

Going to Hell in a Hand Basket!

As I was growing up, my Dad used to say “The world is going to Hell in a hand basket unless we change our ways.” I never understood what he meant, but now after he’s been gone for 16 years, I understand.

I have been marketing to attorneys to “outsource” their document production/secretarial/transcription work since 1992 – and usually being met with the same objections – attorney/client privilege and how can we know you’re working if we can’t see you? I listen to these objections and always fire back with the reasons why “outsourcing” is becoming a necessity, and the steps I take to protect privacy and attorney/client privilege, as well as showing proof that I *do* work without being seen.

My 2008 marketing plan emphasizes why outsourcing in the **UNITED STATES OF AMERICA** has become a necessity, and the steps I take to protect confidentiality, privacy and attorney/client privilege.

I just read an article in the *Memphis Business Journal* (December 7, 2007) that has me upset and fuming mad – “Legal outsourcing to India: Firms consider shipping standard procedure work overseas” ... “In the coming years, there’s a big chance someone in India will prepare your deposition or review your contract. ... Legal process outsourcing (LPO) is gaining momentum among firms looking to cut costs and work for clients seven days a week, 24 hours a day.”

According to the American Bar Association, there are about 100 LPO companies in India with a legal outsourcing industry estimated at \$80 million per year and expected to be \$4 billion by 2015. The ABA said “Attorney-client privilege in India encompasses a ‘narrower duty of confidentiality than the duty in the U.S.’”

The *Memphis Business Journal* goes on to say that:

“... LPO is driven by cost savings.
... Cost savings, which are passed onto the client, are increasingly demanded by clients.
... Pressure to be as efficient as possible has led some legal and paralegal services to be “commoditized.”
... Offshoring jobs to India has already been widely criticized in the U.S., as jobs that once were on American payrolls are shifting abroad.”

My Dad only had an eighth grade education, but he was smarter than any attorney or individual with a PhD after their name. It makes absolutely no sense to me that with identity theft on the rise, and with the United States on the verge of a recession, for us to be offshore outsourcing \$80 million per year.

Dad was right – America has gone to Hell in a hand basket!