

EICHEN CRUTCHLOW ZASLOW & MCELROY

Eichen Crutchlow Zaslow & McElroy wants to put Middle America on equal footing. Ranked a Tier 1 firm for mass tort litigation class actions and medical malpractice law by U.S. News & World Report and Best Lawyers, Eichen Crutchlow Zaslow & McElroy is one of New Jersey's premiere personal injury firms, fearless in pursuit of results on even the toughest cases.

"We are one of the few firms that can take on a very difficult, very complex case," says founding partner Barry R. Eichen, Lawyer of the Year for mass tort litigation and class actions in New Jersey in 2016, and who just this summer settled a consumer fraud class action against OSRAM Sylvania Inc. regarding replacement automotive headlamps for \$30 million. "Complications and challenges are never a deterrent to us." The record of impressive recoveries in medical malpractice, personal injury, and class action suits shows that the team of attorneys at Eichen Crutchlow Zaslow & McElroy has just the right mix.

"I'm not a big fan of half in," says Eichen. "The expectations here are that our attorneys be exceptional, and our clients are rewarded for it. We are driven to show our reputation for doing good work is not a farce, but an actuality. Our results prove it."

William O. Crutchlow, a partner selected as a Best Lawyers for medical malpractice law and personal injury litigation, began his career working for the defense in medical malpractice cases before moving to fight on behalf of plaintiffs. He hasn't looked back—and that experience has paid off. Crutchlow's results include an \$18 million dollar jury verdict on behalf of a young man who was left a quadriplegic after a medication error

during cancer treatment and a \$9 million dollar recovery for a boy stricken by cerebral palsy due to improper management of a twin pregnancy by a high risk pregnancy specialist.

"The defense attorneys handling these cases are top trial lawyers with a wealth of experience in their area of expertise. We need to be the best in every aspect of our practice," says Crutchlow, "From the way we interact with and care about each of our clients, to our medical and courtroom experience, to the technology we weave into our courtroom presentations."

That assiduous attention to detail has earned the firm several nationally covered verdicts. Partner Daryl L. Zaslow, selected to Best Lawyers for medical malpractice since 2011, successfully represented the family of James McNair, a comedian who was killed June 7, 2014 on the New Jersey Turnpike after a Walmart tractor-trailer crashed into the vehicle in which he, actor Tracy Morgan, and others were passengers. Zaslow has also successfully litigated a number of wrongful birth cases, including an \$8.2 million verdict on behalf of a client whose physician missed apparent markers for Down Syndrome during a prenatal ultrasound and did not present the option for amniocentesis. The child was born with Down Syndrome.

In the recent class-action suit against Sylvania, Eichen Crutchlow Zaslow & McElroy faced a unique challenge of "ascertainability," as Sylvania sells its products to retailers, not to consumers. Despite the U.S. Court of Appeals for the Third Circuit's high standard of ascertainability, and the concurrent difficulty in identifying members of the class due to sales to retailers, Eichen Crutchlow Zaslow &

McElroy won \$30 million for its clients. And in 2010, the firm represented the Commonwealth of Pennsylvania against Johnson & Johnson for overcharging Medicaid recipients. Barry Eichen successfully recovered a \$51 million verdict that led to a recovery of hundreds of millions of dollars for the Commonwealth of Pennsylvania.

But it is just as essential that hard-work and the relentless pursuit of justice are available to the individual. "What truly differentiates us," says partner Ed McElroy, "is our hyper-focus on our clients." In one recent case, McElroy obtained a \$1.7 million verdict on behalf of a livery vehicle accident victim without family to assist him; this result secured appropriate housing and medical care for the client.

Barry Eichen represented a 21-year-old unemployed man in rehab who had been attacked, without provocation, by a bouncer who then left him unconscious and injured outside of a night club. "That case was important to me," says Eichen. "A lawyer had told him not to pursue it because, in his opinion, he was not a credible person. He was scared, and I told him, 'You deserve your day in court just like anyone else who has been unjustly wronged.'" After Eichen won his case, that client went on to attend Rutgers, go to law school and open his own successful firm. "We stand up for the little guy against big odds."

"Whether the client is a child who suffered birth injuries and will need care and protection for his/her entire life, or the spouse of a person who sustained a stroke that should have been prevented," says Daryl Zaslow, "We spare no expense in making sure our cases are prepared for trial in our pursuit of the best results for our clients."

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Left to right: Ed McElroy, Barry R. Eichen, Daryl L. Zaslow, William O. Crutchlow

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