

\$21.2M Verdict Exposes Kentucky Malpractice Monopoly

Client Hans Poppe, Esq., The Poppe Law Firm
Exhibits 3D Animation, Color Diagnostics®, Timeline, 3D Interactive
Online highimpact.com/case-studies/1344



When we rolled the giant touchscreen with the 3D interactive heart into the courtroom, the defense lawyers immediately began objecting. As we argued the issue before the judge, two of the defendant cardiologists became mesmerized with the exhibit. So I walked the defendant cardiologists through the presentation and let them play with it, and then casually asked if they considered it a 'fair and accurate' representation. In front of the judge they both admitted it was, and accidentally sabotaged their lawyer's own objections.

Hans Poppe, Esq.
 The Poppe Law Firm

Brief

When a group of Kentucky cardiologists conspired to perform hundreds of unnecessary heart surgeries on patients for the purpose of boosting profits, Hans Poppe, Esq., needed to show that it was fueled by a ring of corruption that incentivized malpractice on a massive scale. Representing more than 170 victims, Mr. Poppe asked High Impact to build him a visual presentation to achieve the following objectives:

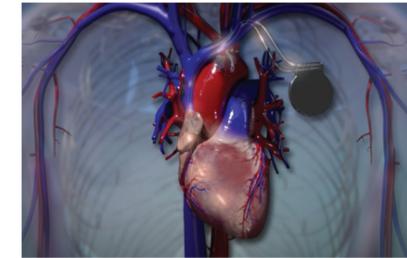
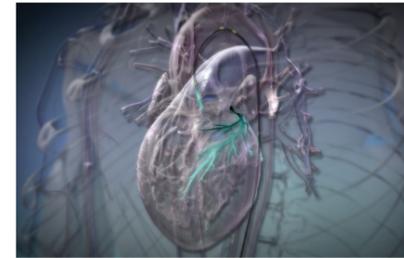
- Show how doctors deliberately misinterpreted cardiac evaluations and purposely misdiagnosed patients.
- Demonstrate the level of dangerous invasiveness involved in procedures the patients did not need.
- Simplify a complex web of financial relationships that incentivized these dangerous, invasive, and needless surgeries on a massive scale.
- Build these exhibits in a way that could be applied and easily modified for more than 170 cases.

Approach

We equipped Mr. Poppe with an arsenal of animations, graphics, Color Diagnostics, and digital interactive exhibits. We also built a custom 3D interactive heart on a touchscreen that was so realistic, two defendant cardiologists were awed into admitting that the exhibit was "fair and accurate" in front of the judge - as their attorneys were in the process of objecting against its admissibility.

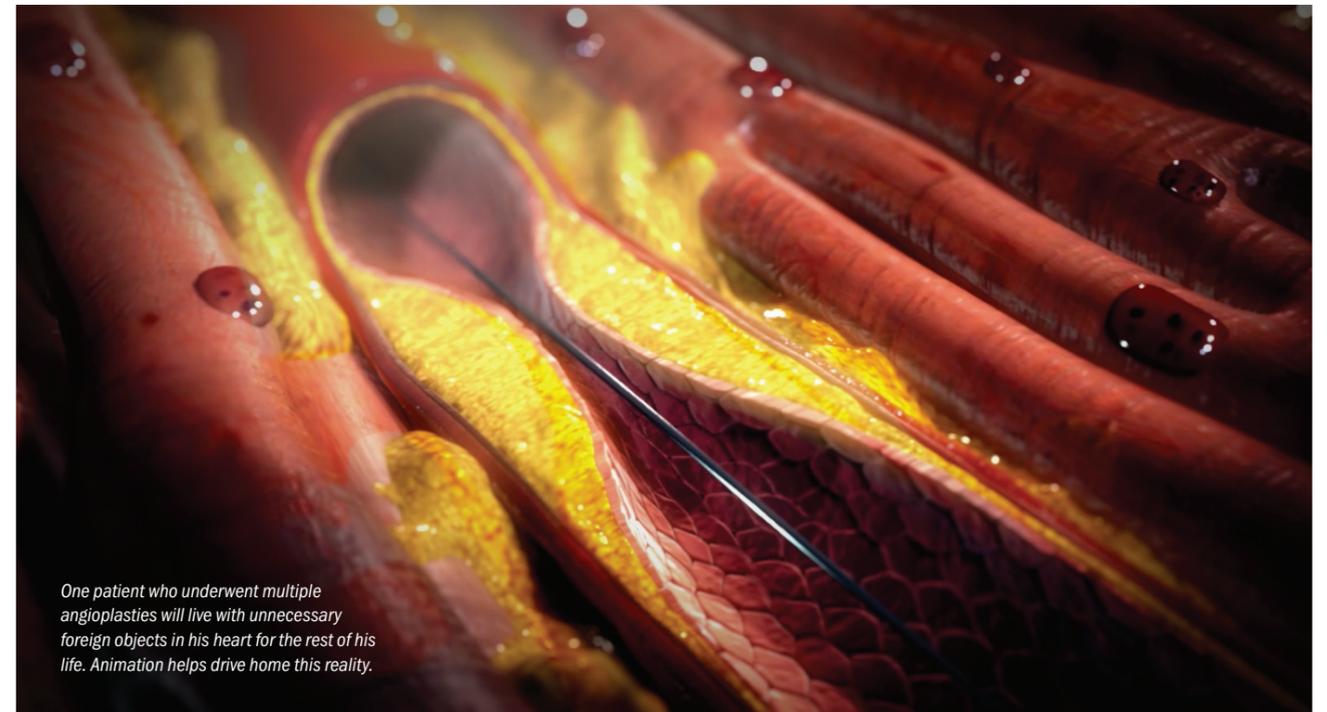
Result

Mr. Poppe's most recent case, working with Tom Rhodes, Esq., of the Tom Rhodes Law Firm, concluded with a \$21.2M jury verdict for a patient who was implanted with an unnecessary pacemaker. Poppe continues representing victims of unnecessary surgeries and fraud, using these strategic visuals.

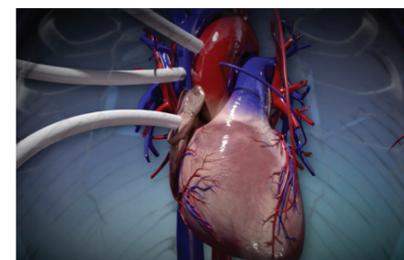


(left) This cardiac catheterization animation helped jurors understand how doctors evaluated patients, and recognize why there was absolutely no evidence the patient needed a stent procedure in this case.

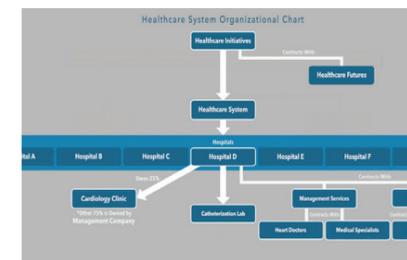
(right) Mr. Poppe returned a \$21.2M verdict using this animation to show how his client was implanted with a pacemaker he did not need.



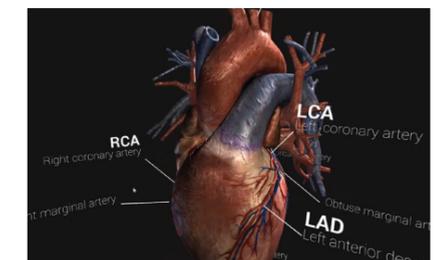
One patient who underwent multiple angioplasties will live with unnecessary foreign objects in his heart for the rest of his life. Animation helps drive home this reality.



This unnecessary double bypass surgery was so dangerous, the patient's heart was literally stopped at one point and supported by a machine. Animation enables jurors to objectively evaluate these decisions made for the sole purpose of profit.



We compiled years of fraud into this interactive exhibit that allowed Mr. Poppe to guide jurors through paths of corruption, pull up linear timelines, dive in and out of compelling details, and focus attention on the points that mattered to his case.



The final exhibit gave Mr. Poppe complete control over a 3D interactive human heart in photorealistic detail on a giant touchscreen. It was so accurate, it awed the cardiologists on the Defense into accidentally admitting it into evidence themselves.

