

How can we get your attention?



How should we at LAWPRO communicate fast-breaking, topical information that could help you avoid a claim?

This is not a rhetorical question. On the contrary, I would very much like to hear your suggestions – because we are concerned that many lawyers appear to be ignoring the information we make available.

A good example: On December 15, 2011, we sent a LAWPRO Alert – an email communication — detailing an audacious IP fraud scam to the 22,000 lawyers for whom we have an email address.

Within a week we heard from several lawyers who were taking steps to be retained or do work on the matter. One came within a hair's breadth of having been duped.

At least three of these lawyers had not seen or read our LAWPRO Alert warning. (Thank goodness they at least called before acting!)

This situation is not unusual. Unfortunately, our practicePRO (risk management) and claims teams are being kept busy responding to lawyers who are asking about the very issues we are trying to address in our email newsletters and our AvoidAClaim blog.

So what should we be doing differently? How can we encourage you to review the information we provide that warns you about frauds, alerts you to deadlines, or provides tips and resources to help you avoid claims in your law practice?

We all suffer from information overload, and we all get way too many emails. But email remains an essential communications tool for LAWPRO. It is cost-effective and – when

opened and read – a timely way for us to communicate with you.

But our statistics indicate that only one-third of lawyers open the emails we send. Fewer still – about 11 percent – click through to actually see (and we hope read) the content of those emails.

We do our best to minimize the number of email messages by sending focused and targeted messages. For example, we create practice-specific Webzines that go only to lawyers in a specific practice area. Reminders to file the insurance application or to remit transaction levies go only to those who have not filed. In all of 2011, we sent only nine emails to all 22,000 lawyers for whom we have an email address!

As well, we comply with the law regarding electronic communications, including appropriate notices and subscribe/unsubscribe options on our emails. For example, if you wish to receive only a paper or electronic copy of *LAWPRO Magazine*, you can unsubscribe to one or the other.

But the power of electronic communications is a major tool for LAWPRO in the fight against malpractice and fraud, and against the rising costs of doing business in general.

What can you do to help?

1. Make sure we have an email address for you – and that it is up-to-date. More than 1,300 insured lawyers still have not given us an email address that would allow us to communicate with them electronically.
2. Make sure your web server does not treat our email address – service@lawpro.ca – as junk or spam, thus preventing our

electronic communication from ever getting to you. Whitelist that email address and/or make sure your IT department (if you have one) does the same.

3. Take a minute to scan our email newsletters when they arrive in your inbox:
 - our *Insurance News* updates you on important deadlines and insurance program news,
 - *Webzine* brings you timely risk management information, and
 - *Alert* contains time-sensitive, critical information.
- All newsletters will always contain information that we believe you need to know about – now.
4. If your status or contact information changes, please let LAWPRO know by contacting our service@lawpro.ca or call Customer Service at 416-598-5899 or 1-800-410-1013. You must notify both LAWPRO and The Law Society separately of these changes. LAWPRO and The Law Society maintain completely separate information databases and, in keeping with our respective mandates, generally do not share information that lawyers may consider confidential or proprietary.
5. Finally – and most importantly – send me your best ideas for how we can improve the chances that you will read our electronic communication. We'll keep you posted on the best ideas that we can implement.

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President & CEO