



Media contact: firstClass,inc. /404-505-8188
Bunnie Jackson-Ransom

For Immediate Release:

Rod Edmond, M.D., J.D., speaks on the issues of managing medical risks at the Georgia State Medical Association



Atlanta, GA (June 18, 2010). **Roderick Edmond, M.D., J.D.** [attorney/doctor], recently spoke to members of the Georgia State Medical Association (GSMA) at their 117th Annual Convention in Hilton Head, SC on the subject of **Practical Risk Management Tools for Clinicians -- “Hands On”** – a presentation that provided functional information on managing the possibilities of risks physicians face in the routine practice of medicine.

Dr. Edmond, a former practicing medical doctor, is currently the managing partner of **Edmond & Lindsay LLP**, a Plaintiff's law firm representing claims involving [wrongful death](#), [catastrophic personal injury](#), and [medical malpractice](#). Having practiced medicine for more than twelve years, Dr. Edmond offers a unique and insightful perspective for medical professionals on how best to reduce their chances of being defendants to lawsuits.

During his presentation, Dr. Edmond stressed, “The process of avoiding malpractice claims usually begins before the doctor enters into a physician/patient relationship and the fallout from such claims will continue long after the relationship ends. In most cases, the malpractice claim has nothing to do with the physician’s knowledge of medicine, but involves a breakdown of systems or communication, resulting in injury or death to a patient.”

Edmond & Lindsay LLP has successfully litigated dozens of catastrophic injury cases resulting in a number of million dollar or more jury verdicts or settlements. The seminar/lectures that Dr. Edmond has presented to medical organizations are known for the energetic “straight talk” in his delivery and the real malpractice cases that he uses to educate the audiences. His presentations show physicians and clinicians how to manage uncertainty and threats using techniques to ensure conformance with medical risk management policies. For more information about Edmond & Lindsay, visit www.edmondfirm.com.

The GSMA is an affiliate of the National Medical Association. Dr. Shelia Robinson, an Atlanta cardiologist, is the president of the organization. Founded as an organization to give a voice to African-Americans and other minority physicians in the state of Georgia, the GSMA is a non-exclusive

organization which works to represent its membership in all medical scientific, legislative, public health and related affairs. Membership in the Association is open to all reputable and legally qualified physicians in the state of Georgia.

Photo Attached: Dr. Roderick Edmond