Lightfoot

NEWS & INSIGHTS

LIGHTFOOT PARTNER HARLAN PRATER SPEAKS AT MEDMARC'S 30TH ANNUAL MEDICAL DEVICE SEMINAR

June 8, 2017

Lightfoot, Franklin & White LLC partner **Harlan I. Prater, IV** was a featured speaker at Medmarc's 30th Annual Medical Device Seminar on June 8, in Naples, Florida.

His presentation, "The Defendant's Opening Statement: Using Juror's Cognitive Shortcuts to Persuade and Win," explored the mental shortcuts jurors often use to process the information overload they confront during a trial.

The annual seminar is hosted by Medmarc, a leading provider of insurance solutions for manufacturers and distributors of medical technology and life sciences products. The event brings together Medmarc personnel, defense attorneys and policyholders in a joint effort to study medical products liability claims and to learn how to most effectively defend them.

Prater's three decades of law practice have been devoted to all types of high-stakes civil trial work, with a focus on product liability and pharmaceutical and medical device litigation. A Fellow of both the American College of Trial Lawyers and the International Academy of Trial Lawyers, he has served as national and regional counsel for various product manufacturers. Prater is one of fifteen Alabama lawyers selected as members of the Product Liability Advisory Council.