

OPTIMIZING YOUR PERSONAL INJURY

CASE OUTCOMES

Unlocking Settlement Potentials with Diagnostics

TRUEPATH 
IMAGING
CLARITY IN MOTION

INTRODUCTION

As a Personal Injury attorney, you know the ability to optimize compensation for your clients can hinge on a few key factors. In PI cases, where the stakes are high and challenges can be significant, you also know that **having accurate, reliable, quantitative objective medical evidence can make all the difference.** The **VMA®** (Vertebral Motion Analysis) **diagnostic is one such powerful diagnostic, offering unparalleled precision in diagnosing spinal injuries** - an essential factor in building your compelling case.

This comprehensive guide is designed to introduce you to the transformative potential of VMA® diagnostics in Personal Injury cases. Across six detailed sections, we will explore how this advanced technology can enhance your case strategy, improve client outcomes, and ultimately lead to stronger, more successful settlements. Whether you are navigating the settlement negotiations process or preparing for trial, the insights provided here will equip you with the knowledge needed to leverage VMA® technology to its fullest.



HERE'S WHAT YOU'LL FIND IN THIS GUIDE:

- 1 **The Importance of Accurate Medical Evidence in Personal Injury Cases**
- 2 **Understanding the VMA® Diagnostic Technology**
- 3 **How VMA® Diagnostics Strengthen Personal Injury Cases**
- 4 **The VMA® Diagnostics Backed by Science and Literature**
- 5 **Partnering with a Facility Who Uses VMA® Technology**
- 6 **Taking the Next Steps: How to Integrate VMA® Diagnostics into Your Cases**
- 7 **Contacting TruePath Imaging for More Information**

The integration of VMA® diagnostic technology into your Personal Injury practice offers an opportunity to elevate your case outcomes and client satisfaction.

By the end of this guide, you'll be armed with the knowledge and tools to make the most of this advanced technology, ensuring that your clients receive the care and compensation they deserve.

Let's begin this journey into how VMA® diagnostics can transform your PI practice

1

The Importance of Accurate Medical Evidence in Personal Injury Cases

In Personal Injury, the strength of your cases is directly tied to the quality of the medical evidence you can present. Medical documentation is crucial in proving the severity of your clients injuries, establishing causation, and demonstrating the injuries impact on their life now and in the future.

This evidence forms the foundation upon which your entire case is built, influencing both settlement negotiations and litigation outcomes.

Why Medical Evidence Matters

High-quality medical evidence serves multiple critical functions in a Personal Injury case:

1. Proving Causation: Clear evidence is essential to link your client's injury directly to the crash/accident, countering claims that it was pre-existing or unrelated.

2. Demonstrating Severity: The extent of the injury directly affects compensation. Detailed documentation and records help to justify the impact on your clients life, supporting claims for higher damages.

3. Supporting Testimony:

Medical evidence establishes expert opinions, providing the foundation for credible, persuasive

testimony that can influence a claims adjustor, mediator, arbitrator, judge or jury.

4. Negotiation Leverage: Strong, objective medical evidence forces insurers to recognize the true value of the claim, leading to more favorable settlements.

5. The Case for Advanced Diagnostic Tools: The limitations of traditional imaging underscore the need for advanced diagnostic tools like the VMA® (Vertebral Motion Analysis) technology.

VMA® technology offers a more accurate, detailed view of your clients spinal injuries, enabling you to build stronger, more compelling cases.

In the next section, we'll explore the VMA® diagnostic in detail, discussing how it works and why it's a valuable asset for Personal Injury attorneys.



2

Understanding the VMA[®] Diagnostic Technology and Software

In the med-legal arena, **the ability to provide precise, objective medical evidence can be the difference between winning and losing.** VMA[®] diagnostic technology is an advancement in diagnostics, offering a level of accuracy that traditional methods like X-rays and MRIs simply cannot match.

● HOW UNDETECTED SPINAL INSTABILITY SABOTAGES YOUR RECOVERY

The VMA[®] diagnostic is a cutting-edge tool specifically designed to assess spinal motion in real-time.

● HOW DOES THE VMA[®] WORK?

The VMA utilizes advanced imaging technology and software to **track the movement of the vertebrae during specific motions.** The data is then meticulously analyzed to identify any abnormalities, such as **vertebral instability, excessive spinal motion, spinal ligament laxity or misalignment.** These could be contributing to your clients symptoms, pain and suffering.



Key features of the VMA® Include:

Real-Time Motion Analysis: Unlike traditional X-rays or MRIs, which provide static images, the VMA® captures the spine in motion, offering a more accurate representation of how each vertebrae move and interact in specific ranges of motion.

High Precision: The VMA® detects even the slightest abnormalities in spinal motion, including micro-movements that can cause significant pain or dysfunction.

Non-Invasive: The VMA® diagnostic process is completely non-invasive, making it safe and comfortable for clients. This is particularly important in cases where repeated imaging may be necessary.



WHY IS VMA® TECHNOLOGY SUPERIOR TO TRADITIONAL METHODS?

While traditional imaging techniques like X-rays and MRIs are valuable, they have limitations that can leave your clients injuries misdiagnosed or even undiagnosed.

- **Capturing Motion-Related Injuries:** Many spinal injuries, particularly those resulting from “whiplash” or minor impacts, manifest during movement. Therefore, static images cannot capture these motion-related injuries, but the VMA® technology real-time analysis can.
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- **Providing Objective, Quantifiable Data:** The VMA® generates precise measurements of spinal motion, providing objective data that can be used to support injury claims.
- **Enhancing Diagnostic Accuracy:** By offering a more detailed and dynamic view of the spine, the VMA® improves diagnosis accuracy, ensuring that your clients injuries are identified and documented. This leads to more specific and improved treatment for your clients and stronger settlement demand packages.

With the VMA® diagnostic, you can ensure your clients injuries are fully assessed and documented, providing you with the powerful evidence needed to build stronger, more compelling cases.



How VMA® Diagnostics Strengthen Personal Injury Cases

Your strongest cases typically include compelling, quantifiable, accurate, reliable and repeatable medical evidence. **The VMA® (Vertebral Motion Analysis) diagnostic offers significant advantages, providing detailed, objective data that enhances the credibility and impact of your evidence.**

● HERE'S HOW VMA® DIAGNOSTICS CAN STRENGTHEN YOUR PI CASES:

Objective, Quantifiable Data: The VMA provides precise measurements of spinal movement (within .5 - .7mm of accuracy), offering objective evidence that is harder to dispute than traditional imaging results.

This data strengthens your case by:

- **Providing Undeniable Proof:** Having concrete evidence of spinal ligament instability or misalignment links directly to your clients pain and loss of function, making it challenging to argue the injuries are only subjective or exaggerated.
- **Enhancing Expert Testimony:** Medical experts can use VMA® data to offer more compelling, data-backed testimony, improving the overall strength of your case.



DETECTING SUBTLE INJURIES

Traditional imaging methods may miss subtle, but significant injuries. **The VMA® diagnostic excels at detecting where others fail:**

- **Micro-Movements:** Small abnormalities in spinal (vertebral) motion can cause considerable pain, but may not be visible with static images. (X-ray, MRI, etc.)
- **Ligamentous Injuries:** VMA® diagnostics reveals spinal damage more accurately, reliably and consistently than static images. (more on this later)



IMPROVING CASE VALUATIONS

With detailed and accurate data from the VMA® diagnostic:

- **Support Higher Claims:** The precise documentation of injuries justifies claims for higher damages, covering ongoing pain, loss of function, and future medical care.
 - **Negotiate Effectively:** Objective evidence can strengthen your negotiating position with insurers, giving you the ability to “push back,” leading to fairer settlements and potentially reducing the need for litigation.
 - **Maximizing Case Outcomes:** Integrating VMA® diagnostics into your practice enhances the strength and reliability of your evidence, leading to stronger PI cases and better outcomes for you and your clients.
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The VMA® Diagnostics Backed by Science and Literature

The VMA® (Vertebral Motion Analysis) diagnostic not only plays a crucial role in enhancing case value by providing precise, comprehensive data, but is backed by published research and learned treatises. **Here's what you need to know about VMA® diagnostics and ligament instability injuries:**

LIGAMENT INJURY

A ligament sub-failure injury can occur when traumatic loads are placed on the joint exceeding their capacity. A common occurrence in hyperextension or hyperflexion, “whiplash” injuries.

SPINAL LIGAMENT INSTABILITY

Must be evaluated using spinal motion technology and is not typically identified or under-diagnosed from static X-rays or from conventional MRI or CT.

LEARNED TREATISE

Ligament instability has been well documented as a trauma-based injury in the AMA Guides to the Evaluation of Permanent Impairment for over 25 years.

PERMANENT IMPAIRMENT

Both cervical and lumbar instability injuries carry a substantial Whole Person Impairment value from the AMA Guides. This significantly changes the settlement negotiations discussion about policy limits and UIM.

VMA® ACCURACY

In studies submitted to the FDA, VMA® measurements were demonstrated to be accurate to within 0.2 - 0.4 degrees of angulation and 0.5 - 0.7mm of translation. This is unlike other technologies.

VMA® SENSITIVITY AND SPECIFICITY

The VMA® demonstrated no less than a 41% increase in sensitivity in detecting instability compared to standard radiographs. Other technologies are significantly missing your clients' injuries.

VMA® v. RADIOGRAPHS

As compared to standard radiographs (X-ray), VMA® reduced the measurement variability associated with the outdated methodology. It was shown **using VMA® would result in an overall benefit to patients receiving a spinal instability diagnosis.**

VMA® the Gold Standard

Forces Fair Settlements: Insurers are more likely to offer reasonable settlements when presented with clear, incontrovertible evidence of traumatic injury severity.

Reduces Disputes: The precision of VMA® diagnostics minimizes room for argument, leading to smoother negotiations and potentially avoiding prolonged litigation.

Accelerates Case Resolutions: With solid evidence from VMA® diagnostics.

Encourages Settlements: When positioned with strong, clear objective evidence this often encourages opposing parties to settle, leading to quicker resolutions and reduced legal expenses.

The VMA® diagnostic technology is FDA-cleared, patented, proprietary and the state-of-the-art for evaluating and diagnosing spinal ligament instability and pathology injuries.



Partnering with Your Providers to Utilize VMA® Technology

To fully leverage VMA® (Vertebral Motion Analysis) technology in your Personal Injury cases, collaborating with providers is essential.

Here's how to effectively utilize VMA® with providers:

OPEN A CONVERSATION

- **Identify Your Spinal and Orthopedic Experts:** Your providers specializing in spinal injuries or orthopedics are the most likely to use and understand VMA® technology. This makes them uniquely positioned to recognize its value and apply it effectively in both patient care and case management.
- **Briefly Discuss the VMA®:** Some providers may be unfamiliar with the importance of spinal ligament injuries and VMA® technology. Briefly explain how this objectively identifies and documents otherwise hidden injuries, providing the critical evidence needed to support diagnosis, treatment and case value.

DISCUSS OPPORTUNITIES FOR VMA® STUDIES

- **Review Current Cases:** Discuss your clients injuries, continuing subjective complaints and treatment progression. Identify cases where ongoing subjective complaints such as headaches, spinal pain, or radicular symptoms lack sufficient corroboration through objective, quantifiable medical evidence.
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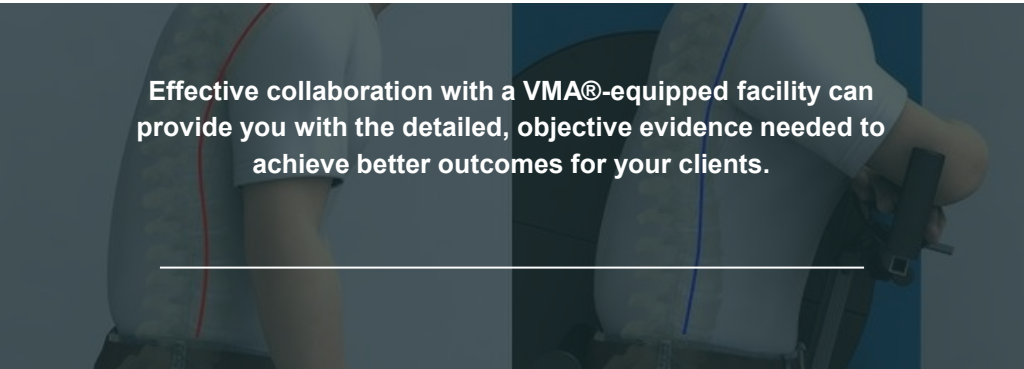
HAVE PROVIDERS CONTACT THE VMA® CENTER

- **Provider Outreach:** Notify your providers about the availability of VMA® diagnostics in their area. Highlight the comprehensive data and detailed reports that uncover trauma-related injuries, enhance treatment planning and improve patient outcomes.
- **VMA® Imaging Center Follow-Up:** Connect your providers with the VMA® facility for more comprehensive information and training regarding the technology for other current and future cases.



BENEFITS OF PROACTIVE PROVIDER DISCUSSIONS

- **Enhanced Evidence Quality:** By combining your providers' expertise with VMA® diagnostics, you generate thorough, objective documentation that strengthens case credibility, making your claims far more compelling in negotiations and in court.
- **Strengthening Your Cases:** By utilizing providers that understand spinal ligament injuries and VMA® technology, you ensure access to high-quality evidence that can significantly enhance your PI case value.



Effective collaboration with a VMA®-equipped facility can provide you with the detailed, objective evidence needed to achieve better outcomes for your clients.

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Taking the Next Steps: How to Integrate VMA® Diagnostics into Your Cases

Here's how to effectively incorporate VMA® technology into your cases:

EVALUATE YOUR CASES

- **Assess Case Requirements:** Determine how VMA® could address specific needs in your cases, such as detect subtle spinal injuries, avoid protracted treatment plans, provide answers for clients with ongoing pain after release from care or provide detailed evidence for complex claims.
- **Identify Cases “Stuck in the Process”:** Determine where VMA® technology can strengthen your position in challenging settlement negotiations and counter lowball offers with objective, quantifiable evidence.

ESTABLISH BETTER RELATIONSHIPS

- **Find VMA® Providers:** Connect with providers who are equipped to effectively utilize VMA® technology in their cases. Make sure they understand the critical role VMA® data plays in documenting injuries, supporting treatment decisions, and strengthening case outcomes.

INCORPORATE VMA® DATA

- **Integrate into Case Strategy:** Leverage the detailed diagnostic insights from VMA® technology to strengthen your cases. Incorporate this objective data into demand packages, negotiations and legal arguments to maximize credibility and case value.
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- **Enhance Client Communication:** Your providers that utilize VMA® can help you explain the full extent of injuries to clients, optimize outcomes and reinforce their trust in your representation.

TRAIN YOUR TEAM

- **Educate Your Team:** Make sure your team fully understands how and when to use and interpret VMA® diagnostic data. Proper training enhances the integration of this information into demand packages, case strategy and client communications.

MONITOR AND ADJUST

- **Evaluate Outcomes:** Continuously assess how VMA® diagnostics influence case results, strengthen evidence, and enhance client satisfaction. Use these insights to refine strategies and improve efficiency.

MAXIMIZE BENEFITS

- Integrating VMA® diagnostics into your practice enhances even the smallest of claims all the way up to commercial policies.

Adopting VMA® technology elevates the quality of your evidence and case strategy, ensuring you deliver the best results for your clients.



Contacting TruePath Imaging for More Information

To explore how VMA® diagnostics can benefit your cases, or to learn more about the diagnostic testing and services available, **contact TruePath Imaging today.**

WHY CONTACT US?

- **Expert Consultation:** We are ready to discuss how VMA® technology can be utilized to strengthen your cases and improve outcomes.
- **Comprehensive Information:** We provide you and your providers detailed insights into the capabilities of VMA® diagnostics and how they can be integrated into your cases.
- **Customized Solutions:** We can advise you and your providers on how VMA® diagnostics can meet your specific needs and address any challenges in documenting and proving your clients injuries.

HOW TO REACH US

- **Phone:** Call us at 630-590-9766 with any questions or to schedule a consultation.
- **Email:** Send your inquiries to info@truepathimaging.com and receive prompt responses from our team.
- **Website:** Visit truepathimaging.com for more information about our diagnostic services, to request a consultation, or to access additional resources.

Take the Next Step

By partnering with TruePath Imaging, **you will gain access to cutting-edge diagnostic technology** and expert support to elevate the quality of your Personal Injury cases.

**CONTACT US TODAY TO BEGIN INTEGRATING
VMA® DIAGNOSTICS.**

630-590-9766 or visit truepathimaging.com

