

Introduction to ChemInsight™

In response to the growing demand for scientific experts in the legal, accounting and consulting fields, ACS is launching ChemInsight™ – a scientific experts matching service – at the Chicago National Meeting.

Legal professionals often find themselves involved in litigation with scientific topics which a lay person would have difficulty understanding. They resolve this problem by hiring experts to assist in the understanding of scientific issues, make pre-trial preparations or provide testimony to persuade a jury during trial. In these roles, experts often play a critical role in determining the course and outcome of a case. Demand for experts is not limited to the legal domain. In the wake of the Sarbanes-Oxley Act of 2002, forensic accountants and consulting firms also seek experts to provide insights into the sciences, technologies, processes, and other areas with strong scientific content. As chemical and allied sciences increasingly find their way into commercially successful products and services, the demand for scientific experts to help legal and other professionals is bound to increase.

Initially, ChemInsight™ plans to offer two services:

1. **Directory Listing Service**, which would promote experts through free search on ChemInsight.org and through a free print directory to be distributed to over 60,000 law, forensic accounting and consulting firms;
2. **Expert Matching Service**, whereby ChemInsight™ would contract with law, accounting and consulting firms to conduct a customized search to identify the most relevant experts who best meet their needs.

By helping scientists in chemical and allied sciences gain access to opportunities beyond their core disciplines, ChemInsight™ would enable them to earn additional income and solve challenging problems in a new context, thereby enhancing their visibility beyond the scientific community. This would also help legal, consulting, and accounting firms solve the ever increasing number of cases and problems involving complex scientific topics.

If you have expertise in a relevant science area, ACS invites you to list with ChemInsight™. Listing with ChemInsight™ offers several advantages over other expert services in the market, such as:

- Exclusive focus on chemical and allied sciences – there is no other service that caters exclusively to these sciences
- Offered by the American Chemical Society – the world's largest scientific organization
- Lowest listing fees among comparable services
- Attractive member discounts on top of the already low listing fees
- Active promotion through the web and print media, including:
 - Custom-designed www.cheminsight.org website providing comprehensive search, registration and profile editing capabilities

- Direct access to 60,000 legal, accounting, and consulting professionals through the free distribution of the National Directory of Scientific Experts
- Multiple ACS websites that generate over 110 million visitors annually
- Journals and magazines relating to intellectual property and several other relevant areas of law
- Premier legal websites and legal symposia/conferences
- Direct contacts and promotions to business consulting and forensic accounting firms with interest in the chemical enterprise

ChemInsight™ is a new initiative of the Office of New Business Development (NBD) of the Society. Thomas Smith serves as the Manager of ChemInsight™. For more information, please visit www.ChemInsight.org.