

# TORREY PINES:

## GROWING A HEALTHCARE IP LAW FIRM

### FACTS IN NUMBERS

2.5

Months  
with Kula

22

New client  
meetings

48X

ROI

### WHY DID THEY BUY?

Torrey Pines Law is a leading IP law firm in San Diego South California, with a focus on patent prosecution in the healthcare industry. Torrey Pines bought Kula to grow their specialist healthcare practice.

### WHAT WERE THE RESULTS?

With Kula, Torrey Pines Law cemented their position as the **leading healthcare IP law practice in Southern California**. Torrey Pines Law generated 22 meetings with high-tech healthcare businesses which needed patents.

Torrey Pines Law **converted 30% of new client meetings** to closed clients. This resulted in a **48x return** on Torrey Pines Law's investment in Kula.

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“Our experience with Kula has been more than we expected. We were pleasantly surprised that Kula had already done the legwork to research and comply with legal ethics requirements. The onboarding process was seamless and we started booking consultation calls soon after our campaign began. We’ve sent out quite a few engagement letters as a result of our work with Kula. Highly recommended.”

**Kevin Buckley, Managing Partner at Torrey Pines**

