

BLUEGRASS

LAW

&gt;&gt; PERSONAL INJURY

# Looking Out for the Little Guy

## Bubalo Goode Sales & Bliss PLC

Falling victim to a catastrophic injury is life-changing. Legal cases involving such injuries demand an experienced advocate—one like Bubalo Goode Sales & Bliss. “Our business model is representing the individual—the little guy—against the insurance industry and corporate America,” says Partner Christopher Goode. “Litigation can be a very powerful motivator for big companies; the only thing they are motivated by is money. That’s their language.”

From a first, free initial consultation to subsequent home visits to see firsthand how a victim’s life has been affected by illness or injury, the firm’s attorneys have a client’s best interests in mind. “This case is the most important thing in our client’s life,” says Goode. “We respect that.”

He likens lawsuits to assembling a puzzle without a picture on the box. “You may think it’s going to look one way, but by the time you put it together it looks a different way,” says Goode. That’s why the attorneys take a proactive approach while preparing cases, utilizing methods like working with informal focus groups to explore cases from every possible angle.

### Well Qualified

“We are one of the few personal injury firms in Kentucky that handles such a broad range of cases,” says Goode. The firm tries cases involving vehicle accidents, personal injury, prescription drugs, medical devices, product and premises liability, mesothelioma, medical malpractice, nursing home neglect, and construction accidents.

The firm’s attorneys are admitted in 10 states, plus numerous federal courts. “We have the tools, ability, and resources to pursue all types of cases,” says Goode.

### Equipped for Success

Goode has been named a Super Lawyer® for three years running and has an AV® Preeminent™ rating with Martindale-Hubbell®, but what clients appreciate most is that he used to represent insurance companies. “I often say I learned to think like the other side,” he says, which is critical



Christopher W. Goode  
District Vice President of the Kentucky Justice Association  
Member, Ohio and American Associations for Justice

when trying to anticipate an opponent’s strategy.

“I know what insurance companies look for in cases, what pushes their buttons. I know what motivates them to resolve cases when they need to be resolved.”

A recent case centered on a paramedic who suffered a

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career-ending injury while on the job. “Not only did we win a significant judgment for our client,” says Goode, “we changed the law dramatically at the same time.” The case has since been cited in 72 other published court opinions.



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