

THE LAW FIRM OF THE FUTURE

Strategies to Improve Your Firm's Profitability in 2026

October 15, 2025

by

Rob Mattern

President and Founder, Mattern & Associates

John H. Beyer, Esq.

Partner & General Counsel, Parker Poe

C. Pierce Campbell, Esq.

Chief Executive Officer, Turner Padgett

John Remsen, Jr.

President, TheRemsenGroup

MPF WEBINAR

POWERED BY

TheRemsenGroup
Smart Strategies for the Forward Thinking Law Firm

TheRemsenGroup.com

BIOGRAPHICAL PROFILE

Rob Mattern

President & Founder

Mattern Associates

Chadds Ford, Pennsylvania

610.990.4401 – rmattern@matternassoc.com

Rob is President and Founder of Mattern Associates, the unbiased leader in law firm operations consulting. Since 1997, Mattern Associates has been providing unbiased strategies for measurably improving the efficiency and cost-effectiveness of law firms' in-house and outsourced administrative resources, office services, records and information governance.

Mattern Associates has successfully led over 500 engagements among the Am Law 200 to mid-size firms. Additionally, they produce key industry surveys, including the bi-annual and highly regarded Cost Recovery Survey, and most recently, the 2024 IG Survey.

The firm publishes widely including the *American Lawyer*, *Wall Street Journal*, *Law360*, *Law Technology News* and *Legal Management* magazine. Rob is an editorial board member of *Law Journal Newsletter's Accounting & Financial Planning for Law Firms*, and is a frequent speaker at key industry events.

April 2025



John H. Beyer

Partner & General Counsel, Board of
Directors of the Firm

johnbeyer@parkerpoe.com

t 704.335.9528



John Beyer serves as Parker Poe's general counsel, advising the firm and its lawyers on a variety of risk management issues, regulatory compliance matters, the rules of professional conduct, and legal ethics.

John has focused his own legal practice on professional negligence and product liability defense. His clients have included hospitals, physicians, nurses, other medical professionals, medical device manufacturers, and their insurers.

He has 25 years of jury trial experience representing hospitals, physicians, nurses, and other learned professionals in state and federal court. His trial experience also includes personal injury cases, wrongful death cases, and property damage claims. He has deep experience representing clients before professional licensing boards. John also advises clients on workplace accidents, premises liability claims, nursing home negligence claims, sexual abuse claims, and insurance coverage disputes.

He has served on the board of directors of the North Carolina Association of Defense Attorneys and as a member of the Mecklenburg County Bar Grievance Committee. He is serving his first term on Parker Poe's board of directors and is a former leader of the firm's Professional Negligence & Product Liability Defense Group.

REPRESENTATIVE EXPERIENCE

- **Ludemann v. Obstetrician** – This wrongful death action involved a full term delivery of a severely depressed newborn with a tight, triple nuchal cord. The baby died in the hospital on the third day of life. Plaintiffs alleged the defendant obstetrician failed to provide appropriate prenatal care so as to identify growth restriction and the nuchal cord prior to delivery. The jury returned a verdict of no negligence after three weeks of trial.
- **Huffman v. Hospital and Nursing Staff** – The decedent in this wrongful death action presented to the emergency department complaining of difficulty breathing and disorientation. After admission to post-ICU, the patient received medication rendering him incontinent of bowel. A nurse requested assistance to clean the patient. During the cleaning, the patient stopped breathing. The patient did not respond to resuscitation efforts and was pronounced dead 20 minutes later. At trial, the estate alleged that the nursing staff acted negligently by laying the decedent flat in order to clean him and by failing to notify a physician of the patient's respiratory



CHARLOTTE OFFICE



PRACTICE AREAS

Health Care
Professional Negligence
Defense
Product Liability & Mass
Tort
Medical Malpractice
Defense



EDUCATION

University of North Carolina
at Chapel Hill
JD, 1997
Davidson College
BA, 1992



ADMISSIONS

North Carolina, 1997



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difficulties. After almost three weeks of trial, the jury returned a verdict of no negligence in favor of the hospital and the nursing staff.

- **Watson v. Pediatricians** – The minor plaintiff was born via spontaneous vaginal delivery. Initially, the baby was clinically stable but thereafter showed signs of infection and was admitted to the NICU. Blood and CSF cultures came back positive for Group B Strep. Diagnostic studies revealed hypoxic-ischemic brain injury resulting in a diagnosis of cerebral palsy at 6 months of age. Plaintiffs alleged that the baby's clinical condition should have alerted her treating physicians to the possibility of infection and should have prompted a more timely order for antibiotics so as to avoid Group B Strep sepsis, meningitis and encephalopathy. The case resulted in a defense verdict after three weeks of trial. The lowest settlement demand had been \$3.5 million.
- **Molina v. Obstetrician** – Plaintiffs alleged that the defendant obstetrician and/or the labor and delivery nurses failed to recognize the likelihood of fetal macrosomia and resulting shoulder dystocia, failed to offer the plaintiff a caesarean section rather than a trial of labor, and caused a permanent brachial plexus injury by not managing the shoulder dystocia appropriately. A three-week trial resulted in a defense verdict for the defendant obstetrician.
- **Thompson v. Family Physician** – Plaintiffs alleged that a family medicine physician failed to recognize signs of fetal compromise during labor resulting in a delay in delivery by cesarean section and permanent neurological injury to the newborn. Plaintiffs claimed millions of dollars in damages for the minor child's future medical care costs. After four weeks of trial, the jury returned a verdict of no negligence in favor of our client.
- **Bumgardner v. Obstetrician and Certified Nurse Midwife** – Parker Poe represented an obstetrician and a certified nurse midwife in this medical malpractice action alleging negligence and permanent nerve injury arising out of a vaginal delivery complicated by shoulder dystocia. After three-week trials in both cases, the jury returned a verdict in favor of our client.
- **Nutt v. Hospital and Nurse Anesthetist** – The plaintiff in this case was a board-certified neurologist who claimed permanent hypoxic brain injury as a result of negligent anesthesia care during a routine outpatient surgical procedure. As a result, the Plaintiff claimed to be totally disabled and sought damages in excess of \$5 million. After five weeks of trial, the jury returned a verdict in favor of all defendants.



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CLIENT ALERTS

- "N.C. Governor Signs Law Limiting Liability for Health Care Workers," May 2020
- "Liability Limited for Health Care Workers Amid COVID-19," April 2020

SPEAKING ENGAGEMENTS

- "Defending Hospitals When Employed Physicians are Co-Defendants or Key Witnesses: Strategies and Considerations," North Carolina Association of Hospital Risk Managers - Fall Meeting
- "Depositions in Med Mal Cases: Not Just for Doctors and Nurses Anymore," Risk Management Presentation
- "Gross Negligence as an Exception to the Cap on Non-Economic Damages," North Carolina Association of Defense Attorneys, Medical Malpractice Breakout Session
- "Medical Malpractice and Documentation: Essential Information for Nursing Professionals," Catawba Valley Medical Center
- "Social Media for Nurses: Patients and Postings Don't Mix," Murphy Medical Center

HONORS

- *The Best Lawyers in America* "Lawyer of the Year" in Charlotte for Personal Injury Litigation for Defendants, 2018, 2026; Health Care Litigation, 2019, 2022, 2025; Medical Malpractice Law for Defendants, 2020
- *The Best Lawyers in America* in Medical Malpractice Law for Defendants, 2013-2026; Personal Injury Litigation for Defendants, Health Care Litigation, 2016-2026
- *North Carolina Lawyers Weekly* Medical Malpractice Power List, 2024
- Martindale-Hubbell BV® Distinguished™ in Professional Negligence Defense; Products Liability; Tort Defense; Litigation; Insurance Coverage; White Collar Criminal Defense
- *North Carolina Super Lawyers* Rising Star, 2009-2010



John H. Beyer

*Partner & General Counsel, Board of
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MEMBERSHIPS

- Memory & Movement Charlotte, Board Member, 2023-present; Secretary and Executive Committee Member, 2024-present
- E2D, Board Member, 2020-2023
- BarCARES of North Carolina, Inc., Board Member, 2006-2009
- North Carolina Association of Defense Attorneys, Chair, Medical Malpractice Practice Group, 2010-2011; Vice Chair, Medical Malpractice Practice Group, 2009-2010
- Loaves and Fishes, Board Member, 2004-2007

C. Pierce Campbell

CHIEF EXECUTIVE OFFICER, SHAREHOLDER | FLORENCE

843-656-4429

pcampbell@turnerpadget.com

Overview

Pierce Campbell, Chief Executive Officer of the firm, is a trusted advisor to startups and established businesses, providing strategic guidance to address challenges and prevent legal hurdles from escalating. With a practice across South Carolina, Pierce represents local small-to-midsize businesses, regional market leaders, and national companies. His practice spans corporate organization, business operations, mergers and acquisitions, and commercial litigation, with experience in corporate divorces, probate matters, and contractual litigation.

Pierce's clients benefit from his practical, results-driven approach. He focuses on resolving issues efficiently while aligning legal strategies with business objectives. His ability to assemble and manage scalable, collaborative teams ensures each client receives tailored solutions.

As the firm's CEO, Pierce leads the Executive Committee and oversees the work of the firm's attorneys. He embodies the firm's commitment to exceeding client expectations through accessibility and responsiveness.

Pierce's was recognized in *Best Lawyers in America* for Commercial Litigation (2024) and received a Martindale-Hubbell® Peer Review Rating™-AV®. Pierce has demonstrated exceptional leadership throughout his career, serving as Chairman of the Board of Trustees for the McLeod Health Foundation, chairing the City of Florence Design Review Board, and leading as President of the Florence Kiwanis Club. His commitment to service and community engagement reflects his dedication both inside and outside the legal profession.

Notable achievements include leading corporate reorganizations and acquisitions, defending regional banks in high-stakes litigation, and securing favorable outcomes in complex business disputes. Pierce has also resolved novel legal issues in probate and administrative law, setting precedents that benefit clients statewide.

Pierce is deeply committed to South Carolina, where his professional excellence and community service have made a lasting impact.



Services

Business & Corporate

Administrative & Regulatory

Organization & Governance

Litigation

Business & Commercial Litigation

Creditors' Rights & Bankruptcy

Wealth & Estate Planning

Estate & Trust Litigation

Industries

Banking & Finance

Manufacturing

Real Estate

Education

University of South Carolina, J.D., 2004

University of Georgia, B.B.A., 2001

Admissions

South Carolina Bar, 2004

United States District Court, District of South Carolina, 2004

United States Court of Appeals for the Fourth Judicial Circuit, 2005

Experience

Corporate Representation

- Serves as outside counsel for regional manufacturing and distribution company, managing corporate reorganization, leading financing projects and negotiating contracts.
- Represented regional subcontractor through a corporate reorganization and subsequent sale to national contractor.
- Served as local counsel for international food and beverage company negotiating development, construction and operation of a food products facility in South Carolina.

Banking Litigation

- Represented all large banks in South Carolina as part of a team that successfully dismissed a challenge to the state's mortgage recordation system, protecting the ability of residents to continue obtaining mortgages in South Carolina.

Business Litigation

- Served as lead trial counsel and continuing adviser for more than fifteen years for family members in a series of corporate, probate and partition cases related to a large family-owned farming and development business with assets of more than \$15 million.
- Successfully defended a trial for the board of stewards of a local church involving issues of corporate, property and ecclesiastical law.
- Achieved favorable resolutions through mediation and motion practice in four pieces of litigation arising out of a failed, multimillion-dollar water-bottling business venture.
- Successfully represented large regional bank in series of lawsuits regarding collection of more than \$1 million operating debt against a local farming operation. The case involved very unique allegations of fraudulent signatures, missing guarantors, collateral sold without lien releases and claims of improper provision of information.
- Obtained dismissal of lawsuit, upheld by South Carolina Supreme Court, brought by governmental entities against lenders, alleging improprieties with the lenders' mortgage recording practices. The novel question in South Carolina led to the court upholding the system in use, and thus preserving the mortgage lending market in South Carolina.

Administrative and Regulatory Law

- Successfully represented a developer of a construction and demolition debris landfill in the South Carolina Administrative Law Court. A group of area residents challenged a permit granted by the Department of Health and Environmental Control after eight years of litigation and reviews. At trial, the developer's motion for an involuntary nonsuit (non-jury directed verdict) was granted on all alleged technical deficiencies of the permit. After the trial, the court ruled that the permit was compliant with the governing regulations, local ordinances and solid waste management plans. The case involved several unresolved questions related to the demonstration of need requirement for waste facilities and consistency with state and local solid waste management plans under newly enacted regulations.

Probate Litigation

- Represented a beneficiary in arguing several novel issues of South Carolina law and obtained a successful outcome upheld on appeal.

Memberships

- American Bar Association Section of Litigation, Chair, Communications Team 2024-present; Chair, Virtual Programming Board 2021-2024; Regional CLE Programs chair 2018-2021; Division Director 2014-2018; Business Torts Committee co-chair, 2012-2014; First Chair Press Book Publishing Board co-chair, 2009-2012; Technology Committee, 2009-2010; Young Lawyer Leadership Program, 2007-2009.
- South Carolina Bar, 12th Judicial Circuit Young Lawyer Steering Committee, 2009-2011.
- Florence County Bar Association, member, 2004-present.
- Young Professionals of Florence, member, 2006-2015.
- City of Florence Design Review Board, chair 2017-2022; vice chair 2016-2017; member 2013-2022.
- McLeod Foundation Board of Trustees, 2016-present and Chair, Finance & Investment Committee 2022-present.
- McLeod Health Foundation Board of Trustees, Chairman of the Board of Trustees, 2023-2026
- Kiwanis Club of Florence, president, 2011-2012.
 - McLeod Health Foundation Board of Trustees, Chairman of Board of Trustees 2023-2026, Chair of Finance & Investment Committee 2022-2024, member 2016-present
- Kiwanis Club of Florence, president, 2011-2012.

Awards & Recognitions

- Best Lawyers in America, Commercial Litigation 2026, Litigation - Banking & Finance 2026, Litigation - Trusts & Estates 2026
- Columbia Business Monthly's 50 Most Influential, 2020
- Super Lawyers, South Carolina Rising Star, Business Litigation, 2012-2019
- South Carolina Lawyers Weekly "Leadership in Law" Award, 2019
- Chambers USA: America's Leading Lawyers for Business, 2016-2017
- Florence Kiwanis Club, Kiwanian of the Year, 2008
- Martindale-Hubbell® Peer Review Rating®-AV®

BIOGRAPHICAL PROFILE

John Remsen, Jr.

President and CEO

Managing Partner Forum

Atlanta, Georgia

404.885.9100 – jremsen@theremsengroup.com

John is widely recognized as one of the country's leading authorities on law firm leadership, management, marketing and business development. Since 1997 TheRemsenGroup has consulted with more than 400 law firms and thousands of law firm leaders to help them develop and implement long-term strategic objectives to improve cohesiveness, profitability and sustainability.

John is a frequent speaker and author on law-firm leadership and marketing topics. He has spoken at national and regional conferences of the Legal Marketing Association, Association of Legal Administrators, American Bar Association, and numerous state and local bar associations. His articles have appeared in dozens of highly respected legal publications, including the *ABA Journal*, *Law Practice Management*, *Law Practice Today*, *Law360*, *Legal Management*, *Marketing for Lawyers*, *Marketing the Law Firm*, *Managing Partner*, *National Law Review* and *New York Law Journal*.

Since 1988, John has been an active member of the Legal Marketing Association, and he has served as President of LMA's Southeastern Chapter, Executive Editor of *Strategies* (LMA's newsletter) and a member of LMA's national Board of Directors. He is also an active member of the Association of Legal Administrators and a popular speaker at ALA meetings and conferences.

In 2002, John created The Managing Partner Forum, a highly acclaimed conference series and community for managing partners and law firm leaders. More than 1,500 firm leaders from 1,000 law firms from 43 states have participated in 29 conferences. In addition, John distributes *The MPF Weekly*, an electronic newsletter to more than 10,500 firm leaders throughout the US, Canada and 28 other countries.

John's influence was underscored when he was inducted as a Fellow of the College of Law Practice Management in 2013, in recognition of his 25 years of demonstrated expertise in law firm leadership and management. Founded in 1994, the College honors those who "inspire excellence and innovation in law practice management." Membership is by invitation only and includes just 200 individuals.

And the College was not alone: in 2016, John was recognized by LawDragon as one of the "Top 100 Consultants and Strategists" to the legal profession; and in 2017, John was recognized as one of the world's top "leaders and influencers" in the business of law by the Association of International Law Firm Networks.

A native of West Palm Beach, Florida, John holds an MBA from The University of Virginia (1985) and a bachelor's degree in Business Administration from the University of Florida (1980). Prior to enrolling in graduate school, John was Executive Director of The Florida Council of 100, an organization comprised of Florida's top CEOs and other business leaders.

September 2025

The MPF Webinar Series



The MPF Webinar Series: Building the Law Firm of the Future

Strategies to Improve Your Firm's Profitability in 2026

An MPF Webinar with Rob Mattern, John Beyer and Pierce Campbell

October 15, 2025 – 2:00-3:00pm ET



Welcome



Uri Gutfreund

Senior Vice President and Managing Principal, Ames & Gough



John Remsen, Jr.

President and CEO, Managing Partner Forum
President, TheRemsenGroup



The MPF Webinar Series



Today's Guests



Rob Mattern, MBA

President and Founder - Mattern & Associates
Chadds Ford, Pennsylvania



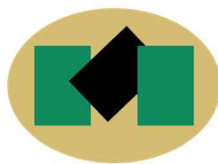
John H. Beyer, Esq.

Partner and General Counsel - Parker Poe
Charlotte, North Carolina



C. Pierce Campbell, Esq.

Chief Executive Officer - Turner Padgett
Columbia, South Carolina



MATTERN

Experts in Law Firm Operations

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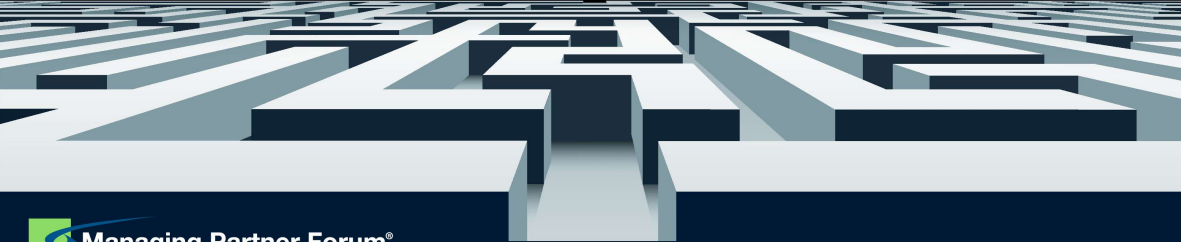


UPCOMING PROGRAMS IN 2025

- **MPF Webinar Series** – Third Wednesdays @ 2pm ET
- **The MPF Weekly** – Friday mornings
- **MPF Listserv** and Monthly **MPF Zoom Calls**
- MPF Website – www.ManagingPartnerForum.org



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community for
smaller and
midsize law firms

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The MPF Webinar Series



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TODAY'S WEBINAR

Strategies to Improve Your Firm's Profitability in 2026

- 125 Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials
- Your Feedback on Today's Session



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AUDIENCE POLLING QUESTION

How many lawyers are with your law firm?

11.63%	Less than 10 lawyers
20.93%	10-25 lawyers
16.28%	26-50 lawyers
32.56%	51-100 lawyers
18.6%	More than 100 lawyers

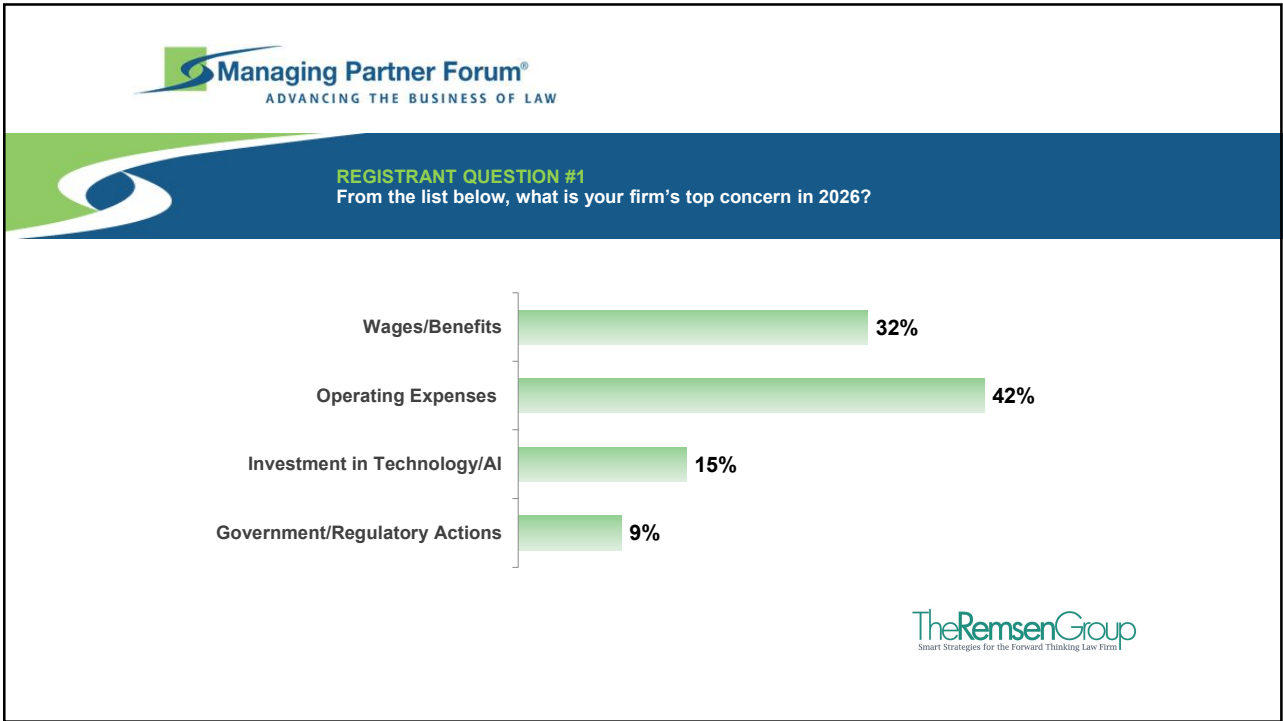


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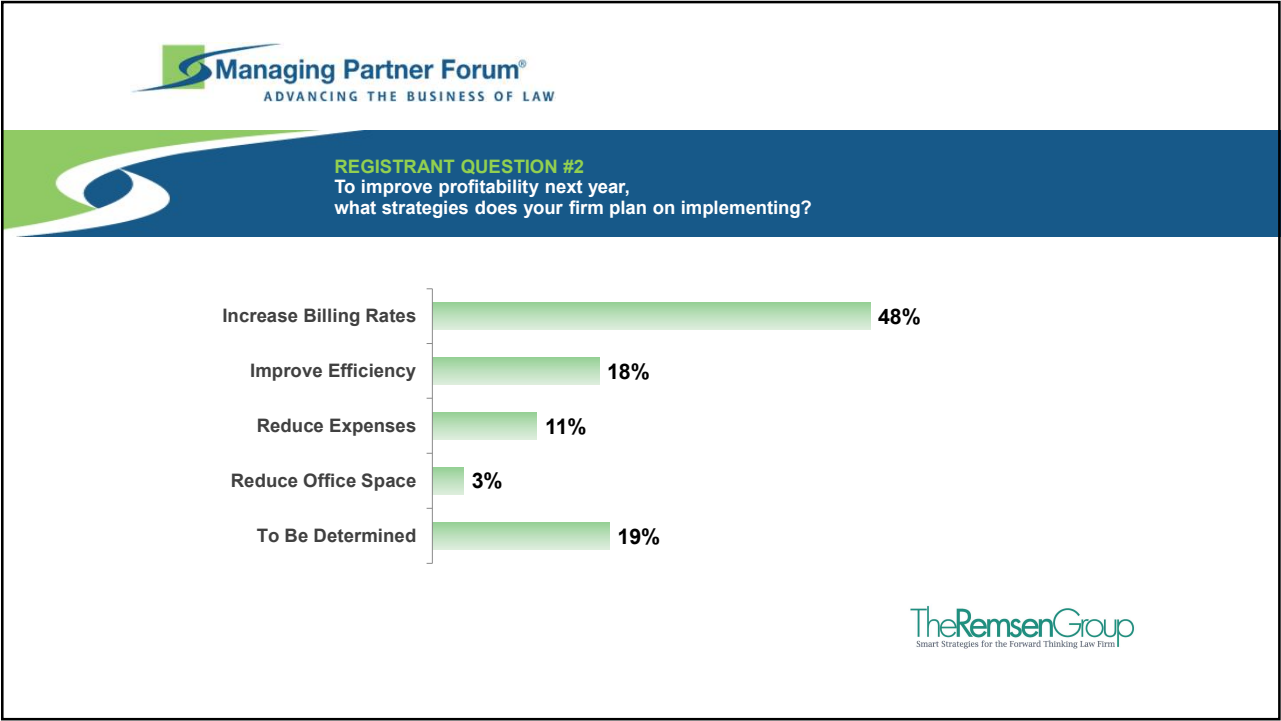


AMES & GOUGH

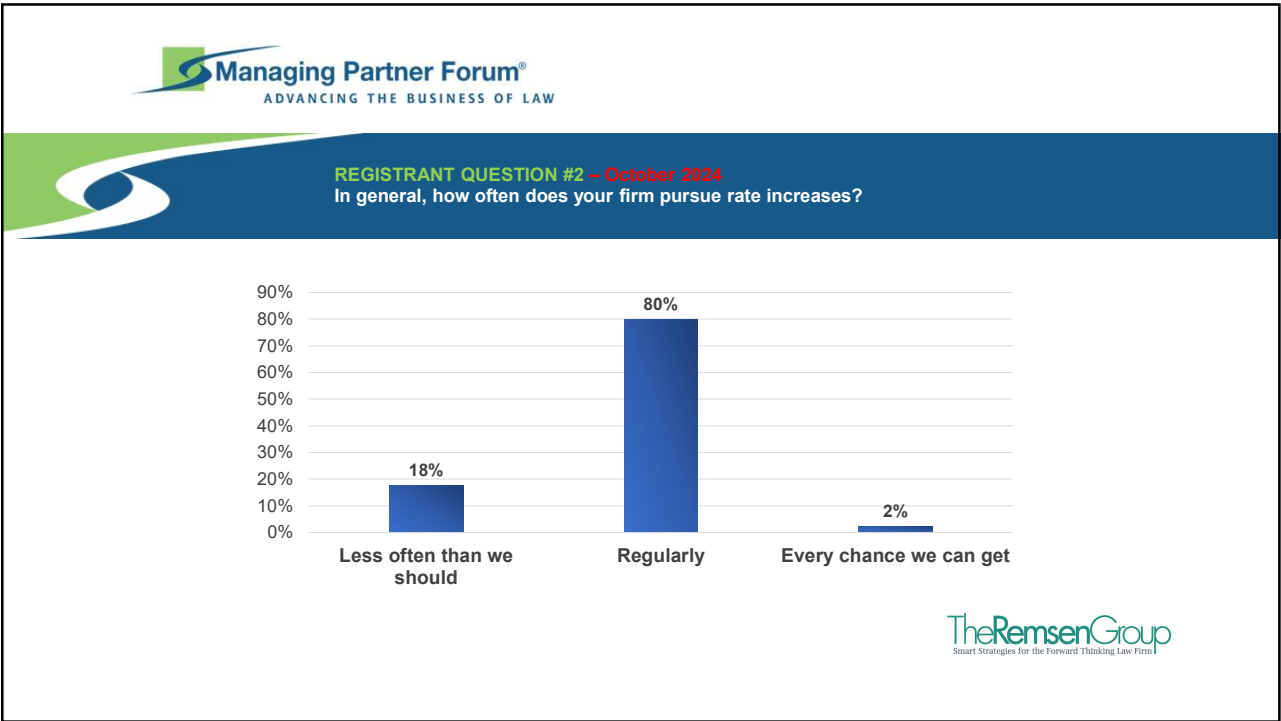
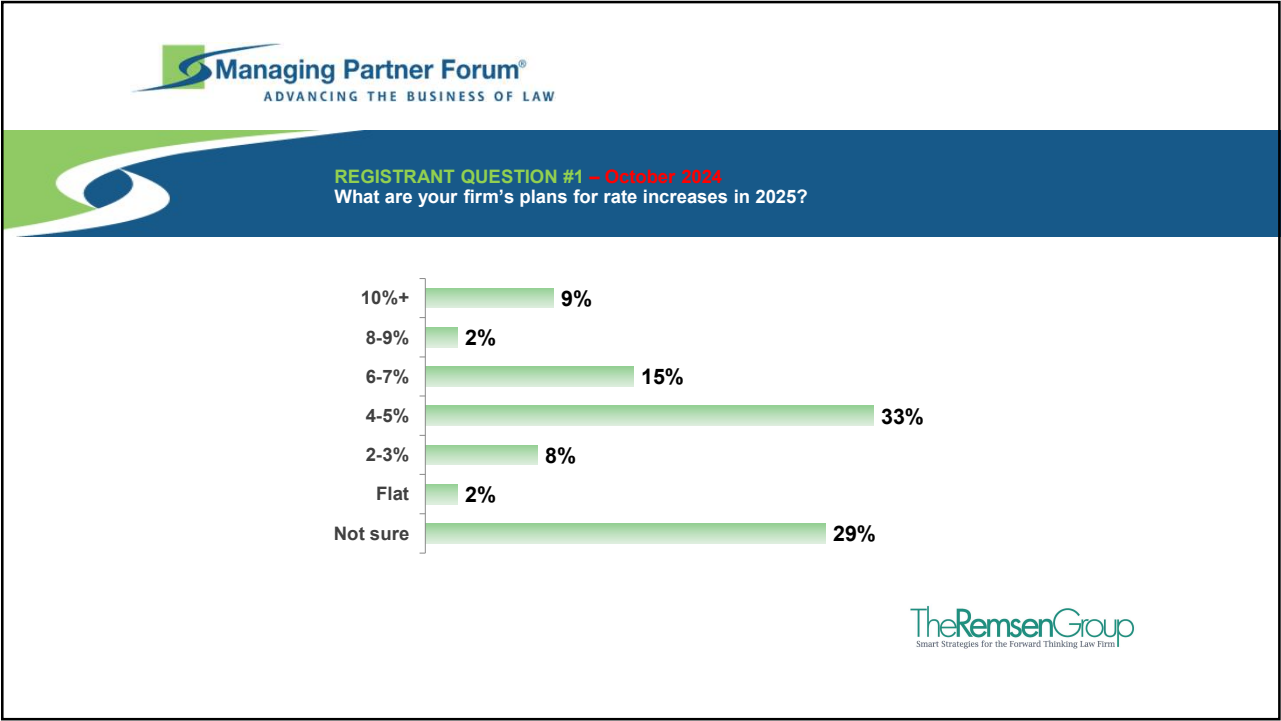
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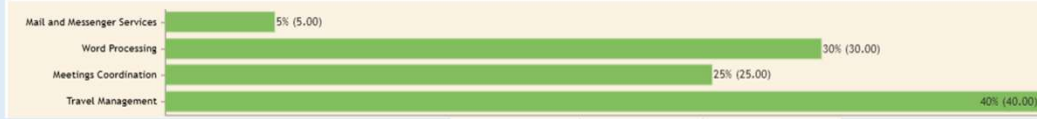
Do you have the right people doing the right things at the right rates?

- Administrative/Support
- Lawyers' Non-Billable Contributions



Improving People Efficiency

Time by Substantive Area



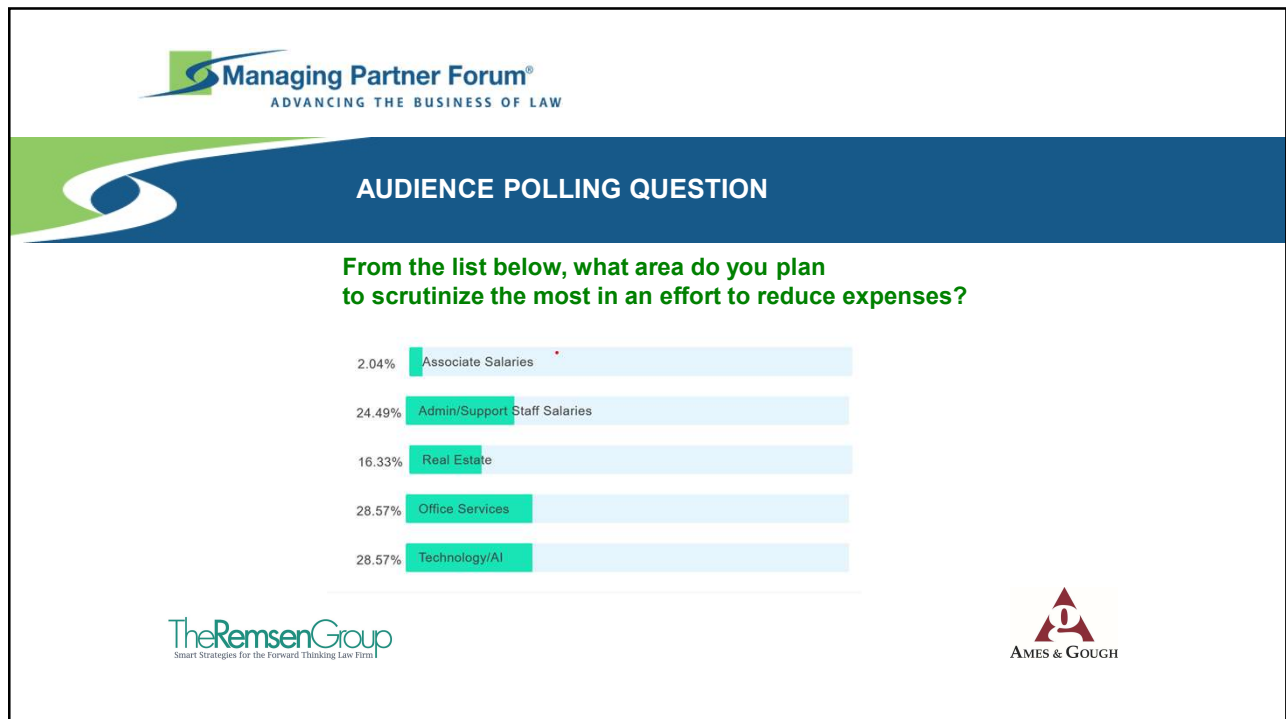
	Percent Of Hours	Hours	Cost
Support Activities	100%	1,820	\$105,658
Administrative Support	100%	1,820	\$105,658
Mail and Messenger Services	5%	91	\$5,283
Delivery Services	1%	23	\$1,335
Mail Processing and Review	4%	68	\$3,948
Meetings Coordination	25%	455	\$26,414
Meeting Setup	25%	455	\$26,414
Travel Management	40%	728	\$42,263
Travel Planning	40%	728	\$42,263
Word Processing	30%	546	\$31,697

Improving People Efficiency

Support Activities

	LEDES Codes	Hours	Cost	Avg. Hourly Cost	% of Total Cost	% of Cost within selection
Administrative Support		297,042	\$13,425,195	\$45	15.8%	29%
Finance		99,690	\$8,118,340	\$81	9.6%	17%
Leadership and Management		80,278	\$7,654,200	\$95	9%	16%
Business Development		49,862	\$6,602,999	\$132	7.8%	14%
Human Resources		60,958	\$5,405,291	\$89	6.4%	11%
Information Technology		56,537	\$4,266,759	\$75	5%	9%
Tactical Initiatives		11,019	\$1,135,983	\$103	1.3%	2%

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MATTERN 101

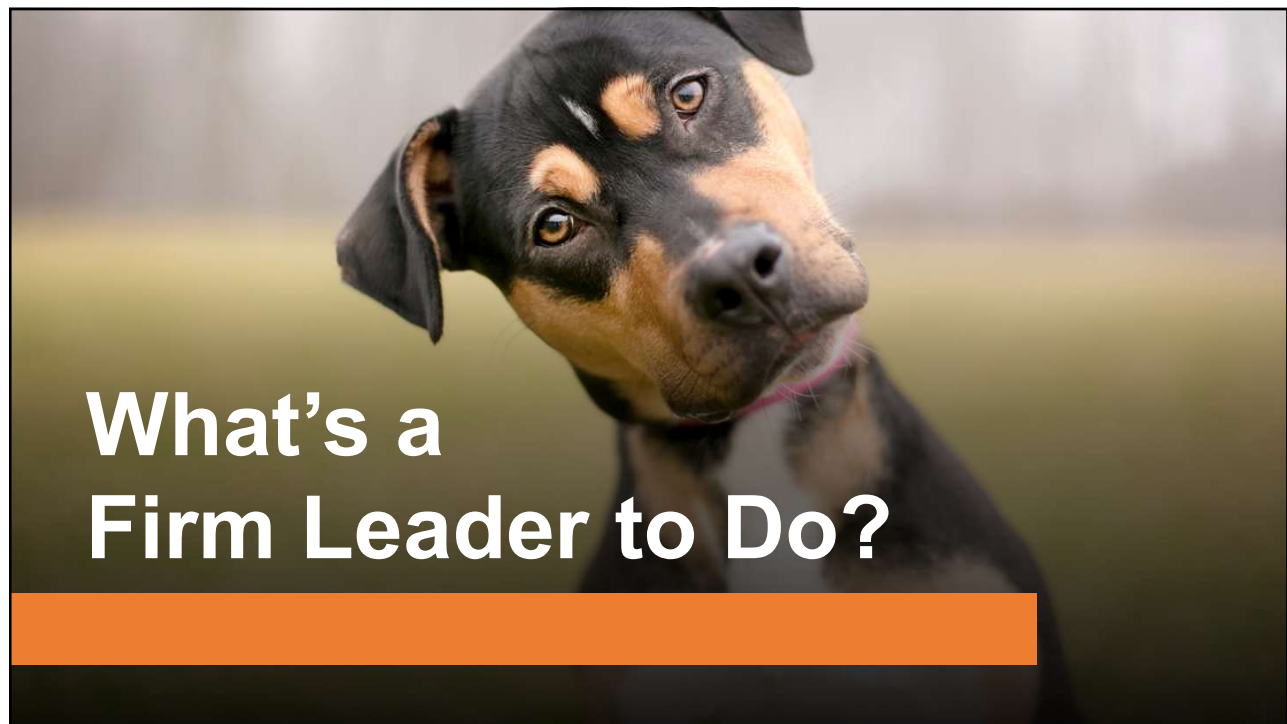
- Go after the black holes
- Contract terms trump pricing
- Renewals = ½ the savings
- Competitive process does not equal a change in service provider
- Monitor the invoices/reporting
- Manage your service providers
- Don't settle for mediocrity!



TOOLS YOU CAN USE

- MATTY
- MatternPILOT





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**MPF GUIDANCE**

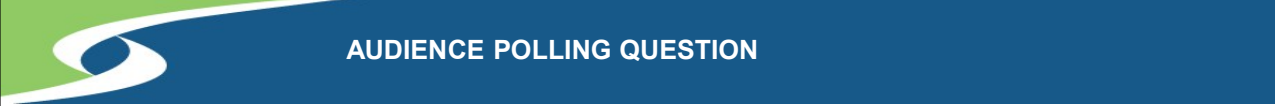
- Find the Right Balance Between Culture and Profitability
- Determine and Monitor the Best KPIs for Your Firm
- Maintain a Firm-wide Standard Hourly Rate Schedule
- Require Contemporaneous Time-Keeping Practices
- Lean into Integrating Generative AI into Your Firm
- Start Negotiating Your Next Lease Agreement Today

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AUDIENCE POLLING QUESTION

What are your firm's plans for rate increases in 2026?



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AMES & GOUGH

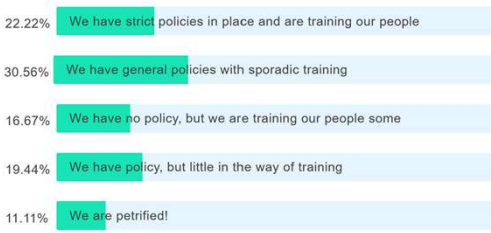


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AUDIENCE POLLING QUESTION

What statement best describes your firm's approach to integrating AI into the practice of law?



Percentage	Statement
22.22%	We have strict policies in place and are training our people
30.56%	We have general policies with sporadic training
16.67%	We have no policy, but we are training our people some
19.44%	We have policy, but little in the way of training
11.11%	We are petrified!

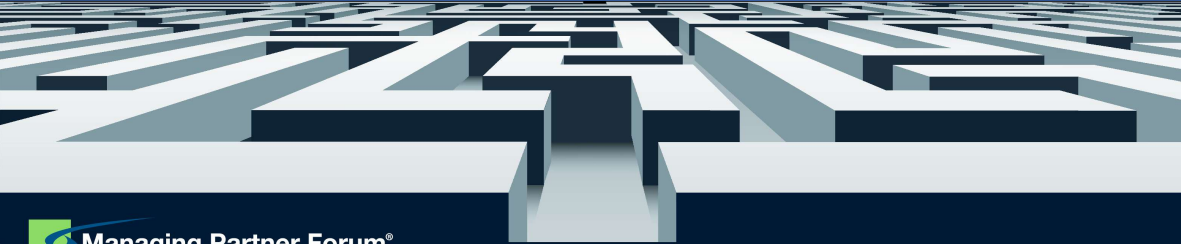


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smaller and
midsize law firms

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REMINDERS

- Next MPF Webinar – November 19th @ 2:00pm ET
- On-Demand Recording, Handout Materials with Polling Results
- Your Feedback on Today's Session
- Recap by 9Sail
- Check out The MPF-AI Community

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THANK YOU!



Rob Mattern, MBA

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CONTACT US

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