

Speaking Engagements | December 7 - 8, 2021

# ACI's 26th Annual Conference on Drug & Medical Device Litigation

**New York Marriott Marquis**  
**1535 Broadway**  
**New York, NY 10036**

## **SPEAKERS**

[Sean P. Fahey](#)

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## **December 7 – 8, 2021**

Troutman Pepper is a proud sponsor of the 26th Annual Conference on Drug & Medical Device Litigation, taking place on December 7-8, 2021, at the Marriot Marquis, New York, NY.

ACI's Drug and Medical Device Litigation conference has united the greatest minds of the pharmaceutical and medical device product liability defense bar for the last quarter century. Designed for masters-level strategy sharing and bringing together hundreds of industry leaders each year from both in-house, private practice, and government, this is the only forum at which to gain essential winning life sciences product liability litigation strategies.

Join Sean P. Fahey, partner and chair of Troutman Pepper's Health Sciences Litigation Practice, on Tuesday, December 7th at 1:00 p.m., for the panel discussion, "Taking Down the Rising Behemoth: Combatting Plaintiff Tactics That Are Transforming MDLs into the Machines We See Today."

Leading defense counsel will engage in in-depth discussions on combatting plaintiff tactics that transform MDLs into the behemoth litigations we see today as well as navigating the remand process from transfer to trial.

The session will cover:

### Plaintiff Advertising

- Developing concrete strategies to neutralize the effects of increasingly aggressive plaintiffs' advertising – What are some of the specific things companies can do? Have there been any successful strategies thus far?
- Limiting plaintiff advertising: taking an aggressive stance against false or misleading messages to the public.

### Third-Party Litigation Funding

- Mitigating challenges created by Third-Party Litigation Funding (TPLF) in the mass tort arena.

- Proactive measures that companies can take to push back on the effects of TPLF.
- Recent state law strides towards requiring disclosure of TPLF agreements in civil lawsuits.

#### Initial Census Forms

- Examining how the data and analytics from initial census forms are being used to weed out meritless claims.
- How has the use of these forms been playing out in recent prominent MDLs?
- How is the data in these forms impacting judicial decisions and future proceedings?
- Assessing the pros and cons of these census registries, and how they may impact MDLs moving forward?

#### Social Media

- Using social media and online investigation tools to identify and control meritless claims early on.

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