

Eliminate Fraud. Maximize ROI.
Invest SMARTer.

SMART Reviews LLC

Secondary QA & Lead Analysis



Evolving Fraud in Mass Torts: A Timeline of Red Flags

Since 2022, the volume of fraudulent claims has increased **40X**.

Continuous increase in fraudulent claims.

SMART Reviews is currently seeing **up to 90% non-viable leads** during Secondary QA

Fewer than 2 million claims flagged as fraudulent; low overall detection activity.

Fraud increases 40x — over **80 MILLION** confirmed fraudulent claims attempted.

2022

2023

2024

2025



The Three Most Common Types of Fraudulent Claims

01.

Fake Claims

A self-initiated attempt to misrepresent someone's own medical history, diagnosis, etc. These are often caught during initial intake, however, **the more deceptive ones still get through** requiring additional scrutiny.

02.

Fraud Claims

This is happening somewhere in the marketing lifecycle with systematic deception. It is an operational decision to entirely fabricate claims at scale for financial gain. A good amount of these are stopped at initial intake but **many still make it through.**

03.

Coached Claims

With coached claims, someone behind the scenes has walked this individual through exactly what to say to appear to be a valid and viable case. This coaching frequently originates far up the pipeline, leaving both lead sellers and intake centers unaware of the underlying fraud, resulting in a **high number of coached claimants converting to retainers.**

The Value of Secondary QA



CLIENT CONTACT

We reach out “*on behalf of*” your law Firm within 48 hours of retainer receipt. Providing reassurance to valid claimants and saving valuable Firm resources.



CLIENT VERIFICATION

We investigate the claimants’ demographics, run them through an internal database of known frauds, and reach out to their claimed treating providers.



FRAUD DETECTION

We employ advanced fraud screening to meticulously identify and eliminate fraudulent leads, ensuring you are only paying for verified cases.



RECORD COLLECTION

We work diligently to secure a record or document that substantiates the claim, ensuring the information aligns with the details provided.



TRANSPARENCY & REPORTING

Clear and direct reporting is provided to the lead generator and Firm, with detailed findings and reasons for every Keep and Return.



CLAIMS REPLACEMENT

The Secondary QA Process is completed within the lead replacement window to **MAXIMIZE YOUR INVESTMENT.**

The SMARTest Way To Buy Leads.

Our team evaluates over 1,000 leads a day across dozens of firms, investors, and lead generators - giving us a unique perspective of the universal view of each tort and results in:

- **Pattern Recognition for Valid Claimants**
- **Pattern Recognition for Fraudulent Claimants**
- **Identification of duplicate leads**
- **Feedback/suggested changes in real time for initial intake/marketing teams**
- **Understanding of marketing vendors driving the highest lead conversions by tort**
- **Fast and accurate verification/document collection to confirm/return leads**

The SMARTest Way Of Doing Business.

At Smart Reviews, we take pride in our opportunity and **responsibility** to help cleanup and **reinstate the integrity** of the mass tort space.

Our experience extends across all major torts — including *Roundup, Depo-Provera, Hair Relaxer, NEC, Paraquat, Paragard, Truvada, AFFF/PFAS, Oxbryta, CPAP, TVM, Hernia Mesh, Rideshare Assault, Juvenile Detention Center, CA/MD Abuse, Roblox, VGA, Bair Hugger, Ninja, MVA's, CVA's, Storm/Fire*, and many more.

Testimonials

“I can say without hesitation that [SMART Reviews’] support has been absolutely invaluable to our firm... We have worked with dozens of companies over the years that have claimed to offer similar services, yet none have come close to delivering the level of quality, dedication and insight that Kate and her team consistently provide... SMART Reviews transforms the way we practice law.”

– Bill Ogden

**Partner - Kaster, Lynch, Farrar
& Ball L.L.P.**



“I had the privilege of collaborating [with SMART Reviews] on a recent litigation project where I served as Special Master and SR assisted in case validation and valuation... Kate and her team showcased remarkable skills in project management, organization, dealing with client issues, team communication and problem-solving ... Her team fostered a constructive environment that enabled easy coordination between us ... I wholeheartedly recommend SMART Reviews for any future endeavors or partnerships.”

– Gregory L. Gowan

Managing Partner - Gowan Law Group



Testimonials

“SMART Reviews has become an essential partner in our mass tort lead generation process. Their thorough secondary intake and case validation not only ensure higher quality cases for our law firm clients but also provide us with the data we need to optimize our ad campaigns for better performance and more valuable leads.”

– Max Vrolings

**Chief Commercial Officer, Partner
- Legal Claim Assistant**



“I have had the opportunity to work with [SMART Reviews] on multiple occasions, and they have consistently demonstrated professionalism, reliability and a genuine commitment to enhancing the quality of legal intake processes ... They’ve become a valuable part of how we evaluate [our] intake operations and continuously improve our standards.”

– Scott Blackburn

President - Legal Conversion Center



Protect Your Firm, Protect Your Docket, and Protect Your Investment With SMART Reviews.



Katherine Hoffmann
Founder & CEO



CONTACT US TODAY

888.766.2720

info@smartreviewsllc.com

smartreviewsllc.com