# DOAR Releases Litigation Scorecard for Pharma & Medical Devices Sector

Pharmaceutical and medical device companies find themselves in the crosshairs for major matter "bet-the-farm" litigation, and recent research tends to suggest that such large-scale litigation is going to increase, reports litigation consulting firm **DOAR** in a **new article** published on its website.

DOAR is offering a presentation of its research and findings to corporate legal departments and the lawyers who represent them. The research is based on a national survey of attitudes toward the pharmaceutical industry that reports on consumer and juror sentiments and the ways in which their views and dispositions may impact litigation strategies.

"In order to best advise our clients as they respond to this shifting landscape, DOAR conducted empirical research designed to identify the key factors that contribute to jurors' perceptions of product liability and defending companies, and how juror attitudes can be altered," the company said. "What may be surprising is the vigor and specificity in feedback offered by individuals – as customers and as prospective jurors."

**Read the article**.