

# LAWYER ALERT

Stopping Medical Injustice

## HOW TO LEAD YOUR LAW FIRM TO GREATNESS

Do the leaders of your law firm know what you expect of them? Just expecting the leaders of your law firm to do their job provides no guidance. Your leadership principles should be crystal clear and guide the decisions of your leadership team. By documenting your firm’s leadership principles, your leaders will know what is expected of them.

Your firm’s leadership principles should be continually reinforced at every chance. Let your leadership team know that you have wildly ambitious goals and you won’t settle for being average. Remind your leadership team that constant improvement in your firm’s systems and policies is a guiding principle. Never accept mediocrity and when a team member violates your leadership principles, be brutally honest with them.

### 13 LEADERSHIP PRINCIPLES FOR LAW FIRM GREATNESS

These 13 leadership principles are your guide to making decisions. If you follow these principles, our law firm will thrive. We don’t need perfection. We only need to get a little better every day. Always be ready to recite these 13 leadership principles. They are the key to our success.

#### #1: THINK BIG

We set huge expectations and our goals are big and wildly ambitious. We will never settle for being an average law firm. We are not timid about investing in the future of our law firm.

*“Thinking small is a self-fulfilling prophecy.”*

Jeff Bezos

#### #2: FOCUS ON SMALL IMPROVEMENTS

Focus on getting a little better every day. Even tiny improvements, when done on a daily basis, will lead to great results over time.

*“Excellence is the gradual result of always striving to do better.”*

Pat Riley

#### #3: TAKE ACTION

We have a bias for action. Just act and use your best judgment. Do not ask for approval or permission. Time is our enemy. We need to move fast and with a sense of urgency.

*“The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.”*

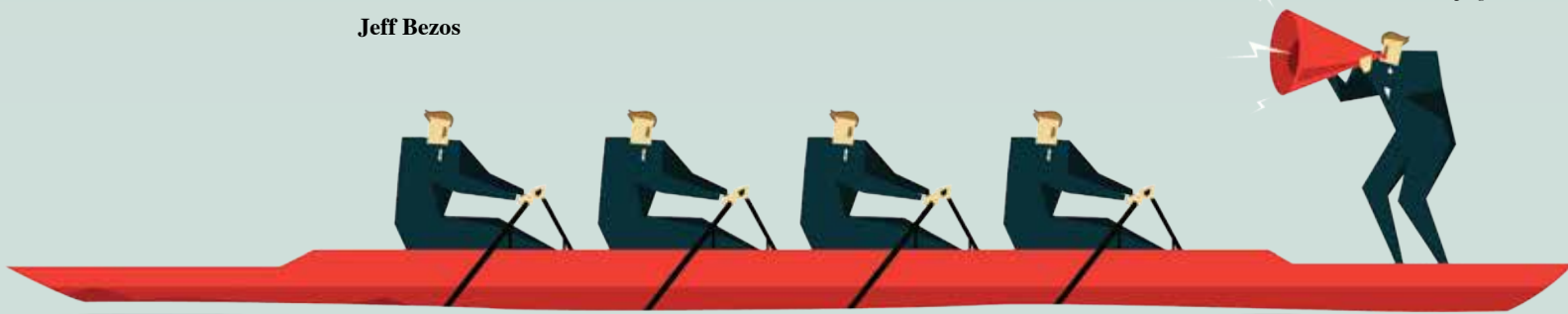
Mark Twain

Failing as often as possible is the key to our success. Double your rate of failure.

#### #4: NO GOSSIP

Do not be critical of another team member outside of their presence. Be brutally honest and tell them when improvement is needed. Whenever you are critical outside of another team member’s presence, we will respond by asking, “What did they say when you told them to their face?”

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*"You can't win an argument. You can't because if you lose it, you lose it; and if you win it, you lose it."*

**Dale Carnegie**

No one on our team is perfect. When you have to be critical, begin with praise and honest appreciation for the team member and talk about your own mistakes before criticizing the team member. Always let the team member save face. And then, praise even the slightest improvement.

## #5: EMBRACE FAILURE

Make mistakes. Lots of them. With every failure, we will learn and get better. As long as you give your best effort, mistakes are okay.

*"My life is based on a series of small mistakes."*

**Jeff Bezos**

## #6: BE FANATICAL ABOUT CLIENT COMMUNICATION

Give our clients an amazing experience. Always go one step beyond. Even when you have no update for our clients, call them just to say "hi". These small personal touches build the relationship with our clients.

## #7: JUST DON'T QUIT

What we do is really hard. There will be plenty of failures and challenges. As long as we never quit, we will succeed.

*"Great works are performed not by strength but by perseverance."*

**Samuel Johnson**

## #8: BRUTAL HONESTY WITH EACH OTHER

We are brutally honest with our clients

and each other. Don't shy away from conflict when you disagree, but always be respectful and kind.

*"If I have to choose between agreement and conflict, I'll take conflict every time. It always yields a better result."*

**Jeff Bezos**

## #9: EVERYONE IS EQUAL

Each member of our team is indispensable to our success. No one is greater than others. Be humble.

*"A true genius admits that he/she knows nothing."*

**Albert Einstein**

## #10: KNOW YOUR NUMBERS

We make decisions based upon data. You should be able to recite your key performance indicators at a moment's notice.

*"If you don't know your numbers, you don't know your business."*

**Marcus Lemonis**

## #11: COMMITMENT TO EXCELLENCE

We have high standards and we do not accept mediocrity. If we lower our standards, even a little, our clients will suffer. That is not acceptable.

*"Aspire greatly; anything less than a commitment to excellence becomes an acceptance of mediocrity."*

**Brian Tracy**

## #12: PASSION FOR THE DISABLED

We are passionate about the rights of the disabled. When one of our clients loses, it is a loss for every member of our team. We lose whenever our clients do not get the

justice that they deserve.

*"You never achieve success unless you like what you are doing."*

**Dale Carnegie**

## #13: LIVE BY OUR VALUES

We are idealistic and value-oriented, and we're damn proud of it. Our purpose is not to make as much money as possible. *Stopping Medical Injustice* is the reason that our law firm exists and we will live and die by our firm's 4 core values.

*"Core values are essential for enduring greatness, but it doesn't seem to matter what those core values are."*

*The point is not the core values you have, but that you have core values at all, that you know what they are, that you build them explicitly into the organization, and that you preserve them over time."*

**Jim Collins**

Always be ready to recite our firm's 4 cores values:

- We limit our practice to catastrophic injury law;
- We are brutally honest with our clients;
- We do not accept cases that have questionable merit; and
- We NEVER agree to confidential settlements.

## OUR RALLYING CRY

We have no Plan B. We will either succeed or fail. I will give every fiber in my body to make us successful. I am asking you to fight with me. We can only go so far alone, but together we can move mountains. There is nothing we can't achieve.

## What's John UP to?

Thanks to a strong push from our friend, Seth Price, Esq., our firm opened a branch office in the Bronx (Riverdale). For our small firm, this is a big step venturing into a bigger market and we are super excited.

This big move for our firm would not have happened without our firm's new COO, Vince DeCicco, who also changed the

name of our firm (The New York Injury & Malpractice Law Firm, P.C.). Vince was instrumental in finding the location of our branch office in the Bronx and negotiating the lease. Kudos to our new leader!



# THE MAGIC OF MEASURING BACKWARDS

Jeff Bezos, founder of Amazon, writes an annual letter to shareholders. The letters inspired and reinstilled the message that Amazon's core values will never change and no matter how successful Amazon is, they will always live by the "Day One" values of being frugal, having a "beginner's mind" and taking a long-term view. These annual letters are priceless.

*"If we think long-term,  
we can accomplish things that  
we couldn't otherwise accomplish."*

Carmine Gallo, *The Bezos Blueprint*

Bezos did not set limits on his ideas. Bezos says, "[A]nything you set your mind to, you can do." In his letter to the shareholders, Bezos that, "We will make bold rather than timid decisions."

## WHY YOU SHOULD MEASURE BACKWARDS

When we measure backwards and see how far we've gone, we realize that we have a lot to be grateful for. There will always be things that we don't have, or goals that we have not achieved, but let's not focus on them. Instead, let's focus on what we've achieved.

I decided to reflect back on 2023 and share our firm's achievements and goals for 2024 and beyond. I think we should all do this.

## ANNUAL LETTER TO OUR SHAREHOLDERS

Reflecting back, it's good to take a moment to realize how far we've come.

- Our firm has been in business for 11 years.
- Our firm has 661 Google reviews (3rd most of any law firm in New York)
- Our firm has 616 loyal referral partners, who place their trust in us.
- An amazing intake team that is best in class and a model for other law firms. Our intake team does an extraordinary job updating our referral partners.

- We added an amazing litigation paralegal, Kelly Gonnely and our organization and case management have never been better.
- Our case inventory is much higher and better quality than ever before. Our clients are good people and it is an honor working for them.
- Our marketing systems—online and offline—are flourishing. We have no lack of business.
- John published his legacy book, *Win Today*.
- John published his second article, *Seeing is Believing*, in *TRIAL* magazine.
- I work with a team that I love, respect and admire and I look forward to coming to work every day.

We are in a stronger position now than at any time in the past. We've grown larger in team members, but we are the same law firm with the same sense of urgency. Going forward, we will make bold decisions. We will not be timid.

## OUR BOLD CHANGE IN 2024

Success at our firm is dependent on one thing: passion for the rights of the disabled. We are just as passionate about those injured in a wreck as those killed or hurt by medical malpractice. We need to expand our practice beyond medical malpractice.

**The single most important thing we must accomplish is generating other sources of revenue beyond our concentration on medical malpractice.** We can never be complacent.

Our purpose of *Stopping Medical Injustice* will continue to be our firm's north star and guide our decisions. But our passion for the disabled will not be limited to medical malpractice. We will expand our practice into truck and train wrecks and construction-related injuries.

We need to plant many seeds with our

referral partners and prospective referral partners. These seeds will convey a clear message that we are accepting catastrophic injury cases in personal injury. This will be just the first step.

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## 2024 IS THE YEAR OF GETTING STUFF DONE

We are making a bold move in 2024. This year, we hired an integrator/chief operating officer, who will be empowered to change the course of our law firm. Our goal is that our law firm will look much different in 3 years. How? **50% or more of our revenue will be made from non-medical malpractice cases.**

Our integrator will open a new office for our law firm in the Bronx and our goal will be establishing a strong presence in New York City and Long Island. Our integrator will make connections with union leaders and make sure our referral partners are aware that our practice is not limited to medical malpractice. Our integrator will make sure our firm looks much different in 3 years.

This is a change in our firm's structure that is long overdue. With your dedication and hard work, I know we can achieve great things in 2024 and I can't wait to see what the future holds.



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## FROM JOHN'S CASE BOOK

### \$1,750,000 Recovered for Failing to Diagnose Acute Coronary Syndrome

49-year old male, a resident of Bronx County, NY, died from a heart attack one week after complaining of chest pain to his cardiologist during an office visit.

At the visit with the cardiologist, the patient reported chest pain 1 hour after eating a meal. The patient's cardiologist believed that the source of the chest pain was more likely gastrointestinal than cardiac and opted for observation. No cardiac testing, such as a CT angiogram or nuclear stress test, was performed.

The patient had a prior medical history that was significant for coronary artery disease and a cardiac catheterization less than 1 year before the visit with his cardiologist. The cardiac catheterization was performed to place a stent in the patient's left anterior descending artery (the largest artery in the heart that provides 50% of the heart muscle's blood supply).

Coronary artery disease is the main cause of a heart attack. The early signs of a heart blockage include chest pain, chest pressure and shortness of breath. If diagnosed, coronary artery disease can be treated with a placement of a stent in the artery where the blockage was. The stent/coil expands to keep the artery open.

The contention in the wrongful death lawsuit was that the cardiologist deviated from the standard of care by failing to perform basic cardiac tests, such as a CT angiogram or nuclear stress test, to rule out a cardiac cause of the patient's symptoms. Had such tests been performed, the patient would have been diagnosed with coronary artery disease and received medications and surgery to remove the blockage in his coronary arteries.

One week after the cardiology visit, the patient died suddenly while at home. The patient was survived by his wife and daughter.



*Having fun and some laughs with friends  
at our firm's first annual March Madness party*

*Practice Limited to the Representation of Seriously or Catastrophically Injured Persons*