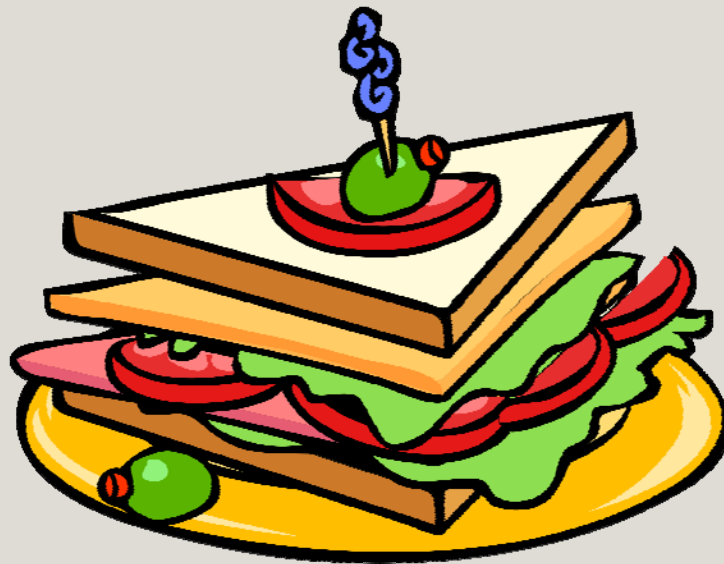


- New Jersey has about 374 Nursing Homes
- New Jersey has about 24,000 lawyers
- Estimated # of Nursing Home potential cases, 300 cases per month
- That's 0.01% case per attorney

# B.L.T.

BUY. LUCK. TRY.

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## **BUY (MARKETING FOR CASES)**

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- **Stigma is Gone**
- **Magic Numbers: 10% (6%)**
- **Time investment/Staffing**
- **Stats: Average Fee per Nursing Home Case**
- **Stats: Know the Cost to Acquire**
- **Stats: Determine the ROI**

# SCREEN LEADS

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- **STAFF**
  - **Attorney vs. Paralegal**
  - **Too Long/Therapist**
  - **Too Short/Not Enough Details**
  - **Too Quick to Turn Down**

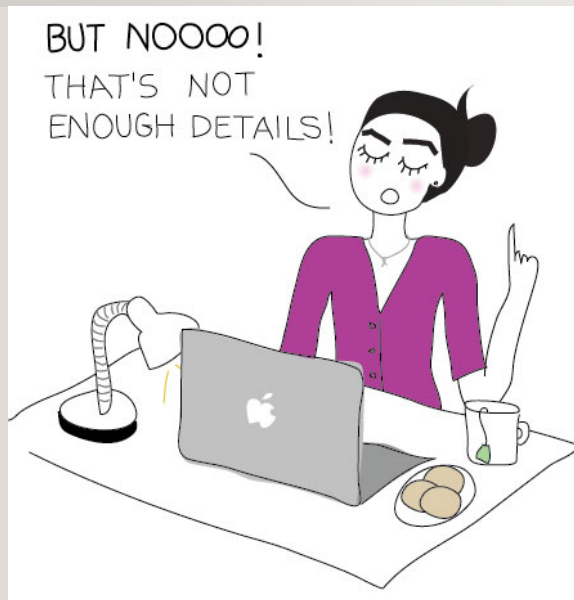


# TOO LONG OR THERAPIST

I called P: t/w/P: Danville: IL MM: P {43}. Pmh: P was hit by a drunk driver when she was a child- dislocated knee and ankle- left her disabled. P has at home care from 10-4 daily, walks w/ assistance. Depression and bipolar. Also involved in a MVA about 8 years ago, caused shoulder and neck injury. Had lap band surgery- caused infection, removed last year. For the past 6 years had cellulitis of abdomen wall requiring frequent hospitalizations. P's at home care CNA brought P to Presence Hospital in Danville, admitted from 1/12/16-1/17/16 due to cellulitis. Dx w/ collapsed lung caused by bronchitis and pneumonia. P was given vancomycin, which caused her kidney to shut down. P was given a PICC line in groin, caused a blood clot. PICC line was immediately removed and P was transferred to The Convenient Hospital in Champaign 1/17/16. P received a new PICC line in arm, a central line in neck and placed on dialysis- admitted from 1/17/16-1/23/16. MD then transferred P to Kindred Central Hospital for bariatric care 1/23/16-2/07/16. P was supposed to be in isolation in a private room, instead was given a roommate on floor w/ NH patients. Facility did not offer bariatric care. COMPLAINT: abuse and emotional trauma. The day after admittance she told the nurse her catheter was hurting her and the nurse stuck her fingers inside her caused a lot of pain. When she told the nurse she was hurting her, she laughed at her. P was pushed around in her bed, handled rough, kept overmedicated on Oxygotin. Did not receive PT. Nurse took her call button away. Was unable to go to washroom. Forced to use bedpan. P would often miss the bedpan and the nurse would yell at her and tell her if she wasn't so fat she wouldn't miss. Left on bedpan for 45min- caused back pain. Dx of back injury:? (Still has back pain and leg/groin pain from PICC Line) P had a period, bled over her sheets and was told she was gross and swear at her. Nurses would not bathe her, brush her hair or give her a toothbrush to clean her teeth the entire time there. P was left in BM and urine. Staff did not clean her catheter or central line. Family could not visit, due to no car. When they did call, they would either transfer their calls to her roommate's phone or would listen in on her calls and if she complained the nurse would later come into her room and call her a whining bitch. P made formal complaint w/ Kindred and filed w/ IDPH 2/08/16. P suffers from emotional trauma due to mistreatment. P has nightmares, doesn't want anyone to touch her. P is seeing a councilor every 2 wks re: emotional trauma. P recently received a psch eval. Dx: suspecting multiple personality disorder and schizophrenia/ Dissociative Identity Disorder brought on by trauma. No medical records. Any mental disorder was not clearly evident during intake, but she did sound like someone that was suffering from emotional trauma Too small- Reject?

# TOO SHORT, NOT ENOUGH DETAILS

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- To: [laura@pintas.com](mailto:laura@pintas.com)  
Subject: Re: Earnestine W (Injured), Ronald M (Caller)

R, 67 DM and high BP went to The Villa in Evergreen Park October 25, 2013. She was taken to the hospital for dehydration, malnutrition and low bp. Caller isn't sure how long she will be in the hospital / if there is kidney damage. She also has bedsores on legs and back. No info on stage / size but said he could text you photos.

# TOO QUICK TO TURN DOWN

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- **To: [laura@pintas.com](mailto:laura@pintas.com)**  
**Subject: Too small/ Reject \* Re: Essie T (Injured), Taurus T (Caller)**

**IL NH: re: mother (92) very slight/onset of dementia. P was living alone at home and was very independent. On 07/26/16 Fell at home, hospital for one week with dehydration and UTI then to Villa Evergreen COMPLAINTS: At admittance C asked the NH not to cut P's hair because she had been growing her hair out and hadn't cut her hair since her husband passed away in 1997. She wore her long hair in dreadlocks. 2 days after admittance, C received a call from the NH and was told P's hair was messed-up, but did not say they cut or were cutting her hair. 3-4 days after admittance, C went to the NH and found P's hair had been cut short to her ears. P was very distraught and says she is unable to look at herself in the mirror. P was at the NH for 6 wks, then sent home- home now.**

**IDPH Type C violation.  
C has pics of hair (before and after).**





# REJECTING WITHOUT CALLING

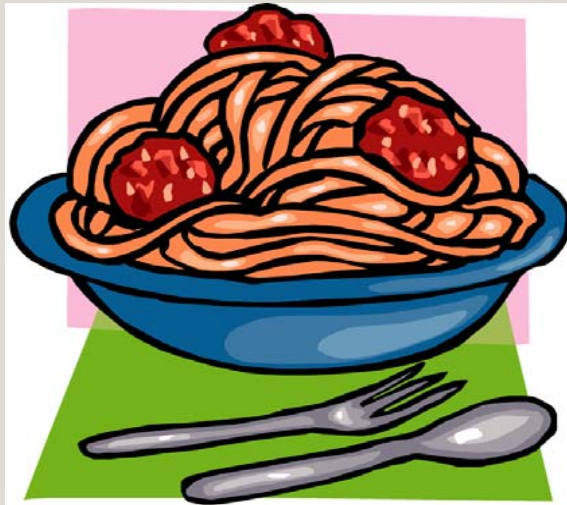
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- **EMAIL INTAKE:**
- **Caller states that NH decided to stop PT knowing that would cause a decline in mobility for resident with brain injury, now resident has declined and cannot walk.**
- **Resident is still at Facility— Call**

# FOOD FOR THOUGHT

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**GO FROM SPAGHETTI**



**TO: STEAK DINNER**



# THE TIMELINE

- **Past: when was the Resident last living at home and healthy.**
  - **What happened**
  - **When did it happen**
- **Present:**
  - **Where is the Resident Now**
- **Future, if needed**
  - **Any plans to move the Resident**



# THE TIMELINE

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- **List Every Hospitalization**
- **List Every Nursing Facility**
- **How Long at each Facility**
- **What if Family does not know:**
  - **Birthdays**
  - **Christmas**
  - **Easter**
  - **Every Holiday**

# SAMPLE TIMELINE

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## Approx. Timeline

**12/06/16--12/10/16; Rockford (3-4 days)**

**12/10/16--12/29/16: Alden Barrington**

**12/29/16--01/02/17: Home**

**01/02/17--01/04/17: Rockford (multiple fx in back) (2-3 days)**

**01/04/17--02/04/16: Van Matre/HealthSouth**

**02/04/17--present: Home**

# ANOTHER SAMPLE TIMELINE

## TIMELINE

01/02/14—03/01/14: Christ  
03/01/14---04/03/14: Jess VA Hospital  
04/03/14---04/??/15: Home (in/out of Christ; LCM; VA; few months at Aperion in Oct)  
04/??/15—05/11/15: VA Hospital  
05/11/15---01/24/16: Warren Barr  
11/08/15---11/13/15: VA  
11/13/15---01/24/16: Warren Barr  
01/24/16---02/03/15: VA Hospital  
02/03/16---02/26/16: Kindred Lakeshore  
02/26/16---03/18/16: Belhaven  
03/18/16---03/22/16: Jesse Brown VA Hospital (Bedsore)  
03/22/16---04/14/16: Kindred  
04/14/16---05/??/16; Belhaven  
05/??/16—05/??/16: Jess Brown (few days)  
05/??/16---05/??/16: Kindred  
05/??/16---06/30/16: Belhaven  
06/30/16---07/09/16: Jess Brown (debridement; dx osteomyelitis)  
07/09/16---08/17/16: Kindred Montrose  
08/17/16---10/18/16: Continental Care  
10/18/16---11/22/16: Brown VA (wound infection; stage IV)  
11/22/16---11/29/16: Chicago Ridge NH  
11/29/16---12/06/16: Palos Hospital  
12/06/16---present: Chicago Ridge NH

# IS THERE A CASE HERE?

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- **Did the NH cause Harm, Hospitalization or Death?**

**Usually falls within 3 categories:**

- **(1) Fall**
- **(2) Bedsore**
- **(3) Other**

# **(1) FALL CASE**

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- **Assess Fall Risk**
- **Fall Precautions**
- **Injury from Fall**
- **Multiple Falls—yet no serious injury**



# **(2) BEDSORES**

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- **Timeline—especially helpful in pressure ulcer cases**
- **When and where it first developed**
- **Where is the wound(s) (backside vs extremities)**
- **How is it treated**
- **Pain**
- **Photos/Severity/Description**

# **(3) OTHER**

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- **Dehydration**
- **Sexual Assault**
- **Medication Error (or overmedicated)**
- **Elopement**
- **Delay in treatments**
- **Trach Care/Mittens/Restraints**
- **Infections**
- **Contractures**

# CASE SCREENING TIPS

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- **First Call: establish trust**
- **Do Not Rush: Client's fear attorney are rushing conversation**
- **Never have Client Obtain Records**
- **If True--Take**
- **State Complaints Every Time**
- **Family Details**
- **Expectations**

# TURNING DOWN BUT NOT AWAY

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- **Q**uestions are Answered
- **U**nderstand their concerns
- **E**xplanations provided
- **S**tate Complaint or Ombudsman
- **T**ry to get off the call quickly

# **SIGN THE CASE**

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- **Client contacted you**
- **Understand the Family's concerns**
- **Case description: Great vs Strong**
- **Client feel Important/ provide my personal Cell Phone**
- **Questions: How much case worth?**
- **Answers: "I don't know"**
- **In Person, E-signature, Overnight Mail, in office meeting (rare)**

# THANK YOU

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