

'Quality Over Quantity': Miami Medical Malpractice Firm Marks 35 Years of Landmark Results

By Staff Writer Lisa Willis January 15, 2026

Editor's note: This is part of an ongoing series on the rise in the scale and ambition of law firms in Florida.

This year saw its fair share of law firm advertising on local TV airwaves, with firms like Morgan & Morgan, Steinger Greene & Feiner, and Rubenstein Law leading the pack, boasting multi-million dollar wins for clients in hopes of gathering continued business.

While huge caseloads and headcounts have driven most law firms, one Miami-based medical malpractice practice attributes its success over the past 35 years to the opposite approach.

Percy Martinez - Medical Malpractice Lawyers says its winning formula has been working on a hand-selected number of cases and dedicating resources to maximize recovery in each one.

"From the day I started practicing in 1993, I believed that if we were very careful about the cases we took, did high-quality work, and did everything possible for our clients, good cases would find their way to us without having to actively promote ourselves," attorney Percy Martinez said. "Looking back on it all, that philosophy has proven true."

Watching other firms spend millions on advertising and hire armies to handle skyrocketing caseloads, Martinez said his practice has chosen a more conservative path.

Martinez began his career working with the late Attorney General of the United States, Janet Reno, before transitioning to plaintiff's advocacy.

A Legacy in Medical Malpractice

Over the past three and a half decades, the boutique firm has handled many high-profile precedent-setting cases involving surgical errors, birth injuries, misdiagnosis, nursing home neglect, and other medical malpractice matters throughout Miami, Orlando, Jacksonville, Tampa, and across Florida. To date, the firm has secured numerous verdicts and settlements exceeding \$1 million, including cases where the recoveries exceeded the insurance policy limits.

"Our commitment to our clients and to the practice of law generally has not been limited to just recovering money," Martinez added. "We have long believed in our obligation to do more."



Percy Martinez, founder of PercyMartinez - Medical Malpractice Lawyers.

Martinez has lectured at over 175 seminars sponsored by the American Bar Association, the Florida Bar, the Florida Justice Association, and the American Association for Justice.

"We were confident that if we worked hard, treated clients as we would want to be treated, and gave back to the profession, that we would do well," Martinez said. "And those core values are just as important to us today as they were when we started."

"We never wanted to grow just for the sake of growth," Martinez said. "We didn't want the management headaches. We have always been happy with the cases and results we were obtaining, so there was no big motivation to expand. We have been very careful and strategic in our growth."

Over the years, the firm has built a roster of high-profile wins in challenging cases—many of which had been turned away by other law firms.



Percy Martinez, founder of Percy Martinez - Medical Malpractice Lawyers.

Among some of Martinez's notable recognitions are being voted by his peers as Miami Magazine's Top Lawyer in Medical Malpractice (Plaintiffs) every year since 2016, selection to SuperLawyers® as one of the Top 100 in Florida, and induction into Florida Trend's Legal Elite Hall of Fame.

Martinez holds board certifications in Civil Trial Law from The Florida Bar (five-time certified), and Medical Malpractice Law from the American Board of Professional Liability Attorneys—one of approximately 17 lawyers in Florida to have obtained that distinction.

Landmark Cases

Surgical Error – Approximately \$8.25 Million

One client came to the firm after a routine surgical procedure resulted in catastrophic complications. The surgical team had missed warning signs documented in the chart. The previous attorney had the case for about a year and never requested the full operative report. Martinez obtained the records, brought in specialists, and took the case to trial, securing one of the largest surgical error awards in Florida that year.

Birth Injury – Approximately \$6 Million

A family approached the firm after their infant suffered severe brain damage during delivery. Two other firms had told them the case wasn't worth pursuing. Investigation revealed the medical team had failed to respond to fetal distress signals documented in the monitoring strips.

Nursing Home Neglect – Approximately \$4.5 Million

This case involved the preventable death of an elderly patient due to systemic failures at a nursing facility. Using medical records, staffing logs, and expert testimony, the firm uncovered inadequate staffing and poor training. The settlement was significantly over policy limits.

"Having a small number of cases enabled us to properly focus on this one and complete it in just a few months—work that would normally take over a year," Martinez said. "It also brought comfort to our clients to develop a personal relationship with us and reach us anytime on our personal cell phones."

Misdiagnosis — Approximately \$3.2 Million

A patient came to the firm after a delayed cancer diagnosis resulted in the disease progressing to an advanced stage. The firm obtained records showing multiple missed opportunities for earlier detection. Expert witnesses confirmed that timely diagnosis would have significantly improved the patient's prognosis.

Hospital Negligence — Approximately \$2.8 Million

The firm represented a patient who suffered permanent complications after hospital staff failed to monitor post-operative condition. Like other cases accepted by the firm, it had been rejected by another firm. However, Martinez uncovered systemic failures in nursing care and developed a case against the hospital under theories of corporate negligence and respondeat superior.

Emergency Room Negligence — Approximately \$2.1 Million

A patient was discharged prematurely from the ER despite presenting with symptoms of a heart attack. The patient returned hours later with permanent cardiac damage. Martinez developed the case around the ER physicians' failure to properly evaluate and diagnose the presenting symptoms.

Anesthesia Error — Approximately \$2.5 Million

A patient suffered brain damage due to an anesthesiologist's failure to properly monitor oxygen levels during surgery. The case required extensive expert testimony from anesthesiology specialists to establish the standard of care violations.

"Many lawyers will not touch complex medical malpractice cases because they are expert-intensive, very expensive, hard-fought, and take a long time," Martinez said. "But we have taken on hospitals, physicians, and insurance companies with seemingly unlimited resources over the years and done very well for our clients in each of them. It is all about case selection and the willingness to spend whatever time and money it takes to prevail."

Recognition and Honors

Martinez has received numerous honors throughout his 35-year career, including recognition by Best Lawyers since 2018 in Medical Malpractice Law — Plaintiffs. He has been rated AV Pre-eminent by Martindale-Hubbell, the highest rating an attorney can obtain in the areas of legal ability and ethical standards.

He earned National Litigator Awards from the Trial Lawyers Board of Regents in 2014 and 2015, and has been elected to membership in the American Board of Trial Advocates (ABOTA)—membership is by invitation only to trial lawyers of high personal character and honorable reputation.

Martinez is a Lifetime Member of the Million Dollar Advocates Forum, one of the most prestigious groups of trial lawyers in the United States. Membership is limited to attorneys who have won million and multi-million dollar verdicts and settlements—fewer than 1% of U.S. lawyers are members.

He has also been selected for inclusion in The National Trial Lawyers: Top 100, an invitation-only organization composed of premier trial lawyers from each state, and America's Top 100 High Stakes Litigators®.

The Firm's Philosophy

"Most families who contact us have already experienced something devastating," Martinez said. "They've spent months trying to determine whether they have a viable case while dealing with the aftermath of a medical error. Going up against a physician, a hospital, or an insurance carrier with seemingly unlimited resources and teams of lawyers can feel impossible. That reality drives the work we do every day."

"Unlike many medical malpractice firms that take on thousands of cases annually, we are selective," Martinez added. "We choose cases that have merit and where we can make a significant difference for the family or victim. If we select a case for representation, the client can expect it to be handled with the utmost attention to detail and care to maximize the possibility of success."

Consultations are free. The firm works on contingency—clients do not pay unless there is a recovery.