

Readership Survey

gives *LAWPRO Magazine* high marks

At LAWPRO we are committed to helping our insureds minimize their exposure to malpractice claims and fraud. One of the main ways we have done this over the years is by reaching out through various communication channels (in person, electronic and print) to educate lawyers and law office staff on where claims happen, why they happen, and most importantly, the steps they can take to lessen their risk of a claim.

We are always looking for ways we can improve our claims prevention efforts, and last February we sought feedback on the effectiveness of our communications through a readership survey. The feedback was very positive and we received some strong direction on what you like and would like to see in the future.

This article focuses on *LAWPRO Magazine* feedback. We will address the feedback we received on our electronic communications efforts in our upcoming 2014 Year in Review issue.

The results

More than 450 people responded to our survey and they reflected a cross section of the profession by firm size, area of law, geography and year of call.

Two thirds or more indicated they had read or looked through recent issues of *LAWPRO Magazine*, with 81.4 per cent indicating they had read or looked through our December 2013 Cybercrime and Law Firms issue. 57.9 per cent indicated they typically read or looked through one half or more of each issue.

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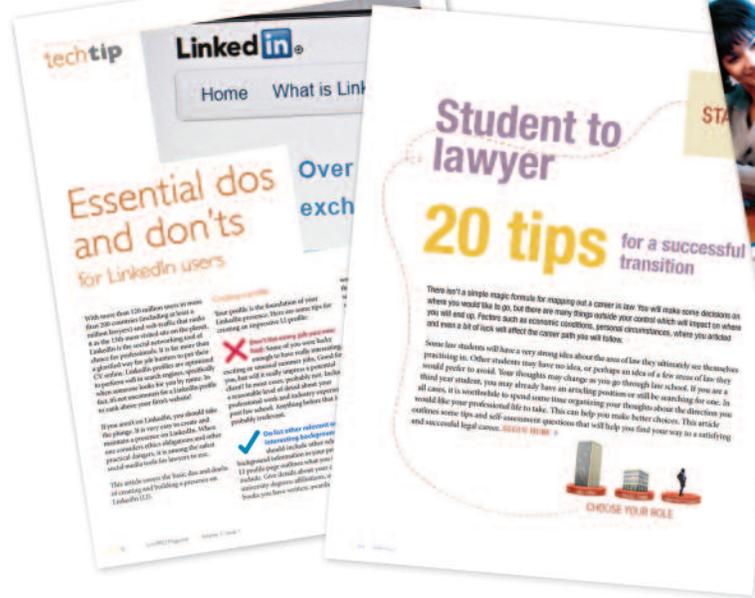


We were pleased to see a large proportion of the respondents indicated that *LAWPRO Magazine* is a trusted source of insurance and practice information and that it contains practical information they can use in their work. Almost a quarter of our readers report sharing their copy of *LAWPRO Magazine* with others in the office – something we encourage our readers to consider doing. Roughly 90 per cent said the length of the articles and level of expertise in the articles was about right.

Prompting action and results

Creating a magazine with content that people like to read is only the first step – we also want to have our insureds act on the content we have presented to them. The adjacent graph shows that large numbers of our readers are taking action based on the content they are reading in *LAWPRO Magazine*.

When asked which actions they took as a result of reading articles in *LAWPRO Magazine*, we found that 67.6 per cent of the responses indicated they “learned information to avoid a possible claim” and 3 out of 5 indicated they “gained knowledge to improve client services.” Needless to say, we were really pleased with these results; especially the acknowledgement of improving client service, as this directly addresses one of our biggest areas of claims – lawyer/client communication issues.





Readers want more on these topics:

- Practice tips
- Technology tips
- Current trends and issues
- Malpractice prevention
- New online resources

More of what our readers want

While the overall feedback was very positive, we also received some helpful direction on what our readers want more of in the pages of *LAWPRO Magazine*. The top five general topics people want more of are practice tips, technology tips, commentary on current trends/issues, malpractice prevention and new online resources. The top four specific topics readers want more of are fraud prevention, legal technology, communicating with clients and time/deadline management. This was very helpful feedback for us and we will respond with more articles and resources on these topics.

Delivery mode

More than two thirds of respondents said they want to receive a hard copy of *LAWPRO Magazine* and just over one-half indicated they want to receive an electronic copy (more than one response to this question was acceptable). This is consistent with past feedback on this question. We will continue to deliver *LAWPRO Magazine* in both paper and digital form, although insureds can opt out of receiving a paper copy if they wish. Email communications@lawpro.ca to indicate your preference.

Thank you to everyone who completed the survey. We appreciate you taking the time to help us help you. We will be including more of the content you have asked for in future issues of *LAWPRO Magazine* and in our other resources.

Lastly, please remember that all individual articles and full copies of all past issues of *LAWPRO Magazine* are available on the *LAWPRO Magazine* archives page (practicepro.ca/LAWPROMag) ■

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