



Law Ruler

by vprofitsolv

# Mass Tort Trends to Watch in 2023



With high client volumes, high competition, and a high degree of organization required, attorneys who handle mass tort claims have a complex task in front of them—especially when the landscape for lawsuits shifts every year. Mass tort legal practices not only need to keep their eyes on trends, but also new strategies for marketing, business growth, and engaging leads.

This year is no different: we're expecting a combination of new and ongoing mass tort trends across the legal field, along with updated approaches for growing your practice. Let's look at the most popular mass tort trends going into 2023, and the tactics you can leverage to attract and convert qualified leads for your firm.



# WHAT ARE MASS TORT CASES?

Mass tort matters involve multiple plaintiffs, often across multiple districts, who claim injury or illness as a result of defective drugs, products, or environmental factors. Unlike class-action lawsuits, which involve a lead plaintiff who files on behalf of a group of injured people, mass torts involve multiple individual personal injury lawsuits.

Mass tort litigation is a complex process and may take years to resolve. As such, lawyers who handle mass torts must keep close track of lots of clients over a long period of time.



# MASS TORT TRENDS WE EXPECT TO SEE IN 2023

Mass tort matters are unique in that they are influenced by what the population at large may know about particular products, drugs, or environmental factors. For example, as researchers learn more about the effects certain chemicals have on our health, people may be more likely to file suits against businesses that use those chemicals in their products.

In particular, recent studies have uncovered the health impacts that are driving rising numbers of mass tort matters in the following areas.

## Chemical hair relaxers

Chemical hair relaxer mass tort is continuing to gain traction in 2023, with an increasing number of firms adding these case types to their portfolio.



Chemical hair relaxers are part of the multi-billion-dollar cosmetic industry, and are typically marketed towards black and Latina women, many of whom use these products regularly and from a very young age

However, popular hair products used to chemically relax hair are thought to contain carcinogens. Recent studies have linked the chemicals in hair relaxers to an increased risk of uterine cancer. An [article published in October 2022](#) reviewed data from an [11-year study](#) of over 33,000 women. Researchers found that women who used hair straightening products were twice as likely to develop uterine cancer

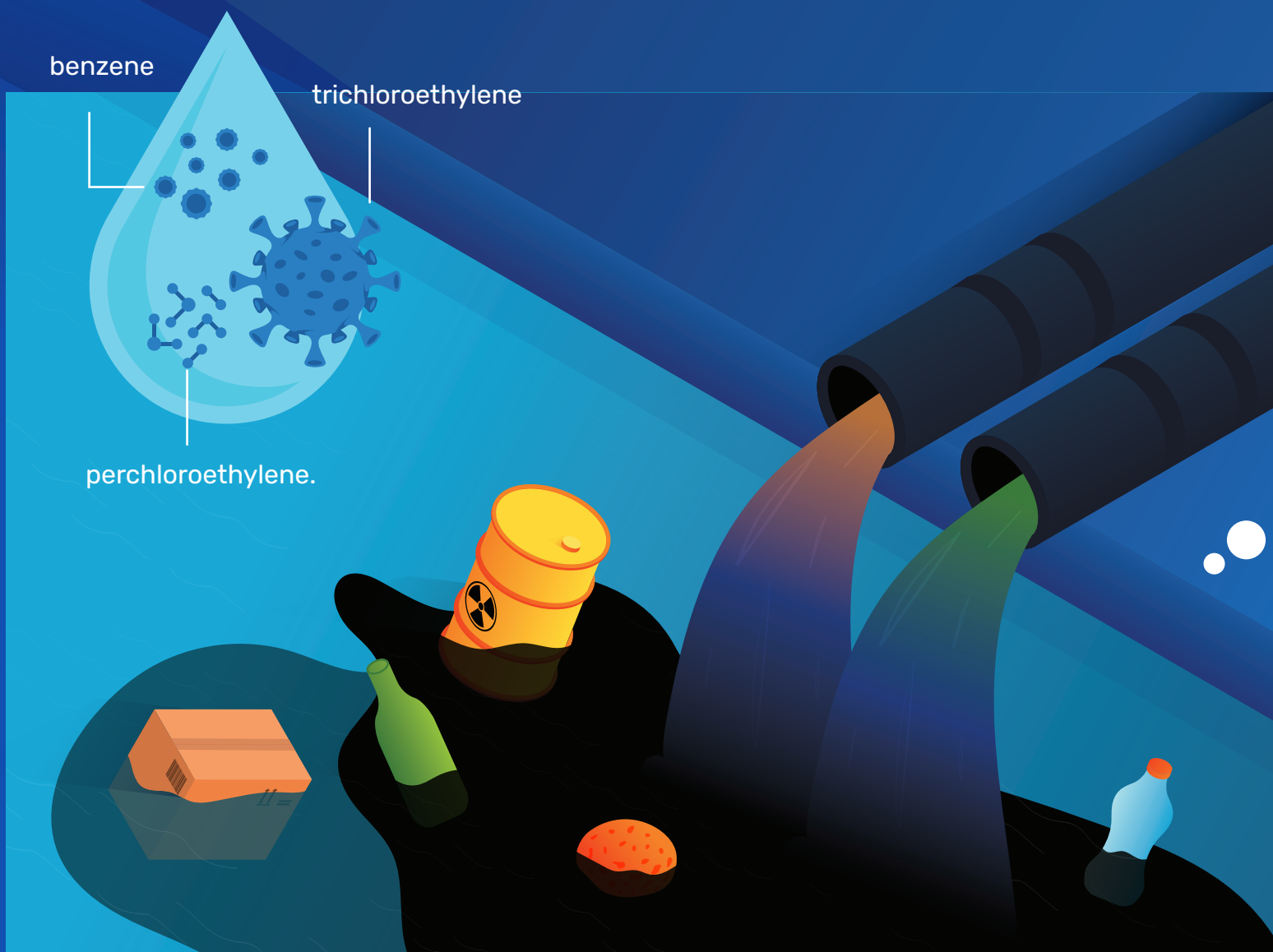
## Camp Lejeune

Camp Lejeune mass tort cases have been prolific since July 2022, and we expect to see this trend last through mid-2024.

[Camp Lejeune](#) is a military facility in Jacksonville, North Carolina, and is home to over 170,000 soldiers, dependents, retirees, and civilians.

Between 1953-1987, anyone who drank the water at Camp Lejeune may have been exposed to harmful chemicals such as trichloroethylene, benzene, and perchloroethylene. Exposure to these chemicals may lead to serious and fatal health conditions, such as Myeloma, infertility, Parkinson's, and cancer.

Especially challenging for attorneys dealing with Camp Lejeune matters is the fact that, for many claimants, the health impacts of exposure did not show up until much later. However, a bill signed by President Biden in 2022, **Camp Lejeune Justice Act of 2022**, has made it easier for them to file suit.



# Paraquat herbicide

Paraquat mass tort cases have circulated for several years, but they are still going strong into 2023.

Paraquat dichloride is one of the most common herbicides in the United States, but paraquat exposure has been linked to an increased risk for Parkinson's disease. In 2021, the EPA announced that it would review Paraquat's registration, and require mitigation to reduce the risks associated with paraquat for human health.

Though paraquat is not registered for residential use, exposure is possible for those living and working in agricultural communities. And while the exact risk associated with Paraquat exposure is unknown, the prevalence of paraquat mass tort cases will continue as scientists better understand the effect of herbicides on the human body.

# Roundup herbicide

Roundup, one of the most common herbicides in the world, is another herbicide from which we anticipate a significant number of mass tort cases in 2023.

The main active ingredient in Roundup is glyphosate, an herbicide that the World Health Organization has categorized as likely carcinogenic to humans.

Ongoing research continues to suggest Roundup's ingredients could be a risk factor for non-Hodgkins lymphoma. As such, several mass tort cases have been brought to the herbicide's inventor, Monsanto, and manufacturer, Bayer AG.

## Baby food

Baby food is a trending mass tort that we expect to continue trending in 2023 as parents hold baby food companies accountable for concealing high levels of toxic metals in their products, such as arsenic, lead, cadmium, and mercury. These heavy metals have been associated with autism, autism spectrum disorder (ASD), attention deficit disorder, and attention-deficit hyperactivity disorder (ADHD).

Such mass tort cases have been filed against Gerber, Beech-Nut, Earth's Best, HappyBaby Organics, Plum Organics, and Sprout Organic Foods. In January 2023, the FDA announced new guidance for companies that manufacture baby food, with the intent to reduce lead contamination in food intended for babies and young children.





# FOUR STEPS TO MANAGING MASS TORT LEADS MORE EFFECTIVELY

While mass tort firms need to stay on top of regulations, policy changes, and scientific studies regarding consumer health and safety, mass tort practices benefit when they have clear strategies for connecting with leads.

There are several reasons behind this. Qualified leads in mass tort cases often discuss their cases with multiple law firms. At the same time, mass tort law firms often handle a high volume of interested leads, making it a challenge to track and manage the status of both potential and current clients.

## 1. Use intake qualification forms

Many people considering participation in a mass tort case have been through significant emotional trauma and pain, which can be difficult to discuss with a stranger over the phone.

[Intak qualification forms](#) are a great method for people who are more



Law Ruler's intake qualification forms use conditional logic and are easy to fill out, which means that individuals can fill out the form on their own time. These leads can then be qualified or disqualified based on the unique criteria your firm establishes for a particular mass tort. With a well-crafted intake form, law firms can spend more time following up on qualified leads.

## 2. Schedule calls with potential leads

When it comes to scheduling calls with potential clients, it can be difficult to connect with people via cold calls. Older techniques like power dialers often lead to an instant conversation death (especially with the tell-tale “beep” at the start of the call).



Live calls connect with more people by increasing the answer rate. Automation can further increase this conversion rate through text message alerts. If a law firm sends a text message explaining that they'll be calling from a certain number about a subject ahead of time, then people will expect your call and be more likely to pick up the phone. Law Ruler also offers a [soft-phone dialer](#), which helps you save time by making calls directly from your CRM tool.

### 3. Use SMS for eSignatures

According to Gartner, [email has a 20% open rate](#) for messages that reach a person's inbox (rather than spam).

Text message open rates are closer to 98%.

Today, people prefer to access everything that they need from their phones. Law Ruler's [SMS eSignatures](#) are intuitive for people to access, and enable users to fill out necessary forms from just one link. By making it as easy as possible to sign documents, people are more likely to get it done.

To further improve your SMS strategy, consider sending automated messages outside of regular business hours. People are less likely to complete unrelated tasks during their workday, so it makes sense to send an SMS when it can be addressed immediately.

## 4. Continue to follow up

Mass tort takes time to convert. Many people have a long turnaround time, so it benefits firms to create increased touchpoints with a qualified lead. In fact, it's not uncommon for people to wait 30 or 45 days to make a decision. The more touchpoints you have, the more likely a person is to convert when they are ready to pursue their case.

[Automated follow-ups](#) can make it easy for your firm to stay top of mind with a potential client when they're ready to take the next step.





The background of the image is a wooden desk. In the top left, there is a wooden gavel. In the top right, a pair of glasses is visible. In the bottom right, a portion of a white marker is seen. A yellow notebook is open on the desk, with the words 'Tort Law' and a scale of justice icon printed on it.

## **GET A HEAD START ON 2023'S BIGGEST MASS TORT TRENDS**

Managing mass tort legal clients is complex and requires organization and efficient record-keeping. Law Ruler's CRM provides mass tort attorneys with the necessary tools to automate tasks and provide secure, confidential client communications.

[Schedule a demo](#) and learn how you can start optimizing your mass tort intake process today.

**Tort Law**

