

COMPANY NAME: _J. Novitzke & Associates LLC

CONTACT NAME: _Jill Novitzke

What EXACTLY is your product or service that you are trying to sell?

-legal nurse consulting

DESCRIBE this product or service.

-as a Certified Legal Nurse Consultant (CLNC) and Registered Nurse (RN) with over 26 years experience, I help attorneys effectively develop the medical-related issues in their cases.

-examples of CLNC services I provide include:

- **Screen cases for merit**
- **Develop medical summaries**
- **Research authoritative literature**
- **Locate testifying experts**
- **Identify adherences to and deviations from standard of care**

Who will be receiving this mailing (who is your target market)?

- **Attorneys (plaintiff and defense)**
- **Insurance companies**

What will your product/service DO for them?

- **Saves time (allows attorney time to focus on legal matters)**
- **Saves money**
 - A) cost effective for CLNC to manage medical issues versus MD or attorney completing the review**
 - B) early identification of critical issues in case can help with decision making (e.g. weed out non-meritorius cases or move to settlement)—this saves time too**
- **Bring healthcare expertise to the development of case**

List some KEY BENEFITS of your product or service:

- **Biggest benefit:**

Frees up attorney time to focus on legal matters, while CLNC addresses medical issues

- Second Biggest:

Cost effective utilizing RN vs. expensive MD

- Third Biggest:

RN knows inner workings of healthcare system

What makes your product/service better than the guys down the street?

- Currently active as a Registered Nurse in the case management of patients with injuries and illnesses. My experience and certification provides attorneys with an RN that has up-to-date knowledge of practices, policies, procedures, as well as long-term patient needs and associated costs.
- Length and breadth of experience. As a masters-prepared RN, my 26 years of nursing background includes work in virtually every health care setting, including hospital, home care, skilled nursing facility, clinical research, and outpatient case management. During this time, I have reviewed, critiqued, and summarized thousands of medical records.
- RN-licensed in 14 states (MN, CA, AZ, WA, WY, TX, IA, GA, MS, CT, OH, NV, SD, OK)
- Published in peer-reviewed medical and nursing journals, including first authorship

Why should they buy now? (Is something going on in your industry that creates urgency?)

- **Having a CLNC working on their cases helps attorneys gain a competitive edge**
- **Cases can be processed more effectively and efficiently to increase capacity of law firm**
- **Their colleagues are already benefiting from partnering with a CLNC**

Do you have a GUARANTEE you can give? What is it?

100% risk free guarantee on work product

Do you have TESTIMONIALS from happy customers? What are they?

- **Responsive**
- **Work done earlier than expected**
- **Quality product**

If someone decides to respond, WHO should they contact (if there is someone specific)?

Jill Novitzke

What PHONE NUMBERS should they call?

Mobile: (612) 816-4119

Jill Novitzke

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Do you want to include your WEBSITE address? If so, what is it?

www.novitzke-associates.com

Do you want to include an E-MAIL address? If so, what is it?

jill@novitzke-associates.com

What RETURN ADDRESS should be on the card?

**J. Novitzke & Associates LLC
4736 Hummingbird Trail
Prior Lake, MN 55372**

theme

COLORS. Are there particular colors you would like?

☐ Bright ☒ **Conservative** ☐ Match (or complementary to) My Web Site (Web Address) www.novitzke-associates.com

MOOD. What kind of mood do you prefer for the piece?

☐ Funny ☒ **Professional** ☐ Conservative

☐ Other (give details)

****Focus more on how it will benefit client than on my credentials**