

## General Information

The Association for Healthcare Risk Management of New York is pleased to provide this networking opportunity to our members and colleagues. The program will be a two hour mock trial presentation by Jury Impact\*, a jury consulting firm. The presentation is an obstetrics case involving a mother who sustained a devastating event during delivery resulting in brain damage to the mother. Plaintiff will argue improper obstetrical management while the defense will argue that the mother sustained an amniotic fluid embolism.

An actual demographically representative jury will be present. They will be in a private room next to our conference room. The mock trial will be recorded live and transmitted into our conference room. The case will be presented from both plaintiff and defense perspective by Jury Impact.

After the arguments have been made the jury will deliberate, then individual arguments will be posed to the jury. They will vote numerically on the strength (or weakness) of each argument. This gives the audience the opportunity to watch the proceedings, the deliberations, and observe which points the jury focuses on.

## Conference Program

<b>5:30 – 7:00 PM</b>	Registration Champagne/Buffer Dinner
<b>7:00 PM</b>	Opening remarks and announcements AHRMNY President, Jon Rubin
<b>7:15 PM</b>	Mock Trial Presentation

**\*There are several jury consulting firms and our use of this particular firm does not reflect an endorsement of one company over another.**



**Founded in 1982**

**“Committed to Health Care Risk Management  
& Patient Safety in New York”**

**[WWW.AHRMNY.COM](http://WWW.AHRMNY.COM)**

## **MOCK TRIAL**

### **The Use of Focus Groups – an Important Tool to Improve Trial Outcomes**

**TUESDAY-MARCH 27, 2012**

**5:30 – 9:30 PM**

**Benay Venuta Hall-2nd Floor**

**Lighthouse International  
111 East 59th Street  
(between Park & Lexington Aves)  
New York, NY 10022  
800.829.0500**

## Speakers

The evenings mock trial focus group will be presented by Jury Impact, a national jury consulting firm that specializes in applying marketing and political research principles to courtroom cases.

Since 2004, Jury impact has interviewed more than 10,000 jurors in 40 states and Washington, D.C., and worked with many Fortune 500 companies.

Jury Impact has been featured in the Los Angeles Times and the Baltimore Examiner and is recognized as one of the nation’s most innovative companies.

## Sponsors

Our evening educational/networking event is being sponsored by the following firms:

**Bower Monte & Greene, PC**

**Kaufman Borgeest & Ryan, LLP**

**PMA Management Corporation of New England**

## Who Should Attend

Risk Management Professionals

Healthcare Bioethics Professionals

Attorneys

Hospital and Nursing Home Administrators

Physicians

Nurses

Insurance Professionals

## **Online Registration**

Please log onto [www.AHRMNY.com](http://www.AHRMNY.com) to register for the conference. Conference payment may be made on our website through PayPal using debit or credit card or you may mail your registration and payment to the PO Box address listed below.

An email confirmation will be sent to confirm receipt of your registration and payment. If you do not receive confirmation, please contact Kisha Sappington at the phone or fax number listed below.

**AHRMNY**  
**P.O. Box 4200, Grand Central Station**  
**New York, NY 10163**

**Phone:** 973.641.5311  
**Fax:** 347-402-2953  
**Email:** [ahrm@optimum.net](mailto:ahrm@optimum.net)

## **Registration Fees:**

The networking event will cost \$75.00 for current AHRMNY Members and \$125 for non-members. Please indicate your membership status when filling out registration information and also indicate how long you have been a member of AHRMNY (will be displayed on name badges)

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

\_\_\_\_\_ \$75 (Member) \_\_\_\_\_ \$125 (Non member)

How many years have you been a member of AHRMNY?  
\_\_\_\_\_

Are you also a member of ASHRM (The American Society for Healthcare Risk Management)?  Yes  No

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

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How many years have you been a member of AHRMNY?  
\_\_\_\_\_

Are you also a member of ASHRM (The American Society for Healthcare Risk Management)?  Yes  No

## **AHRMNY Officers and Directors**

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Jonathan D. Rubin, President

Alvin Safran, President-elect

Margaret Sullivan, Past-president

Monica Santoro, Treasurer

Mary K. Steffany, Secretary

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## **Continuing Education Credits**

Continuing Education Credits toward the renewal of FASHRM, DFASHRM and CPHRM designations will be provided through the American Society for Healthcare Risk Management (ASHRM)

**“The Affiliation agreement between our local chapter (AHRMNY) and the national organization (ASHRM) requires that AHRMNY share our members’ names and contact information with ASHRM.”**