



Insurance Defense Marketing

Helping You Connect with Insurance Panels

BUSINESS DEVELOPMENT CAMPAIGNS
INSURANCE PANEL APPLICATIONS
REQUEST FOR PROPOSAL (RFP) RESPONSES

A SERVICE OF



LEGAL EXPERT CONNECTIONS, INC.

866-417-7025 www.insurancedefensemarketing.com

How to Get on More Insurance Panels

Connect with Panel Managers

Applying for insurance panels can be a mysterious process. It is hard to know when to attempt an introduction, who to contact, and what to say.



At Legal Expert Connections we make it our business to help you navigate the panel application process. You get detailed insurance panel contact information for your territory, as well as help in preparing a professional firm introduction.

Your insurance defense marketing efforts will be more productive with our specialized knowledge of the panel counsel process.

Match Your Skills to the Right Panels

Move your practice forward by making contact with dozens of insurance panel managers who handle claims defense for the cases of greatest interest to you, including but not limited to:

- Auto and trucking
- Construction defects
- D&O and professional liability
- Employment practices liability
- Environmental
- Medical and other malpractice
- Workers' compensation
- More

Diversify Revenue Sources

Broaden your reach to insurance defense business opportunities in new market segments:

- Self-insureds
- Third party administrators
- Risk retention groups
- Municipalities
- Educational facilities

Accelerate Your Insurance Defense Marketing

Compete More Effectively

Many insurance defense law firms never needed a structured marketing program ... until now.



Industry changes, like those below, demand aggressive action.

- “Safe” accounts are going out for bid
- Carrier consolidation reduces panels
- Litigation management is being centralized
- Requests for proposal (RFPs) require a timely response
- Flat rate billing is gaining momentum
- Panel managers change frequently

Start Today

Court deadlines and client demands can leave little to no time for business development.

Legal Expert Connections is ready to implement powerful marketing campaigns that get your law firm’s name in front of insurance panel managers. In as little as 90 days, we put you on the path to long-term growth. Let us help you with:

- Insurance panel applications
- Requests for proposal
- Strategic insurance defense planning

Contact Margaret Grisdela, president, at mg@legalexpertconnections.com or **866-417-7025** to learn more.

 **LEGAL EXPERT
CONNECTIONS, INC.**

Legal Marketing & Business Development

About Us

Legal Expert Connections is a national legal marketing agency, concentrating on business development. We have been helping lawyers and experts across the country grow their practice since 2003.

You can focus on the law when we do the marketing. We are familiar with attorney advertising guidelines, and work quickly to implement and manage targeted marketing campaigns.

Three Reasons You Need Insurance Defense Marketing

1. New revenue is getting harder to find
2. It is difficult to find the names of panel managers
3. Running your law practice leaves little time for business development

Put our insurance defense marketing campaigns to work for your law firm. We act quickly to help you get your name in front of litigation managers, claims vice presidents, general counsel, and other hiring parties.

Why Wait?

Don't let the competition claim your prospects or clients. Let's talk today about your business development goals.



LEGAL EXPERT CONNECTIONS, INC.



***Your Satisfaction
is Guaranteed***

Legal Marketing & Business Development

Legal Expert Connections, Inc.
2385 Executive Center Drive, Suite 100
Boca Raton, FL 33431

866-417-7025

mg@legalexpertconnections.com

www.LegalExpertConnections.com

www.InsuranceDefenseMarketing.com