

NEW YORK INJURY TIMES



Gerry Oginski
NY Medical Malpractice & Accident Lawyer

TRY OUR TRIVIA GAME!

Test your knowledge of New York medical malpractice and personal injury law. Answers appear at the end of this newsletter.

1. Jurors can serve more than once within a four-year period. TRUE OR FALSE?
2. Your no-fault car insurance pays for your medical expenses after you have been in a car accident. TRUE OR FALSE?
3. Doctors in NY are required to carry malpractice insurance. TRUE OR FALSE?
4. The bar exam is a test that measures how well you drink. TRUE OR FALSE?
5. A 'bill of particulars' is a document given to the defense attorney that itemizes your meal. TRUE OR FALSE?

REFERRALS A Win-Win for both of us

Referrals are clearly the best way to compliment someone. It sends an important message to everyone that you value and trust their advice, counsel and judgment. In this month's newsletter I begin a new section titled "RECOGNITION AWARDS" to people who have referred their friends, family and clients to me.

It is so important to recognize the efforts that someone made to give my name to your friend or family member, that I decided to start this new section. As you know from reading my newsletters, attorneys cannot give anything of value, like a gift, to someone who refers a friend to us. However, there's nothing stopping me from recognizing you in my newsletter! Congratulations to this month's recipients!

6. Giving testimony at a deposition is the same as if you are giving testimony at trial. TRUE OR FALSE?
7. If you tell a 'little white lie' during your lawsuit, it will not have any impact on what happens at trial. TRUE OR FALSE?
8. Most medical malpractice cases in New York are won by doctors & hospitals. TRUE OR FALSE?
9. If you switch attorneys in the middle of your case, the original lawyer will have a lien against the attorney's fee. TRUE OR FALSE?
10. All lawyers are trial lawyers. TRUE OR FALSE?

BONUS QUESTIONS:

1. **"Objection sustained" means that the lawyer can continue asking the question.** TRUE OR FALSE?
2. **The Appellate Division is the highest appeals court in New York.** TRUE OR FALSE?

Answers appear at the end of this newsletter.



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COME VISIT! I GUARANTEE THERE'S SOMETHING THERE FOR YOU.

RECOGNITION AWARDS FOR THIS MONTH

Dee Poulos

Sonna Goldstein

Mike Meyerson

Irwin Abraham

Ellen Kessler

These people have graciously referred their friends and clients to my office for advice and counsel on cases involving medical malpractice and accidents. To these five winners of this month's recognition award, I say, from the bottom of my heart, thank you.

Give it Away For Free

I saw a great marketing tool while on vacation in Florida.

My six-year-old son jumped into the pool and a moment later, came up for air excitedly telling me that "Daddy, there's a scuba diver in the pool!" He eagerly went into the deep end and watched the scuba diver in 11 feet of water. A few minutes later of treading water, my son popped his head up above water and exclaimed "Dad, the diver is playing with me!"

A few minutes later the scuba diver came over to the shallow end of the pool, and asked my son if he wanted to see something cool. Of course, you know the answer. What did he show him? Out of all the scuba gear he had by the side of the pool, he reached in and pulled out a pair of swim fins- just the right size for my son. The smile on my son's face was a mile wide. Then he reached into another bag of goodies and pulled out a face mask. You could see my son waiting with anticipation while the diver put a kid-sized mask over his head and adjust it properly. After he got used to the face mask, my son asked where the oxygen tank was and if he could use it.

When the scuba guy pulled out the air regulator which was

attached to his oxygen tank, you could see the excitement in my son's face and body language. He listened carefully as the diver explained how to put it into his mouth and breathe normally. After 30 seconds with the air regulator in his mouth, and his head above water, without being told to go under water, my son jumped the gun and began following the scuba diver's feet. It was fascinating to watch.



I didn't realize what was going on from a marketing standpoint until about 15 minutes later, when the scuba guy told me about how he'll be here all week giving scuba lessons each morning. When I returned to the pool a few hours later, the scuba guy was still in the pool giving demonstrations to eager young kids. Once they were hooked, the scuba diver knew that the happy parents would eagerly fork over money for scuba lessons for the entire week. He knew it so well that he told me that each of these kids would be talking about scuba diving for the entire week. He wasn't wrong.

My son hasn't stopped talking about his exciting morning in the pool. (Luckily for me, he's a little too young for lessons, but the scuba guy happily told my son that he'd work with him each morning and let him scuba dive with him).

This scuba diver knew that by giving away his services for free for a few hours in the pool, he would be guaranteed to get paid for his scuba lessons for an entire week- all without any advertising at all. What an amazing concept.

In your business or job, you might want to consider this approach if you offer services for a fixed cost. Give it away for free, and your clients will eagerly pay you for your other services.



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ANNOUNCEMENT!

**I am proud to announce the new
creation of my**

New York Medical Malpractice Video Blog

(<http://nymedicalmalpracticevideoblog.com>)

The blog is designed to help website viewers learn about medical malpractice cases in the State of New York. Listen in as I explain how medical malpractice cases work. Find out how a medical malpractice attorney evaluates a potential case. Learn why an expert is needed to confirm there is a valid case. I even included a 15 second blooper.



These new videos include topics such as:

1. Why most medical malpractice victims won't receive a dime,
2. 10 reasons not to sue your doctor,
3. How an experienced New York Medical Malpractice attorney evaluates your potential case,
4. How a lawsuit gets started,
5. Why a New York lawyer cannot list a number for how much you are suing for in the lawsuit papers,
6. Learn what a summons and complaint is,
7. Find out why a bill of particulars is needed in every case,
8. Depositions- what are they, and why are they so important.

Come visit my site <http://nymedicalmalpracticevideoblog.com>. Rate each video you view. Link to my new blog, and I'll gladly reciprocate with a link to yours! Comment on the video and the content in each video clip. Constructive criticism is always welcome.

Coming soon...

**The launch of two more video blogs:
The New York Car Accident Video Blog, and
The New York Wrongful Death Video Blog**

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Give this newsletter to your best friend.
They'll thank you for it, and so will I.

Answers to Trivia Game: 1. False, 2. True, 3. True, 4. False, 5. False, 6. True, 7. False, 8. True, 9. True,
10. False, BONUS: 1. False, 2. False.

“A Fun, Informative and Creative Newsletter”

by Gerry Oginski

NEW YORK INJURY TIMES

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SEND TO:

Gerry Oginski, Your New York Medical Malpractice, Wrongful Death & Personal Injury Trial Lawyer

**Call me right now with any legal questions about injuries from any accident or medical care.
I promise to give you a straightforward and honest answer. That's my guarantee.**

Call me today with your questions at 516-487-8207

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