



Wroten & Associates  
Attorneys at Law  
WROTEN PLEISS CASEY STAR ROSS

**SERVING THE UNIQUE NEEDS OF LONG TERM CARE PROFESSIONALS**

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### **A GREAT COMBINATION**

#### **Wroten & Associates Merging with Madory, Pleiss & McGrath, APC**

We are proud to announce the merger of Wroten & Associates and Madory, Zell, Pleiss and McGrath. Our new firm will operate under the Wroten & Associates name, contact information and website. This merger is truly a combination of equals – the joining of two extraordinary law firms who enjoy similar cultures and values including a shared passion for the zealous representation of today's healthcare providers. The firms' highly complementary practice areas position us to provide a new and broader set of services uniquely designed to address the evolving challenges facing all healthcare professionals.

Wroten & Associates, founded in 2006, takes pride in the outstanding personal service we provide to the entire long term care and healthcare community including healthcare providers, corporate operators, insurers, third party administrators, and all affiliated professionals. Our exceptional team includes attorneys who are credentialed nurses, certified litigation specialists and risk managers who maintain added expertise in administrative law, labor and employment, and corporate compliance. We are committed to defending all forms of litigation and offer additional client support through our comprehensive risk management and educational programs.

Madory, Zell, Pleiss and McGrath was founded in 1961 and through the last 50 years has been spotlighted as one of California's preeminent civil defense law firms with extraordinary practices in professional negligence, medical staff and hospital liability, government and regulatory defense, and general insurance defense. MZP&M has cultivated a well earned and long standing reputation for their outstanding service, bringing to the new firm a team of attorneys who are members of the prestigious American Board of Trial Attorneys (ABOTA) sharing in excess of 100 years in cumulative trial experience in both State and Federal Courts.

#### Larry T. Pleiss

Larry T. Pleiss has been Madory, Zell, Pleiss & McGrath's managing partner since 2006 and became a named partner in 1982. He personally has tried and arbitrated as lead counsel over 130 cases and mediated almost 750 matters. For almost 35 years Mr. Pleiss has defended healthcare professionals and governmental entities and has argued cases before both the United States and California Supreme Courts. He has achieved the rank of Diplomat, the highest ranking of ABOTA, which he has been a member of since 1987. For the past 25 years Mr. Pleiss has held a preeminent AV® rating in Martindale Hubbell, which ranks him at the highest level of legal ability and ethical standards.

#### Kippy L. Wroten

Kippy L. Wroten is the founder of Wroten & Associates. Ms. Wroten's legal experience covers a broad spectrum of complex litigation that encompasses all areas of healthcare liability including high exposure and class action claims of elder abuse, fraud, and corporate unfair business practices. Ms. Wroten's legal experience began in 1988 when she served as an Orange County Deputy District Attorney. Since altering course to civil defense her experience includes the successful defense of individual healthcare providers, independent long term care facilities, ancillary service providers, as well as related corporate enterprises and their executives. Ms. Wroten has been awarded the AV® rating in Martindale Hubbell, which ranks her at the highest level of legal ability and ethics. She is a Certified in Healthcare Compliance (CHC) and is recognized by The National Board of Legal Specialty Certification (NBLSC) as an expert in trial and pre-trial practices. Through her career Ms. Wroten has tried over 100 cases.