

# VERUS: Bringing Art & Science to Litigation Support Services

Pictured from left to right:  
Daniel P. Myer, *V.P. of Client Services*  
Deb Zonies, *V.P. of Mass Tort Services*  
Veronica Blum, *Director of Marketing*  
Mark Eveland, *CEO*



**Given the increasing complexity of mass tort cases, mass tort lawyers face significant challenges** in providing expert litigation support services while actively responding to the ongoing demands of litigation. When considering alternatives to providing such services in-house, it's important to choose the right service provider. "When you work with Verus you know they always have your back with support that is highly qualified and will go the extra yard. If they do not have the answer they will find it. I have known the principals at Verus for more than 20 years. They are trustworthy, highly competent and downright nice people," says Christopher M. Placitella, Partner at Cohen, Placitella & Roth.

Often, firms rely on their internal teams to provide litigation support, such as medical record review, preparation of plaintiff fact sheets or claims administration. But this approach detracts from a firm's ability to meaningfully focus on what it does best—litigate and advocate for its clients. And by redirecting attention away from the litigation itself to support services, these firms bypass certain opportunities to provide assistance to their clients, improve operating results and generate even greater revenue.

Simply put, outsourcing litigation support services to an expert resource like Verus affords mass tort lawyers the *freedom* to focus their time and energy where they can make the highest impact and achieve the greatest results.

### SO WHO IS VERUS?

Verus is a leading-edge litigation support firm dedicated to helping passionate and busy mass tort attorneys in their pursuit of justice. Verus' founders were pioneers of the original mass tort—they helped design some of the

first-ever mass tort settlements and in the process, administered more than 450,000 asbestos personal injury claims and have disbursed more than \$6 billion in settlement funds and expenses.

Building on that extensive experience and unparalleled expertise, the firm is now focused on providing a broad range of services to law firms working on mass torts involving defective medical devices and dangerous drugs. Today, Verus' U.S.-based multidisciplinary team of nearly 100 professionals is comprised of attorneys, nurses, accountants, statisticians and claims, operations and IT professionals. This group brings sound expertise, a keen focus and a passionate dedication to helping firms resolve their mass tort cases cost-effectively and at the highest valuation.

### VERUS' APPROACH

Verus delivers on the promise of its tagline—"the art & science of complex dispute resolution"—by bringing together the legal and operational expertise developed over many years of involvement in mass torts with

a proprietary, industry-leading technology platform developed with the specific needs of its clients in mind. Whether it's reviewing medical records, preparation of plaintiff fact sheets, claims administration or a deep dive into volumes of information to support a settlement demand, the team works collaboratively with potential clients to customize litigation support solutions.

According to Verus CEO Mark Eveland, adherence to three core values has been a mainstay of the company since its inception: "We are *accountable* for every project and assume full responsibility for our team's actions and decisions. We are *responsive* and consider timely and effective communications a critical component of our work. And we promote frank and open dialogue; through this *transparency*, we ensure that client expectations are clearly established at the project's onset and upheld throughout the life of the project."

These core values—accountability, responsiveness, and transparency—coupled with the firm's multidisciplinary approach and unmatched industry track record,

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have consistently contributed to the success of both Verus' clients and the company's own growth.

## WHY VERUS?

Eveland believes that the benefit of this approach is perhaps best measured by the freedom clients experience when using Verus services.

### Freedom from Worry

Having confidence in the capabilities of a service provider is critical. Verus understands the importance of being entrusted with a firm's mass tort work.

Providing litigation support services is Verus' sole focus; the company's team members boast a noteworthy track record having worked on nearly 20,000 claims, including defective medical devices such as IVC filters, hernia mesh and transvaginal mesh, as well as drugs like Avandia, Invokana, PPIs, Xarelto, Benicar and Zofran. In the process, Verus has earned a reputation for quality work, unmatched accuracy and superior results. Verus ensures this critical work is accurate and performed in a timely manner to allow the client to leverage the information and gain a potential advantage during settlement negotiations. In fact, law firms can access real-time information at any time on the company's Lucid technology platform.

Tom Cartmell, Founding Partner of Wagstaff & Cartmell, describes his experience working with Deb Zonies, who heads up Verus' mass tort services group: "We've worked with Deb on several of our projects. She understands the demands of mass torts and it's reassuring to know our claimants are being treated with the respect they deserve. We have confidence in the results produced by the review team and appreciate the collaborative approach to creating solutions that fit our changing needs."

"While the power of accurate and timely data is underestimated by some, our clients know the real benefit of having this information when it comes to resolving their cases," Eveland added.

### Financial Freedom

Typically, when litigation support services are performed in-house, firms find themselves having to absorb the cost of the overhead associated with their own staff. Conversely, plaintiff firms are

generally able to pass Verus' fees on to their clients when a case resolves.

Outsourcing to Verus precludes the need for firms of all sizes, from solo practitioners to the largest mass tort firms, to ramp staff up or down, as well as to avoid training and managing staff—salaries and staff time that take away from their bottom line and divert time and attention from critical litigation matters. Further, tapping Verus for litigation support also reduces the need for such expenditures as IT, office space, benefits and other expenses associated with internal staff.

*"Verus' TractIT software has helped our firm unify its timekeeping methods by setting up a unique process of entering time and expenses that is customized for our needs. It has a very user-friendly interface and has significantly decreased the time it took lawyers to enter their time since they are now able to enter time and expenses directly on their mobile devices as it happens. Definitely a valuable improvement." – Garrett Bradley*

By outsourcing these much-needed services to Verus, mass tort firms have the freedom to either take on the same number of cases with a smaller staff or potentially take on more cases without adding staff.

Last but not least, experience has shown that lenders are more likely to provide funding for an outside litigation support consultant, such as Verus, than for the overhead that would be incurred by using the firm's paralegals and other staff to handle the same tasks.

### Freedom from the Mundane

Let's face it—litigation support isn't why anyone becomes a lawyer. Acquiring and reviewing medical records, processing claims and reviewing endless spreadsheets can become time-consuming and often tedious tasks, but are all-too-critical to a successful outcome. Verus provides a full range of expert litigation support, risk management and claims administration services which allow attorneys to focus

on what they do best, while leaving these tasks to experts who have a passion for precision and specialize in doing this kind of work.

Verus combines decades of experience, technical expertise and proprietary technology, with a laser focus, to spare attorneys from having to deal with the mundane.

As an example, Verus developed TractIT software in response to requests from clients, including the leadership of several MDLs, who are now using it to track common benefit expenses. Garrett Bradley, a partner at Thornton & Naumes, LLP, offered this:

"Verus' TractIT software has helped our firm unify its timekeeping methods by setting up a unique process of entering time and expenses that is customized for our needs. Our attorneys are now able to enter time and expenses directly on their mobile devices in real time. Definitely a valuable improvement."

## VERUS' COMMITMENT TO THE GREATER GOOD EXTENDS BEYOND THE COURTROOM

Verus' success as a company can be measured in other ways, too. The firm takes diversity seriously, believing that it creates a cooperative and dynamic atmosphere that leads to creative solutions that better serve its clients. "Many different nationalities, religions and professional backgrounds nourish our company with an exceptional range of experiences that enable us to understand business challenges from many unique perspectives," Dan Myer, Verus' Vice President of Client Services, noted.

Verus' staff collectively represents over 20 different countries and speaks more than two dozen languages. Generationally, the staff is equally divided among Millennials, Gen-Xers, Gen-Yers, and Boomers.

In this same vein, Verus believes in "doing well by doing good" and makes concerted efforts to give back to the community not only through monetary donations, but also in time. The company provides all employees paid time off for volunteer work and organizes volunteer days throughout the year.

Verus' commitment to environmental causes extends beyond volunteering to efforts to develop and maintain an eco-friendly, sustainable office, as it pushes towards a "zero waste" operation.

## THE FUTURE OF MASS TORTS

Over the course of his career, Eveland has seen firsthand how much the nature of mass torts has changed, and how, at the same time, much has remained the same. "While asbestos was the original mass tort, today, like many others, we are also focused on helping those whose lives have been impacted by defective medical devices and dangerous drugs. Things are always changing, but what's consistent is the important role mass tort lawyers play in helping the injured achieve justice," Eveland noted. "Because we've been involved from the start and work with such a cross section of firms across the U.S., we believe Verus has a perspective, a level of intel and unwavering commitment to supporting the law firms helping those who have been injured that no other firm offers, something that we know our clients benefit from and value."