

Trial Science, Inc.

*Themes
Comprehension
Memory*

Whoever tells the best story

to the best audience wins

Decision-makers

trialscience
SCIENTIFIC TRIAL PREPARATION FOR HIGH PERFORMANCE

www.trialscienceinc.com

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Focus Groups


... reveal issue biases

All people are biased

Filtering the issues of your case through the biases of jurors

Issues are presented in a non-persuasive manner
Watch group members defending their biases

Begin collecting attitudinal and demographic data



Mock Trials

Mock trials

Add elements of competition and style


Simulated to be as close to actual trial as possible

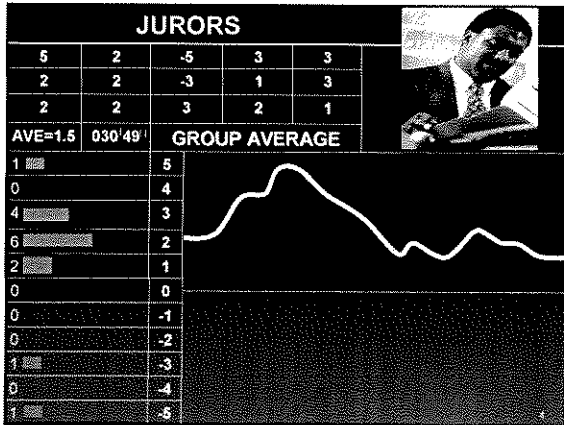
Mock trials generate ...

Written feedback (questionnaires)

Electronic feedback

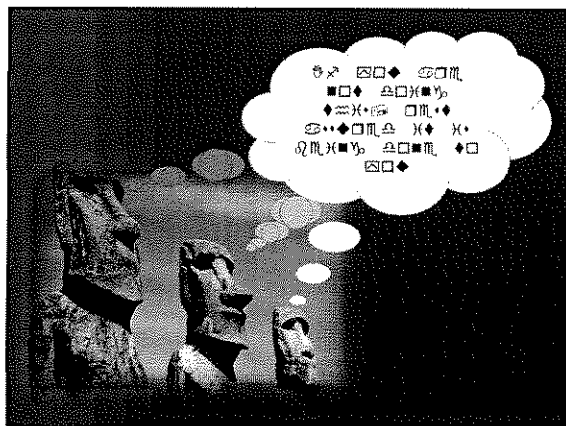
A verdict and verbal feedback (deliberations and debriefing)

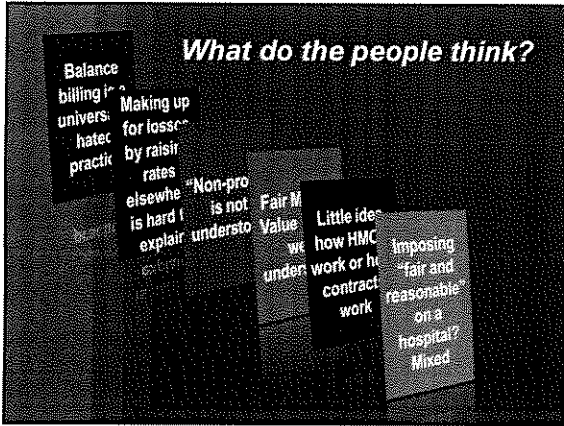


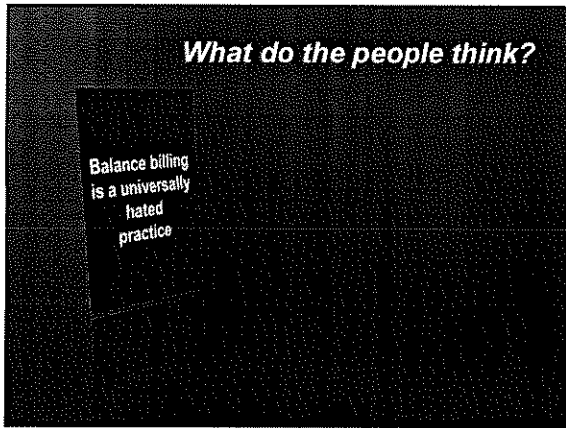


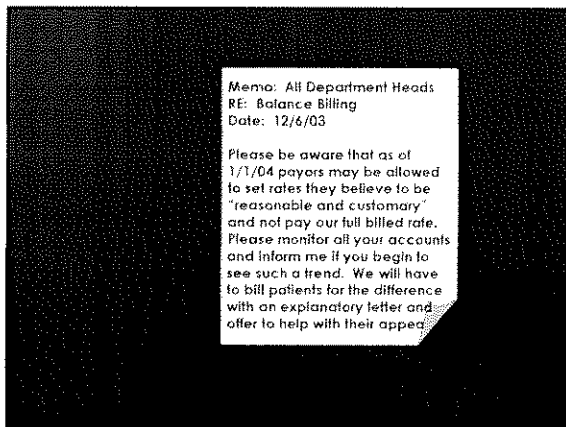
Actual Jury Profile from the Research Data

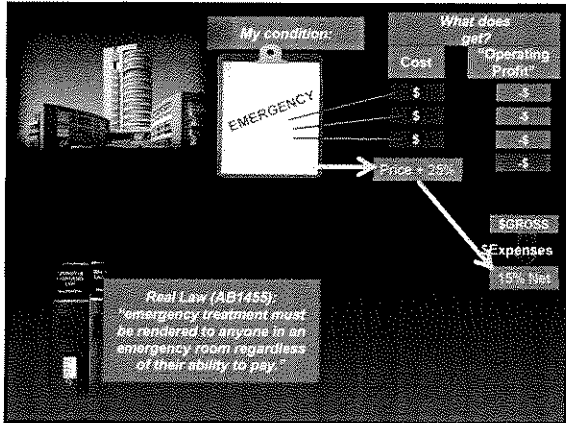
Jury ID	Age	Sex	Education	Occupation	Income	Home Value	Home Type	Home Age	Home Size	Home Style	Home Color	Home Material	Home Finish	Home Location	Home Orientation	Home View	Home Type	Home Style	Home Color	Home Material	Home Finish	Home Location	Home Orientation	Home View
1	34	M	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
2	34	M	HS	General	High School	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
3	34	F	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
4	34	F	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
5	34	M	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
6	34	F	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
7	34	F	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
8	34	M	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
9	34	M	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
10	34	M	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
11	34	M	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General
12	34	M	HS	General	College	College	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General	General

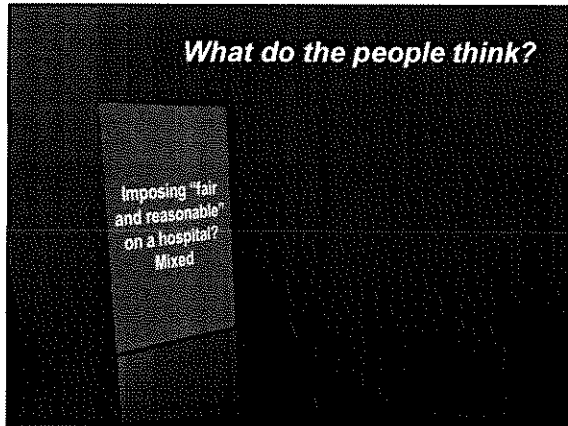


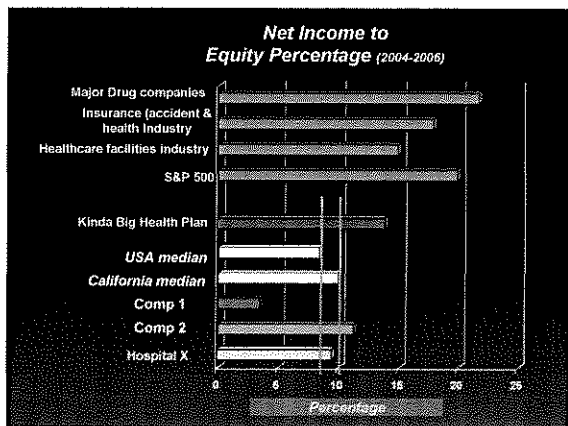


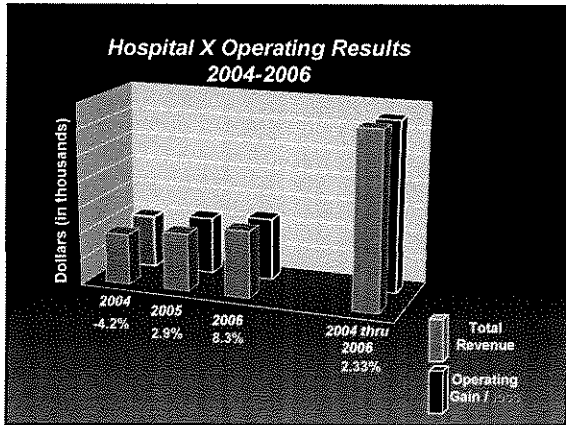


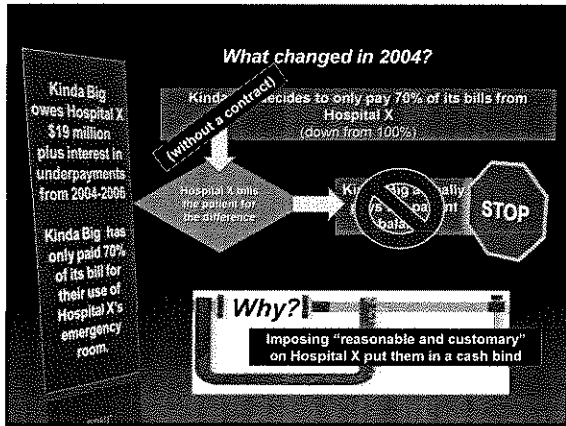


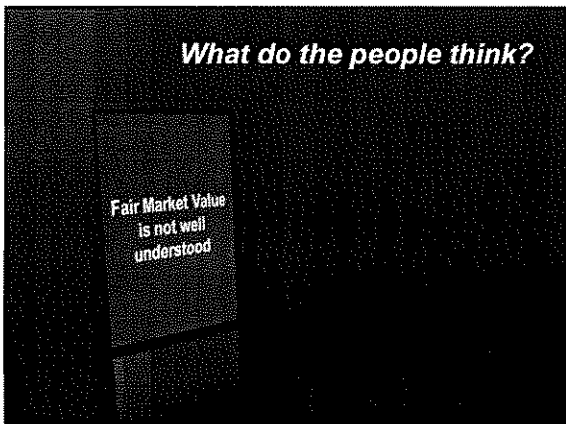












Adjusting "Comparables"

• 2 times square footage

• Famous designer

• Higher income community

• Date of sale

• Sale price \$4.2 million

Appraisal based on Comparable

Price: \$1.5 million

HOSPITAL PRICING COMPARISONS

- Community
- Population served
- Type of corporation
- Existing contracts
- Outside sources of funding
- Board mandates

3) "Reimbursement of a Claim" means:

(A) For contracted providers with contract, including in-network pos (POS) and preferred provider org. (PPO): the agreed upon contract.

Kinda Big HMO

(B) For contracted providers without a written contract and non-contracted providers, except those providing services described in paragraph (A) below: the payment of reasonable and customary value for the health care services rendered based upon objectively verifiable information that is updated at least annually and takes into consideration:

- (1) the provider's training, qualifications, and length of time in practice;
- (2) the nature of the services provided;
- (3) the fees usually charged by the provider;
- (4) prevailing provider rates charged in the general geographic area in which the services were rendered;
- (5) other aspects of the economics of the medical provider's practice that are relevant; and
- (6) any unusual circumstances in the case.

California Code of Regulations Title 25

• Opened in 1995

• sophisticated, full-service hospital

• delivers more than 1,200 babies per year

Kinda Big HMO never looked at bills on a case-by-case basis, but rather pays only 70% across the board

in government programs that pay below cost

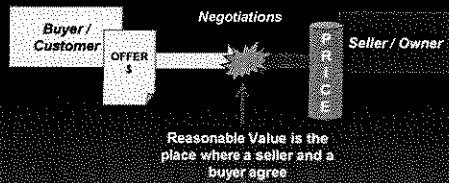
What do the people think?

Little idea how HMOs work or how contracts work

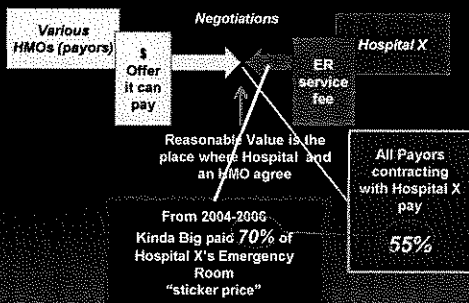
Reasonable value

Reasonable Value has never meant the "asking price"

- Cars (sticker price)
- Homes (list price)



Reasonable value

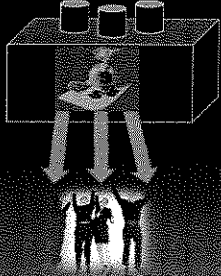


What do the people think?

"Non-profit" is not understood


Profit-Making Corporations

distribute taxable business earnings to shareholders

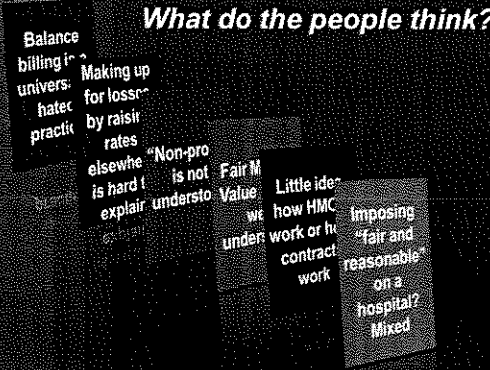


Not-For-Profit Corporations

- Provide programs or services that might not be provided by the government
- They can make a profit, but
 - Profit is retained for future programs or services
 - Profits do not belong to any shareholders or investors



What do the people think?



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