Common Searching Errors

- One of the most consistent searching errors we see is the **"kitchen sink"** approach where the searcher continues to **pile on criteria long after there are <u>no more cases left.</u>**

- **The best searches will have 5 or maybe 6 pieces of criteria;** they are:
  - state
  - injury/treatment
  - medical bills total (not range)
  - defendant type
  - county
  - whether there were prior related injuries

- **They are most highly associated with value.** If you have an injury/treatment that is less common, you might only need 3; if you have a common injury/ treatment, you might continue to add criteria to bring the numbers down.

- **After clicking on each, <u>check the case count</u>** at the bottom of the screen and if **<u>it's 20 or less,</u> don't apply more criteria before viewing the results.**

- If you have an **egregious citation (like DUI) or a legitimate punitive damage claim,** they will also take precedence as value drivers.

- A good **<u>rule of thumb in searching</u>** is: **if you hit zero, you must REMOVE criteria.** Adding more won't move it off zero.