

EXECUTIVE PROFILE **Clyde Metzger** Founder and senior member Foley, Baron & Metzger, PLLC, Ann Arbor

Metzger, the founding and senior member of Ann Arbor law firm Foley, Baron & Metzger, PLLC serves as counsel in complex class actions, medical malpractice claims for hospitals and physicians, managed care litigation, insurance coverage disputes and corporate health care claims. He represents a variety of health care companies and hospitals, from Chelsea Community Hospital to St. Joseph Mercy Health System to Johnson & Johnson.

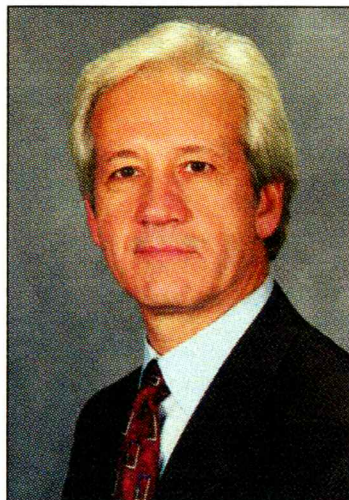
When he presents his case to jurors, most of the time they're able to separate facts from emotions.

"You can't let sympathy invade your decision-making process," he said.

Health care law is ever-changing, so he's constantly learning. When new medical techniques evolve, there's a learning curve. That's when litigation begins.

"Today everyone thinks laparoscopic surgery isn't a big deal," he said. "When it first started, the complication rate was high because it was a totally new technique."

With our aging population, he predicts more complicated



cases with sicker patients, more physician groups merging to create larger businesses with stricter business models and a continual struggle over tort reform.

His firm will launch a client commitment policy this year – something new to the industry. None of the partners has ever heard of one. The policy was born at a recent staff retreat during which they discussed what made their firm different. The attorneys compared what each of them did to provide good service and noticed many similarities.

Metzger said this underscores why they're partners and successful.

"We always want to differentiate ourselves," Metzger said. "We want to put in writing our commitment so clients will know what our commitments are to them when we're working for them and trying to represent them in a way that's as best as possible."

Background: Born June 17, 1953. Raised in Jackson, Mich.

Education: Law degree from Thomas M. Cooley Law School; Bachelor of Arts degree in history from the University of Michigan.

Family: Wife Karen is an Ann Arbor Public School teacher; daughter, Elise; son, Kyle.

Residence: Ann Arbor.

INSIGHTS

Essential business philosophy: Utilize experience, integrity and innovation to achieve success for clients.

Best way to keep competitive edge: Be prepared and listen to your clients.

Guiding principle: Do what is right under the circumstances.

Yardstick of success: Client satisfaction.

Goal yet to be achieved: Balancing time between work and family.

JUDGMENT CALLS

Best business decision: Learning health care law, as it is always changing and satisfies my desire for continuing education and learning.

Worst business decision: Occasionally losing focus on core business values and goals due to business success.

Biggest missed opportunity: Not starting my own business sooner.

Mentor: My parents.

Word that best describes you: Insightful.

Like best about job: Counseling clients.

Like least about job: Scheduling conflicts.

CONFESSIONS

What keeps you up at night: The crazy-quilt method that judges and legislators are using to create tort reform laws.

Pet peeve: People not taking responsibility for their actions.

Important lesson learned: The need to be diligent in following corporate values and vision.

Person most interested in meeting: Leonardo Da Vinci, but not in the near future.

Three greatest passions: Family, friends and attaining successful results for clients.

First choice for a new career: Dispute resolution facilitator.

How you find peace: Reading a good book by the fire or lake, weather permitting.

TREASURES

Favorite cause: March of Dimes.

Favorite movie: "Twelve Angry Men," the (1957 version).

Favorite food: Fusion dishes.

Favorite restaurant: The Common Grill in Chelsea.

Favorite vacation spot: Tuscany, Italy.

Favorite way to spend free time: Traveling and playing golf with family and friends.

What you drive: Audi A8.

– Tracey Birkenhauer