



Amazing
Learning and Laughter
for Lawyers!

An Insurance Insider's Insight

Larry Warshaw has been a practicing insurance defense lawyer, a Claims Vice President for a large international insurer, worked with insurance agents and brokers, and been a consultant to insurers and other clients of a national third-party claims organization. He has seen the insurance industry from every angle.

IT'S INFORMATIVE . . .

"An Insurance Insider's Insight" shows the insurance defense lawyer how insurer clients view and evaluate outside counsel's services, and how the defense lawyer fits into the overall insurance industry. The seminar is designed to get out of the weeds of motion practice and discovery battles, and teaches how to make your defense of the policyholder a tremendous value proposition for the carrier client.

Key Topics

- How insurers make money.
- Everything you ever wanted to know about reserves.
- How information flows at an insurance company.
- Billing, bill review, and how you get paid (or not).
- Role of retained counsel in the carrier's eyes.
- Why you are not a commodity – Demonstrating value.



As a Claims Vice President, I came to understand how insurance companies really work, and how defense lawyers are selected to do a lot of work, or no work at all. At some point, it dawned on me that if I had possessed a more thorough understanding of the most effective way for lawyers to serve the insurance industry, I would have been a much better defense lawyer, and many more files probably would have found their way to my firm and my desk.

"An Insurance Insider's Insight" was born from this experience. It's designed for the insurance defense lawyer to gain a real leg up on those who merely know how to move a lawsuit through the legal system, but don't know how to resolve an insurance claim that happens to be in litigation.

IT'S FUN . . .

Larry is also a professional magician who has been entertaining corporate clients for over 35 years. (See WarshawMagic.com.) "An Insurance Insider's Insight" weaves together magic, comedy, well-honed presentation skills and interactive content to make for a very engaging CLE experience.

This is the perfect program for law firm retreats, or a Saturday morning session in the office. The program is also offered to individual lawyers from time to time – see Upcoming Events for a presentation in your area (or request one!). The presentation lasts 2½ hours and it's packed with valuable insights. Most jurisdictions have certified the program for 3.0 CLE hours.

Lawyers are in the service business. This seminar will help lawyers at every experience level better understand what the decision makers at insurance companies consider excellent service, and how your firm can provide it.