



COLUCCI, COLUCCI, MARCUS & FLAVIN, P.C. BOSTON

This year has been one of significant change for the storied firm of Colucci, Colucci, Marcus & Flavin, P.C. "We've now fully integrated cutting-edge technology into virtually every aspect of our practice," says founding partner Dino M. Colucci. "We've made a considerable investment in our infrastructure—for example, our website (www.coluccilaw.com) is the most informative, most interactive legal site one can find anywhere on the entire Web." Similarly, the firm has optimized the use of audio, visual and computer technology in the courtroom to achieve some of the largest personal injury recoveries of the year. "The primitive days of drawing on a chalkboard in the courtroom are over," says managing partner Darin Colucci. "Every case tells a unique story and jurors of this generation expect high-definition visuals to assist them in fully understanding the nuance of each case. Of course, this requires a significant investment of capital, but we know by experience that it is well worth it." Partner Paul Flavin, who handles the firm's burgeoning nationwide caseload of wrongful deaths caused by defective smoke detectors, readily agrees. "When used correctly, the power of technology can make the complicated more accessible and, ultimately, more understandable to a jury," he says. Medical malpractice litigator Kevin Donius is equally at home using 3-D computer graphics to better illustrate medical negligence. He marvels that the new technology allows the jury to seemingly "peer inside the human body."

In a locale where personal injury firms seem to abound, Colucci, Colucci, Marcus & Flavin, P.C. has made its mark by aggressively representing injured individuals and achieving truly extraordinary results.

The firm is not one-dimensional, however, as Darin Colucci is quick to point out. "Simply stated, our partner Matthew Marcus is the finest elder law attorney in the commonwealth," he says. Colucci's opinion is well-founded, as Marcus has again been named to the *Super Lawyers*® list.

The one thing that technological advances can't replace is the personalized service that has long been the hallmark of Colucci, Colucci, Marcus & Flavin, P.C. "That will never change," says Marcus.

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