

Caring for Your Practice



Law is a profession and a business. Recognizing that is easier said than done. After all, unless you enter law school with business know-how under your belt, it's likely that you will emerge unaware of the best practices to ensure law office success.

But what is the result when lawyers are skilled in such knowledge?

- Excellent management practices
- Superb communication with clients
- First-rate accounting and trust account maintenance systems
- Good work-flow systems
- Marketing plans that attract the desired type of client
- A staff experienced in your legal area and adept at serving clients

If these do not sound like your office practices, you should know about your Bar's Law Office Management Assistance Program (LOMAP), which has helped hundreds of lawyers improve the efficiency of their practices and avoid malpractice claims and bar complaints.

What can you expect when you consult with LOMAP staff?

First, you will find that you are working with professionals who know what you face. LOMAP is headed by Diane Ellis, who worked for years in law office management in Phoenix before joining the Bar eight years ago. Rare is the day Diane is not consulting by telephone with lawyers or driving to their offices. And there is hardly anyplace in the state that she has not been: Her document-laden Volvo covers 30,000 miles of Arizona road every year supporting members.

As LOMAP approaches its 10-year anniversary in April 2002, technological aid

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is also available: Susan Traylor is a certified consultant in case management software. As Diane Ellis has said to me, it's sometimes hard to tell the tools from the toys. The Bar knows that lawyers live that dilemma, so Susan will be able to assist in your software choices. Her focus is on the needs of sole practitioners and small firms; she can customize and train you and your staff on the three most popular case management programs.

Besides top-notch staff, what else can you expect?

Brainstorming services aimed not at imposing a structure but at turning you into the expert. In those sessions, you will see where your office needs assistance—and where it shines.

LOMAP offers a wide range of confidential management consulting services to lawyers in all practice settings. And although LOMAP services are most often requested by lawyers practicing alone or in small firms, those in larger practice settings request services to enhance their individual practice management skills or to develop more efficient work flow within their practice groups.

You can get "preventive maintenance" reviews, information and advice on setting

up a practice and consultations regarding particular management issues or concerns.

In addition, nearly 400 lawyers have successfully completed diversion programs through LOMAP designed to improve their management skills and systems, all geared toward better client service.

"The issues are always fresh and different," says Diane Ellis. "Different communities, different offices, all have different challenges." For many members, LOMAP staff are the only Bar employees they will ever see, and their skills are improved thanks to the encounter.

In fact, members who have used LOMAP speak highly of the staff and the service. "My law practice is much more organized because of the direction and counsel I received from you," wrote one member. "I am grateful for the time you had to spend with me."

"I am very appreciative of your kindness and willingness to help me."

"I want to thank you for the compassion and understanding that you bring to your office and that have gone a long way toward creating a new perception on my part of the State Bar."

To schedule a no-charge 30-minute consultation, receive a free office set-up packet or get more information, call or e-mail Diane Ellis (602-340-7313 or diane.ellis@staff.azbar.org) or Susan Traylor (602-340-7355 or susan.traylor@staff.azbar.org). Voice messaging is available 24 hours a day, and all calls and messages are handled in confidence. ▲