

Executive Case Study

Scaling Mass Tort Outreach Across Multiple Campaigns

Executive Summary

Managing multiple mass tort campaigns requires law firms to scale claimant outreach without sacrificing consistency, responsiveness, or accurate case documentation. As new litigation opportunities emerge and campaign priorities shift, operational processes must adapt quickly while maintaining a seamless claimant experience.

A national trial law firm sought a partner to support plaintiff outreach across multiple active mass tort campaigns. The firm needed an operational team that could quickly integrate into its existing processes, execute consistently, and adapt as campaign needs changed.

Equivity deployed a dedicated team to support claimant outreach, intake, document collection, and Filevine updates. Through rapid implementation, ongoing collaboration, and a flexible operating approach, Equivity became a trusted extension of the firm's team, providing dependable support across a growing portfolio of mass tort campaigns.

Engagement At a Glance

Metric	Outcome
Client	National Trial Law Firm
Engagement Began	Early 2025
Current Status	Active
Supported Campaigns	Video Gaming, Zantac, Social Media Harm, Bair Hugger, ParaGard, Tylenol
Dedicated Team	2–3 Equivity professionals

Metric	Outcome
Coverage Hours	8:00 AM – 6:00 PM CST
Monthly Call Volume	Approximately 3,000–6,000 minutes of claimant outreach each month
Primary Platform	Filevine
Implementation Timeline	Less than one week from training to launch
Client Collaboration	Daily communication and workflow coordination

The Challenge

Supporting multiple mass tort campaigns requires the firm to manage changing priorities while maintaining consistent claimant outreach and accurate case documentation. As campaigns evolve, outreach strategies, intake requirements, and document collection needs can change quickly.

The firm needed a partner that could integrate into its existing workflows, execute claimant communications consistently, and adapt quickly as campaign requirements evolved without creating additional administrative burden for internal staff.

The Equivity Solution

Equivity integrates directly into the firm's existing workflows and Filevine environment, providing dedicated operational support throughout the claimant intake lifecycle, including:

- Outbound outreach to prospective claimants
- Plaintiff screening and intake questionnaires
- Verification and documentation of claimant information
- Filevine updates and case documentation
- Follow-up to collect required documentation

- Contact information verification
- Engagement outreach when requested
- Escalation of legal or case-specific issues to the firm's team
- Operational reporting and workflow recommendations

The firm provides campaign-specific scripts and procedures, while Equivity ensures consistent execution and adjusts workflows as new campaign needs emerge.

Rapid Implementation

The engagement moved from onboarding to live operations in less than one week after receiving the firm's training materials.

Despite mass tort communications being a new service area for Equivity, the team quickly adapted to the firm's processes and successfully managed a high volume of outreach activities with minimal initial guidance. As new requests and workflow updates arise, the team implements changes promptly to maintain operational continuity.

Why the Partnership Works

Flexible Operational Support

Mass tort campaigns rarely remain static. Equivity adapts to changing campaign requirements, updates workflows as requested and provides support across multiple active litigations without disrupting ongoing operations.

Close Collaboration

Daily communication with the client enables rapid responses to questions, workflow adjustments, and operational needs, ensuring the engagement remains aligned with the firm's priorities.

Reliable Execution

By consistently carrying out claimant outreach, intake, documentation, and follow-up activities, Equivity serves as a dependable extension of the firm's operations. The team's performance continues to reinforce the client's confidence through reliable execution and

responsive service.

Results

Since the engagement began, Equivity has:

- Managed approximately 3,000–6,000 minutes of claimant outreach each month
 - Supported six active mass tort campaigns
 - Enabled the firm to expand outreach efforts through dedicated operational support
 - Provided consistent claimant screening, intake, and documentation services
 - Maintained accurate case information within Filevine
 - Responded quickly to changing campaign requirements through ongoing workflow updates
 - Built a trusted working relationship through reliable execution and daily collaboration
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Key Takeaways

- Dedicated operational support enables law firms to manage multiple mass tort campaigns more efficiently.
 - Rapid onboarding helps firms respond quickly to new litigation opportunities.
 - Flexible workflows allow operational teams to adapt as campaign requirements evolve.
 - Consistent claimant outreach, intake, and documentation strengthen day-to-day case management.
 - Close collaboration between legal teams and operational partners creates a more responsive and scalable support model.
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Could This Model Work for Your Firm?

As mass tort portfolios grow, firms need more than additional staffing, they need operational support that can adapt alongside changing litigation demands.

Equivity partners with law firms to provide dedicated teams that support plaintiff outreach, claimant intake, document collection, and ongoing operational processes, allowing attorneys and staff to remain focused on advancing their cases.

Contact Equivity to learn how our managed mass tort support services can help your firm scale with confidence.