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Q&A with Attorney Mike Jaafar of Big Case Mike

You've become known as "Big Case Mike." How did that brand come to life, and what makes your approach to personal injury different from others in the field?

People ask me all the time where the name "Big Case Mike" came from, and the honest truth is that I don't really remember the exact moment it started. At some point after a high-profile case, someone said it—maybe jokingly or teasing me—and the people around me started repeating it. After hearing it enough, I eventually took it on and grew to like it. **It wasn't something I created or planned—it was something the community gave me.**

In our practice, **communication is paramount to any relationship.** We had a recent case where, as a direct result of a case manager being proactive with communication about the client's need for a specialist medical provider, we were able to obtain a policy-limit settlement pre-litigation. Without this, that would not have been possible.

As for what makes my approach to personal injury different, it actually comes from something Jeff Bezos once said about Amazon: that they are customer obsessed. I adopted that mindset and made it the foundation of my firm. **For us, that means we are client obsessed—and truly so. It's not a slogan. It's how we operate.**

It guides how we communicate, how we support injured clients, how we coordinate care, and how we fight for outcomes. I can give countless specific examples of how this philosophy shows up in our daily work, because it's genuinely who we are as a firm.

When someone is injured and overwhelmed, what's the first thing you want them to know about their rights and the legal process?

The first thing I want people to know is: **don't bury your head in the sand**—the way I did when I was T-boned at 25. I was in my second year of law school, and I was stubborn enough to pay for my own physical therapy

I still feel pain in that shoulder today. And the truth is, I never called a lawyer.

I tell clients this because I lived it: **don't try to be a hero. Don't assume you're strong enough to walk away from a collision and handle your own medical treatment and legal situation.** Even reaching out to any lawyer is better than reaching out to no lawyer at all.

What common mistakes do accident victims make before contacting an attorney, and how can those mistakes affect their case?

Two of the biggest mistakes I see happen immediately after a crash.

The first is leaving the scene without taking photos of both vehicles. I can't tell you how many people do this. **Those photos are often critical evidence** when it comes to proving impact and liability.

The second is failing to seek immediate medical attention. People go home thinking they can "sleep it off," but **injuries often don't fully reveal themselves right away.** Delays in treatment create gaps that insurance companies later use to argue the injuries weren't serious or weren't caused by the accident.

Your firm handles high-value and complex cases. What key strategies or philosophies help you maximize results for your clients?

It starts with being highly competitive and treating every case as if it's the last and only case of your career. **When you approach a case with that mindset, everything else falls into place.**

That means attacking each case uniquely, hiring the right investigators, following the evidence, and developing a strong theory of liability. Often, **it's the small details**—like uncovering exactly what a commercial driver was doing at the moment of impact—**that make a massive difference in the outcome of a case.**

Collaboration is essential in personal injury cases. How do you work with medical providers and case managers—such as those at Ascendant Health—to support a client's recovery and case outcome?

We work closely with providers and case managers because **we understand our role and our limitations**—we're a law firm. Clients are understandably nervous when they speak with us. Case managers, especially teams like Ascendant Health, are a crucial part of the client's healing journey. They're often a steady presence and a shoulder to lean on, which naturally supports recovery and strengthens the case. **They are a crucial part of the client's healing journey.**

The best way we collaborate is through seamless communication, driven by software and system integration. **When information flows smoothly between medical providers, case managers, and legal teams, clients receive better care and better outcomes.**

Can you share a memorable case (without revealing confidential details) where your team's involvement significantly changed the direction or value of the claim?

One case will stay with me forever. We represented a nonverbal autistic child who was injured by a medical provider. Other attorneys told the family they didn't have a case, but we took it on.

We litigated that case for four and a half years and were just 60 days away from trial when the defendant finally settled for seven figures. The emotion throughout that case was overwhelming—there was a lot of crying on both sides. **That case reinforced why we do this work: to advocate for those who can't advocate for themselves.**



The personal injury field is constantly evolving. What challenges or trends are you seeing right now, and how is your firm adapting?

Technology and AI are the biggest shifts right now. We believe **clients are already expecting an AI-assisted experience, and that expectation will only grow.**

We're adapting by thoughtfully layering AI into our client communication systems—not to replace people, but to make communication faster, clearer, and more responsive. **When used correctly, technology enhances the client experience rather than taking away from it.**



What motivates you to continue being such a strong advocate for injured individuals, and what impact do you hope to leave on the community?

I was in a serious car accident at 25 and hated the way I was treated afterward. The other driver ran a red light and admitted she was distracted, yet I felt like I wasn't believed. When her father arrived—who was a locally prominent figure—the dynamic shifted, and I found myself being treated as though I was at fault.

That experience stayed with me. It showed me that **the system doesn't always work the way it should, especially for people without a strong advocate.** What motivates me is making sure others don't feel powerless the way I did. **If I can help restore fairness and dignity for injured people in my community, then I've done my job.**

Contact Info

<https://www.800bigmike.com/>

WEST BLOOMFIELD TOWNSHIP, MI

6304 Orchard Lake Rd, West Bloomfield Township,
MI 48322

Call us at (248) 985-7295

DEARBORN HEIGHTS, MI

25639 Ford Rd, suite 201, Dearborn Heights, MI
48127

Call us at (313) 488-4233

TAYLOR, MI

23394 Goddard Rd, Suite #100, Taylor, MI 48180

Call us at (734) 322-6332

WARREN, MI

11455 E Thirteen Mile Rd #203, Warren, MI 48093

Call us at (586) 500-5513

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