INREACH CONTINUING EDUCATION SOLUTIONS
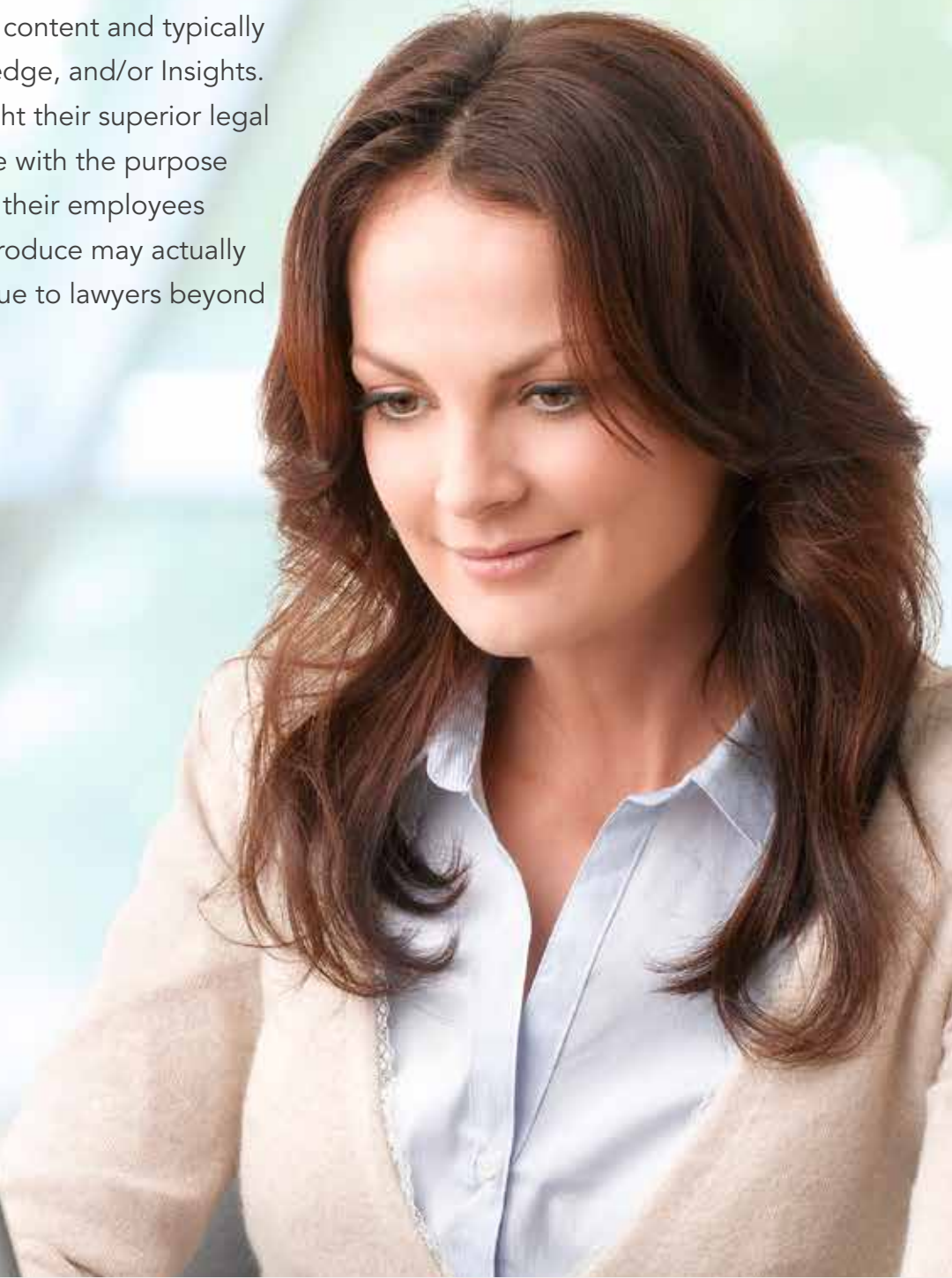
Law Firm Solutions

Maximizing the Effectiveness of Your Educational Content to Attract and Retain Clients

Law Firm Content – A Deeper Look Into News, Knowledge, and Insights

Through our collaboration with law firms, InReach has learned that law firms create their own content and typically place it under the labels News, Knowledge, and/or Insights. Law firms create this content to highlight their superior legal awareness, knowledge, and experience with the purpose to attract potential clients and to keep their employees informed. The content that law firms produce may actually transcend these labels and provide value to lawyers beyond insights.

Content tends to fall into one of three main categories:

1 News & Information

2 Professional Development

3 Accredited Continuing Legal Education

Powerful Competitive Advantage

Quite often, this content is delivered in various formats such as e-publications, streaming audio/video or downloadable podcasts. The content is typically produced and delivered using a conglomeration of disparate solutions.

Ensuring Content Produces Competitive Advantage

By partnering with law firms, InReach has established a fundamental five-step process which law firms may consider when "content" is a key strategic initiative. This five-step process enables law firms to ensure they generate the competitive advantage they seek.

Five-Step Process

1. **Produce Content** – Capture the law firm's superior content and productize it to the highest quality

2. **Make Content Available** – Enable employees, outside lawyers and clients to find the content in a manner which meets your law firm's corporate branding standards

3. **Control Access to Content** – Implement authentication and access controls to the content so that premium content is available only to select lawyers

4. **Accredit Content** – Accredit your content so you are providing your lawyers both professional development and MCLE credit

5. **Enable Select Lawyers to Track Credits** – Provide a CLE Tracking system to select lawyers so they can manage their compliance in a self-service fashion

Maximizing the Competitive Advantage of Powerful Content

InReach provides an integrated software platform specifically designed to help law firms to maximize the competitive advantage they seek when producing powerful thought-leadership content. InReach believes the following five integrated solutions ultimately help law firms to **max-out the competitive advantage of the content they produce**, while **greatly reducing the operational expense** of providing a content program to an international audience:

1. **Webinar Delivery Platform** – Provides the ability to deliver content to an international audience and then to capture the event for on-demand viewing

2. **A Public Content Portal** – Branded to look like a true extension of the law firm's website and provides law firm-specific filtering, so lawyers can easily find the content they are looking for

3. **Authentication Into the Portal** – Enables the law firm to expressly control who has access to which content

4. **CLE Learning Management System** – Provides the features necessary to deliver CLE-accredited content to an internationally-based set of learners

5. **CE Management** – Enables lawyers the ability to track their own CLE to manage their MCLE compliance in their specific region

Webinar Delivery and Capture Platform

The InReach webinar delivery and capture platform is a software module that enables law firms to deliver thought leadership or educational webinars to their employees, clients or even prospects. The webinar platform provides the following powerful features:

- Real-Time Questions
- Audience Polling
- Desktop Sharing

- Video Sharing
- Automatic and Scheduled Pre- and Post-Event Reminder Notifications

Webinars are automatically recorded by InReach. The captured media file is put through the InReach media production process where the captured webinar will be properly edited for on-demand viewing and podcast listening. All webinar, on-demand, and podcast programming can be effectively searched for and filtered through the InReach Content Portal module.

Content Portal Module

The InReach Content Portal module can be branded to meet your high, corporate standards. InReach understands the importance of your corporate brand, so we have created a content portal that can be configured to meet your standards.

Moreover, the portal provides four law firm-specific filters, which provides lawyers and clients the most functional AND user-friendly experience. Within minutes, you can create filters to enable your readers and learners to easily find content with respect to your law firm's:

- Sectors
- Regions
- Practice Areas / Services
- Media Types (e.g., on-demand, e-pub or podcast)

Authorization and Access Module

The Authorization and Access module enables law firms to extend their public portal to have intranet / extranet capabilities for their internal employees and external clients, respectively. Now, premium content can be made accessible to only designated lawyers and clients. Once you can control who has access to which content, you are perfectly positioned to provide CLE accredited content to your employees and clients.

MCLE Module

The MCLE module enables you to deliver CLE accredited content to specific lawyers and clients. This is the ultimate in utilizing your premium content as a competitive advantage. Ensuring your lawyers continue their education by leveraging your premium content, drives client retention and lowers the risk of malpractice. The MCLE module provides the ability to meet all regional on-line delivery rules by delivering how learners competency is tracked:

- Time Tracking
- Testing
- Participation Code Tracking
- Evaluations
- Affidavits
- Pop-Up "Are You There?" Messages
- Short-Answer Essays

The MCLE module also automatically delivers various regional certificates for your employees and

clients who are based internationally. For the same accredited course, a New York lawyer will produce a NY certificate while an Illinois lawyer will produce an Illinois certificate.

IMPORTANT NOTE: InReach provides accreditation services to help you accredit qualified content in various regions.

CLE Tracking Module

The CLE Tracking module enables your lawyers and clients to track their compliance progress. This module acts like a dashboard that automatically gets updated when they successfully complete an accredited course which you provide. Moreover, your employees and clients may add credits and upload certificates which they obtained from an outside CLE provider. Having a CLE Tracking dashboard is a huge employee and client benefit, which also helps you to sustain your competitive advantage.

A Fully Integrated Solution

Content Portal	Authorization Access	MCLE	CLE Management	Webinar/ Webcast Deliver

A full, integrated solution enables a seamless user's experience for your employees and clients and upholds your high brand identity in the marketplace.

New York Employees & Clients

UK Employees & Clients

Asia Employees & Clients

Illinois Employees & Clients

Learner Self Service

- Search for content
- Register for content
- Take content
- Track credits and compliance

Content & Portal Automation

- Content go-live & expiration
- Content cloning
- New content notifications
- Scheduled event reminders

MCLE Automation

- Testing and evaluation assessments
- Certificate delivery
- Registered content expiry
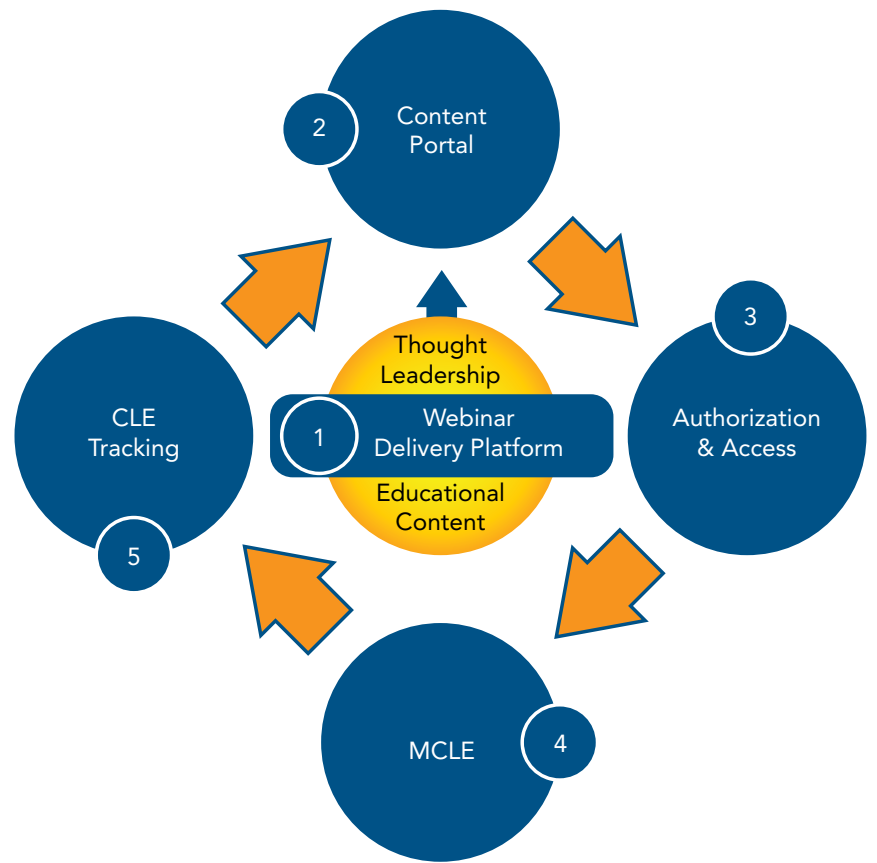- Consolidated reporting

Taking a Phased Approach

Modules don't have to be implemented all at once. You can adopt these modules in phases, with each phase increasing your competitive advantage until you *max-it-out*.

Take a Phased Approach

Adopt in Phases

Get the Fly Wheel Spinning

Educate Employees

Continually Increase Competitive Effectiveness

Attract and Retain Clients

2 Content Portal

3 Authorization & Access

Thought Leadership

1 Webinar Delivery Platform

Educational Content

CLE Tracking

5

MCLE 4

About InReach Law Firm Solutions

Security Laws Governance Risk **Regulatory Compliance** Regulations Policy Practice

Providing organizations software and solutions for 17 years

Helping organizations deliver thought leadership and educational content over the web

Helping organizations to create and grow their MCLE programs

Delighting law professionals by ensuring the on-line eLearning experience is the best in the market

A Constellation Software company

INREACH CONTINUING EDUCATION SOLUTIONS

5700 South Mopac Expressway

Austin, TX 78749

Phone Local: (512) 381-1570

Toll-Free: (888) 892-7676

Fax: (512) 381-1571

info@InReachCE.com

www.inreachlawfirmsolutions.com