



An Online Strategy that connects the right clients with the right Law Firm

Salvi, Schostok & Pritchard P.C. and Consultwebs





“Their designers, optimizers and writers have positioned our firm very well.”

- TJ Saye, Chief Operating Officer Of Salvi, Schostok & Pritchard P.C
describing the results of Consultwebs' efforts on behalf of the firm



Firm Overview

- Founded in 1982 (originally The Law Offices of Patrick A. Salvi, P.C.)
- Serves all of Illinois from offices in Chicago and Waukegan
- 15 attorneys and more than 30 staff members
- Concentrates on personal injury claims, particularly complex medical malpractice, catastrophic accidents and defective products
- Has achieved record-setting verdicts and settlements throughout Illinois
- Over \$1 billion secured on behalf of injured clients
- Recipient of numerous professional honors



How a website connected a family in need with a Law Firm **that pursued justice and created change**



The death of an infant creates unfathomable grief for the child's parents who must live their lives haunted by what could have been and what never will be. The pain cuts even deeper when the death results from a preventable mistake made by healthcare professionals whose job is to protect the infant's life.

When dealing with the loss of a child, families often seek support from each other, their friends, their neighbors, their faith community, counselors and others. But where can bereaved parents turn to seek justice on behalf of a child who dies because of a medical mistake?

A Chicago couple found themselves facing this nightmare in October 2010. Their son was born prematurely the previous month, weighing just 1 pound and 8 ounces. However, the family was encouraged by the remarkable progress he made each day for the first 40 days of his life. By all accounts, their little boy was doing very well and a bright future was on his horizon.

That all changed on October 15, 2010 when the baby's heart stopped beating in a Chicago-area hospital. Natural causes were not to blame. Instead, it was a medical error that ended the baby's life. An IV bag contained a lethal dose of sodium – about 60 times as much as the doctor ordered. When the solution flowed into the baby's body, it triggered a cardiac arrest that claimed his life. His parents were stunned by grief and desperate for answers.



Making the connection with a **firm equipped to get results**

To its credit, a week after the infant's death, the hospital admitted to the parents that an internal investigation revealed that human error was the cause. They began thinking about what they could do to seek justice for their child and prevent other parents from enduring similar heartbreak.

On the evening of Friday, October 29, the couple found www.salvilaw.com, and they were impressed with what they saw. At 9:23 p.m., they filled out an online contact form and submitted it. Their message sketched the basic outline of what had happened and included their contact information.

The information on that form went right to the inbox of the firm's Chief Operating Officer, TJ Saye. After he received the message, Mr. Saye immediately responded to the couple by email, expressed his condolences and let them know that a lawyer would be in touch immediately. Attorney Patrick Salvi contacted the couple. After discussing the situation and answering their questions, Mr. Salvi signed the couple as clients.

The outcome likely would have been different if Salvi, Schostok & Pritchard P.C. had not teamed up with Consultwebs to manage the firm's online presence, including real-time notifications that connect prospective clients directly to the firm.

Prior to the firm's relationship with Consultwebs, the firm had no real Internet strategy. "We weren't ranked, we were just 'floating' about on the web, hoping to get listed as a personal injury firm by Yahoo! That changed once we hired Consultwebs", said Mr. Saye.



The firm not only credits Consultwebs with helping potential clients find the firm on the web, they also say that working with Consultwebs helped them streamline their intake process so they would be prepared to rapidly respond to an inquiry on a weekend or after hours. Without the teamwork between Consultwebs and Salvi, Schostok & Pritchard, not only would the firm have missed out on the opportunity to help grieving parents in their time of need, but the parents may have settled for a firm less able to help them get the positive result they deserved.



"I would contend that clients who might never have found us or may have changed to a lesser firm without knowing who we are were able to click on a link and very easily find our law firm, do their due diligence and ultimately sign us up to represent them."

- TJ Saye, Chief Operating Officer of Salvi, Schostok & Pritchard P.C.

A record-setting \$8.25 million **settlement for the parents**

With a long history of securing significant verdicts and settlements for victims of serious personal injuries and wrongful deaths, Salvi, Schostok & Pritchard P.C. was well equipped to take on the parents' claim against the hospital. Through the hard work of Mr. Salvi and other attorneys and staff members, the firm was able to secure a measure of justice for these parents.



The case also resulted in changes to the hospital's handling of IV medications – new safety measures that could save the lives of other children who encounter similar situations. The firm also secured monetary compensation for the surviving family through a negotiated settlement with the hospital.

In April 2012, the Cook County Circuit Court approved an \$8.25 million wrongful death settlement with the hospital on behalf of the surviving parents. The Jury Verdict Reporter (Law Bulletin Publishing Company) reported that the settlement was more than double the amount of the previous record high settlement in an Illinois wrongful death claim involving the death of an infant less than 12 months old. Of the 59 settlements reached in similar cases in Illinois during the preceding decade, the average settlement amount obtained was \$1,284,745.76.

Partnership with Consultwebs

- Consultwebs began handling the firm's online presence in April 2007
- The firm's website generates nearly 300 leads per month on average
- Consultwebs provides services including:
 - Search engine optimization (SEO)
 - Pay-per-click advertising (PPC)
 - Social media, including Facebook & Twitter
 - Content, including webpages, blog items & press releases
- Close cooperation and constant communication between the firm and Consultwebs

