

Ogletree Deakins Leverages Lexis Practice Advisor® to complement firm's Knowledge Management Legal Resource Center

Am Law 100 ranked firm Ogletree Deakins has experienced gains in efficiency and improvements in client service as Lexis Practice Advisor becomes an extension of their in-house capabilities. Ogletree's Greg Guidry, shareholder, and Patrick DiDomenico, chief knowledge officer, explain.

Overview

The need

As one of the largest labor and employment law firms in the country, Ogletree Deakins sought a way to reduce costs, gain efficiency and improve client service.

The solution

The Lexis Practice Advisor service has become an important extension of the firm's Knowledge Management Legal Resource Center, making it one of the firm's most relied upon resources.

The benefit

With Lexis Practice Advisor technology, Ogletree Deakins can provide high quality answers to clients faster than they could before. They have experienced an increase in efficiency and decrease in costs.

Ogletree Deakins is the second largest labor and employment law firm in the country. The firm has been recognized as "Law Firm of the Year" by U.S. News – Best Lawyers® for seven consecutive years. Contributing to Ogletree Deakins' growing success are its people, focus on client service and industry-leading Knowledge Management (KM) Legal Resource Center, an online network that houses Ogletree's vetted internal collection of best practice and model documents.

SITUATION

Greg Guidry, shareholder at Ogletree Deakins, says "Ogletree's KM group is fantastic, and our firm makes available a wealth of amazing resources to the lawyers. This includes past work product for other clients as well as external research resources that may help us."

Guidry has used a number of legal research tools throughout his 40-year career as an attorney, but soon after joining the firm in 2015, became attached to a new service from LexisNexis that would become a trusted resource in his practice: Lexis Practice Advisor.

"I was familiar with the LexisNexis legal research service but had not yet learned of a product called Lexis Practice Advisor," says Guidry. "From the moment I logged in, I was impressed. I found it easy to use, simple to search and extremely helpful when answering client questions."

Lexis Practice Advisor provides key practitioner guidance and useful resources for attorneys, such as practice notes, annotated forms and activity checklists. These features are designed to help lawyers more confidently advise clients, negotiate terms of agreements, and draft effective documents for a specific area of practice or jurisdiction – while decreasing time spent on routine tasks.

As an example, Guidry cited a recent situation in which a client was interested in creating a single "Paid Time Off (PTO)" policy, rather than the traditional model of separate policies for sick time and vacation time.

"I turned to Lexis Practice Advisor and ran a quick search, which led me to an article by an expert in the field that explained how to create a PTO policy and even provided a sample policy for me to review," he said. "I was able to share this information with the client less than ten minutes after our phone conversation, which was very impressive to them. Needless to say, I've become a big fan of Lexis Practice Advisor."

Ogletree's KM team has made Lexis Practice Advisor an important extension of the firm's KM Legal Resource Center, making the service one of its most frequently used resources. Available materials from Lexis Practice Advisor fill in the gaps when there is not an internally vetted firm model on a specific topic, as well as complement existing firm resources.

In an era where speed is typically measured by the hour, not the day, Lexis Practice Advisor helps attorneys deliver faster responses to client inquiries.

RESULT

Guidry has found that Lexis Practice Advisor helps the firm's attorneys deliver faster responses to client inquiries, an important client service achievement in an era where speed is typically measured by the hour, not the day.

And it's not only Guidry who has been impressed with the high-quality content available on Lexis Practice Advisor. The entire KM team points to gains in efficiency and improvements in client service as Lexis Practice Advisor expands their capabilities to help lawyers beyond the firm's internal knowledge and resources.

"Lexis Practice Advisor is a great resource to enhance our internal KM resources," says Patrick DiDomenico, chief knowledge officer at Ogletree Deakins. "When lawyers cannot find an appropriate document from our internal collection, such as a model documents, sample forms, and checklists, they turn to Lexis Practice Advisor without hesitation."

"We're looking forward to integrating Lexis Practice Advisor into our intranet search so that the content is even easier to surface in the future," DiDomenico continues.

The expertise of Lexis Practice Advisor's contributing authors and the reliability of its content has caught the attention of other attorneys at Ogletree who have reached out to the KM team with feedback about the practical guidance tool:

"This [Lexis Practice Advisor Chart of State Paid Vacation and PTO Laws] was perfect, thank you!"

"That's fantastic! I'm keeping a copy of the Remedies Available Under Key Federal Employment Anti-Discrimination Laws Chart in a desktop folder close at hand!"

"The recent enhancements to Lexis Practice Advisor have made the product even easier to use and the layout of the content makes it very simple to access," continues Guidry. In fact, he was so struck by the quality of contributing authors that he recently agreed to sign-on with LexisNexis to develop content within the Labor & Employment practice area. ■

About Ogletree Deakins

Ogletree Deakins is one of the largest labor and employment law firms representing management in all types of employment-related legal matters. Premier client service, as outlined in the firm's Client Pledge, is one of the firm's top priorities and a cornerstone of its core values. U.S. News—Best Lawyers® "Best Law Firms" has named Ogletree Deakins a "Law Firm of the Year" for seven consecutive years. In 2018, the publication named Ogletree Deakins its "Law Firm of the Year" in the Litigation—Labor & Employment category. Ogletree Deakins has more than 850 attorneys located in 52 offices across the United States and in Europe, Canada, and Mexico. The firm represents a diverse range of clients, from small businesses to Fortune 500 companies. www.ogletree.com

About Lexis Practice Advisor

Practical legal guidance is available from Lexis Practice Advisor across several practice areas and jurisdictions. All Lexis Practice Advisor modules are infused with content created and regularly updated by more than 850+ expert attorney authors and practitioners representing more than 265 firms, ensuring the guidance provided is expansive, relevant and current.

To ensure seamless workflow, Lexis Practice Advisor is integrated with multiple LexisNexis products and services, including Lexis® Advance, Lexis® for Microsoft Office® and Lexis® Search Advantage. Using embedded links, the modules furnish deeper supporting content only available through LexisNexis, including excerpts from Matthew Bender treatises and legal news from Law360®.

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