

# WARNING: WHAT LAWSUIT ADS DON'T SAY, CAN HURT YOU.

Every day we are bombarded by personal injury lawyer ads warning of dire dangers and urging people to join a lawsuit and receive compensation. These ads are more than annoying. What lawsuit ads don't say, can hurt you.

Get informed and be a wise legal consumer.

- 1. Don't believe everything you see in a personal injury lawyer advertisement.** These ads are intended to raise fears and encourage people to sue. And, because lawsuit advertising is not subject to the same level of oversight and disclosures as other advertising, it is truly consumer beware.
- 2. Ask your doctor, not a lawyer, if you have questions about your health and medical treatments.** If you have concerns, ask your doctor. Your doctor is acting in your interest. A personal injury lawyer is acting in the interest of lawsuit profits.

- 3. Don't let a lawyer pick your doctor.** Be on guard against personal injury lawyers and legal services that offer to refer you to a doctor. They may be setting you up for a diagnosis and treatments the lawyer thinks are most profitable for his or her lawsuits. This may make money for the lawyer, but it could be dangerous to your health.

DON'T  
LET A **LAWYER**  
BE YOUR **DOCTOR**

**4. Know who's behind the health information you find online.** Beware of websites that appear to offer "medical information" but may really be run by personal injury lawyers. These websites have ulterior motives, and are intended to create fears about your health and steer you into a lawsuit.

**5. Be on guard against solicitations to join a lawsuit.** Don't hire a lawyer who calls you on the phone or visits you in person. This is "ambulance chasing" and it is against the legal rules of professional conduct. Also, beware of solicitations from lawsuit lead-generation companies. These non-lawyer marketers are aggressively contacting consumers and asking questions about their health to identify and recruit plaintiffs for lawsuits.

**6. Don't join a lawsuit if you haven't been injured.** Don't be lured in by promises of easy money for signing onto a lawsuit and saying you're injured even if you're not. This is lawsuit abuse, and it isn't how our courts should be used. Our legal system is intended to provide compensation for real injuries.

The more the system is abused, the less able it is to help those who truly need it.

**Stopping lawsuit starts with you. Be a wise legal consumer. Protect yourself and do your part to help ensure our courts are used for justice, not greed.**

**D**  **N'T**  
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