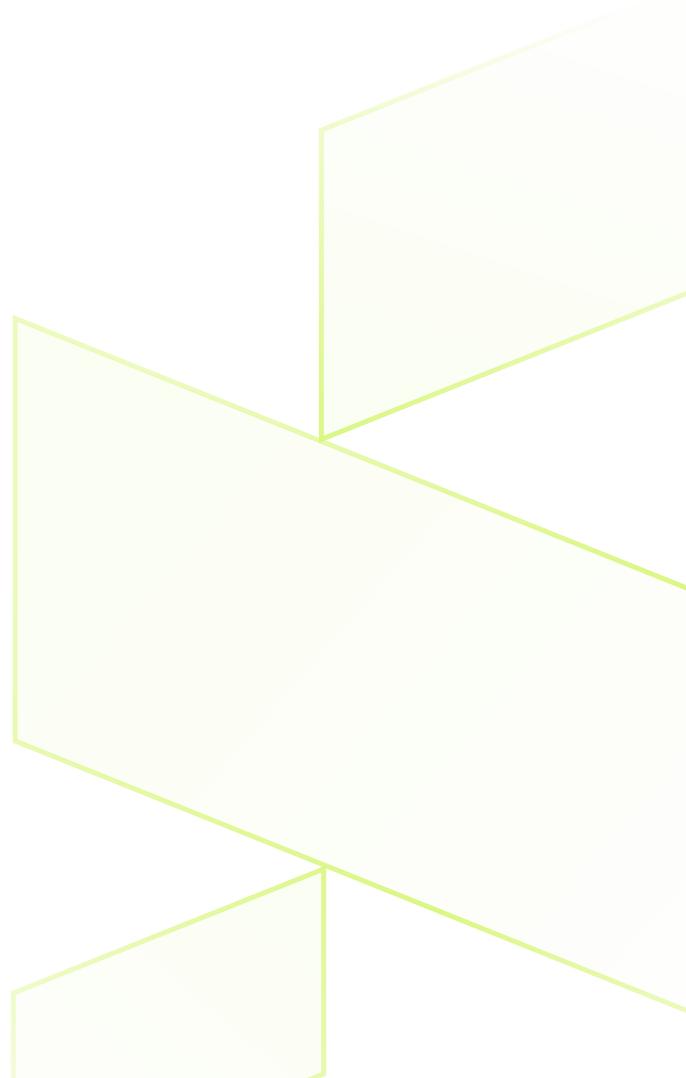# AI Buyer's Guide for Personal Injury Law Firms

The real question isn't if you need AI.
It's how to tell what's actually built for PI cases.

CA-11326

Table of Contents

1. Why This Guide Matters Now

AI is everywhere. Every platform, every product, every pitch is suddenly "powered by AI."

But if you're a plaintiff firm, the hard part isn't deciding if AI matters. You already know it does.

The hard part is telling what's actually built for personal injury law... and what's just ChatGPT in a suit.

This guide is here to fix this uncertainty. It helps you:

- Understand key factors in making a decision on AI providers
- Ask the right questions during demos
- Avoid expensive mistakes

Use this guide to make sure your next AI investment gives you **leverage** (not just another dashboard).

Horizontal vs. Vertical AI

Most AI tools are built to be horizontal, meaning they're designed for general-purpose use across many industries. That includes popular tools like ChatGPT or Claude.

Supio is a vertical platform, built specifically for personal injury litigation. That means it understands the documents, the workflows, the evidence, and the outcomes that matter in PI.

Why Trust Us?

Supio works with hundreds of PI and mass tort firms across the country, from boutique trial teams to national litigation leaders. Our team is a blend of AI experts who work with the rapidly changing technology models combined with former practicing lawyers. Together we've built an AI platform trained on real case data, built in collaboration with legal and medical SMEs, and continuously updated based on user feedback.

This guide reflects what we've seen work (and what doesn't) when firms adopt AI in the real world.

2. Build Your Firm's AI Business Case

Skip the theory. Use this section to map out what implementing a legal AI solution would mean for your team in practical terms (time, cost, value, and bandwidth).

Step 1: **Where are you losing time?**

List the most repetitive, manual, or error-prone parts of your team's current workflow.

(Think: record review, handoffs, chronology building, discovery prep.)

These tasks quietly accumulate into significant **total time on desk**, which slows case progress and tying up valuable team resources.

Workflow bottleneck	Est. time spent per case	Notes / who handles it now
Example: Building med chronologies	6–10 hours	Done manually by paralegals
Reviewing scanned documents for key treatments	3–5 hours	Often done by junior lawyers
Rebuilding case knowledge after 6+ months of case stagnation	4+ hours	Time lost to re-orient on cold files
Drafting demands from scratch	3–8 hours	Requires multiple rounds between teams
Identifying gaps in treatment or records	2–4 hours	Paralegals or legal assistants flag manually
Fill in your details...	*Fill in your details...*	*Fill in your details...*

Step 2: **Where are you leaving value on the table?**

Think about mistakes, omissions, or delays that have weakened past cases.

Missed opportunity	What it cost	Could AI have helped? (Y/N)
Example: Unlinked injury in statement of claim	~$25k in undervalued damages	Yes
Treatment gaps not flagged early	Delay in demand + reduced urgency	Yes
Overlooked diagnostic timeline conflict	Defence challenged causation	Yes
Duplicate provider entries not caught	Confused expert review	Yes
Fill in your details...	*Fill in your details...*	*Fill in your details...*

Step 3: **What would meaningful progress look like?**

Define what "quick wins" would mean for your firm. Check the ones that matter most to you.

☐ Save at least _____ hours per case

☐ Let us handle _____% more cases per paralegal

☐ Reduce review time from _____ days to _____

☐ Build stronger cases earlier with better documentation

☐ Eliminate _____ hours of repetitive work per month

Step 4: **What's the cost of *not* doing this?**

Fill in the blanks with your own reality.

Outsourcing medical review costs us about $_____ per case

A new paralegal costs $_____ annually

We lose ~$_____ per month from inefficiencies we've already accepted

We missed _____ cases last quarter due to bandwidth

The defence built a stronger case and we didn't spot it until $_____ was off the table

Step 5: **What does it feel like to be an AI-native firm?**

Once you've removed bottlenecks and freed up desk time, the real gains begin. This is more about becoming a different kind of organization than simply "speed."

This is the shift your team will feel:

☐ Everyone on your team embraces AI, not just tolerates it.

☐ Roles evolve to leverage multiple layers of AI tools, from discovery to drafting to decision-making.

☐ New hires onboard in days, not weeks, because knowledge is codified and augmented with AI.

☐ Collaboration improves between people and intelligent systems.

☐ You stop managing chaos, and start scaling strategy.

☐ Clients notice the change - more confidence, quicker updates, cleaner deliverables.

☐ Your culture shifts from reactive to proactive. From "How do we get through this?" to "What's possible now?"

3. Core Questions to Ask (Evaluation Framework)

This section gives you the diagnostic lens to cut through sales talk and figure out if a platform is really built for personal injury litigation or just dressed up to sound like it is.

We've broken the questions into six core categories. Ask them all. Look for direct, example-based answers. And treat vagueness as a red flag.

AI Capabilities

1. How detailed and accurate is the AI assistant?
- Can it provide verifiable answers? Are the assumptions it makes trustworthy - or just generic language models in legal clothing?

2. Do you have to pay for every draft or edit?
- A good AI assistant should iterate with you, not charge you for every version of your demand or discovery outline.

3. Was the AI fine-tuned for PI documents?
- Ask if it understands medical records or can transcribe handwriting - not just how to summarize text.

4. Does it provide highlighted citations for everything it generates?
- Every summary, diagnosis, or quote should link back to the original record. No source = no trust.

5. Is there a subject matter expert (SME) loop in place?
- Ask if real legal experts are reviewing, correcting, and shaping how the AI performs. That's where confidence in the output comes from.

6. Is the chronology interactive and does it integrate AI chat?
- The AI should help you drill into events, not just list them. Bonus if it can answer, "What happened between the first statement of claim and the first MRI?"

Practice Fit

7. Was this built for PI or retrofitted from another vertical?

- Contract review ≠ litigation review. Ask what kind of firm they designed for and what use cases they started with.

8. Can it support different PI case types?

- Medical malpractice ≠ soft tissue MVA. Make sure it understands the nuances of each.

9. How much time does it really save per case?

- Look for real metrics like how long it takes to draft a chronology, flag treatment gaps, or prep a mediation brief.

Proof & Results

10. Can they show results from firms like yours?

- Ask for actual outcomes:
    - → "What did year one look like?"
    - → "What changed in staff load or case output?"
    - → "What's one PI-specific workflow you helped replace?"

See our library of PI firms who use Supio at
supio.com/customers.

Security & Control

11. What are their security standards?

- HIPAA, audit logs, encryption in transit + at rest — get all the paperwork.

12. Where is your data stored, and who can access it?

- Look for clear policies. Be especially cautious if they train on your data without consent.

13. Can you export or delete your data if you leave?

- There's little room for vague answers here. You need control over your own data.

Partnership & Support

14. What does their support model look like after you sign?

- Ask who runs onboarding, who trains your staff, and whether you get a named point of contact.

15. How do they act on feedback?
- Ask:
  - → "How often do you ship updates?"
  - → "What's something users asked for that you built?"
- No releases in 6 months tells you everything.

4. Comparing Different AI Approaches

Not every tool is built the same. So before choosing one, it's worth asking:

- *Does it support both your AB and litigation teams or just one side of the house?*
- *Can your team build on a shared knowledge base or is everyone stuck working in silos?*
- *Is the AI helping with real litigation strategy or just speeding up surface-level tasks?*

Here's how the landscape breaks down, and what to consider with each path.

Approach	Pros	Cons	Best For
Demand-Only AI Tools	- Fast for simple cases - Reduces admin time - More efficient than outsourcing	- No litigation support - Treats every case the same - Needs other tools for deeper work - Tends to be more operations-driven than AI-driven (which increases cost) - Often requires edits to be submitted offline through a support team (at an extra cost)	Firms that just need help writing demands
Outsourced Nurse/Paralegal Review	- Familiar process - No tech setup needed	- Slow turnaround - No searchability - Not scalable	Small teams with low volume
Pure AI Solutions (no human SME loop)	- Fast to deploy - Cheap to scale - No human review delays	- Prone to hallucinations and errors - No legal/medical QA layer - Can't be trusted for critical decisions - Lacks nuance in causation and chronology	Firms experimenting with AI but not relying on it yet
Legacy Case Management with Bolted-On AI	- Familiar interface - May offer surface-level AI features (e.g. text search, basic summaries)	- Not designed to reason across medical or litigation workflows - AI features often brittle or siloed - Often slow, cluttered, and hard to customize	Firms using legacy systems that want light AI but not depth

Approach	Pros	Cons	Best For
General AI Assistants (e.g. ChatGPT)	- Cheap - Good for brainstorming	- Risk exposing sensitive client data - No legal/medical training - Doesn't maintain context	Internal drafting and experimentation only
Native PI Document Intelligence (e.g. Supio)	- Purpose-built for PI and mass tort - Hybrid AI and human SME augmenting AI approach - Citations & links to source files - Grounded in real plaintiff case data - Understands both medical records and billing data - Detailed answers with citations - Unlimited document drafting with real-time edits - Works across pre-lit and litigation - Human-reviewed QA pipeline		Firms that want a strategic, full-case comprehension tool

5. How to Evaluate a Vendor's Commitment

What happens after you sign matters just as much as what you saw in the demo.

Here's how to vet whether a vendor is ready to support you long-term and whether they actually listen to the firms they serve.

1. What does their onboarding and rollout process look like?
- You want structured onboarding with clear owners and a fast ramp-up timeline. Look for:
  - *A dedicated point of contact*
  - *Live training options (not just videos)*
  - *A rollout plan based on firm size and case type*

2. What's the real support model once you go live?
- Ask for specifics:
  - *Is support handled by the same team who did the demo?*
  - *What's the average response time?*
  - *Can your team call someone when it matters?*

3. How often does the product improve?
- Ask when the last three product updates shipped and what changed. If they can't answer, innovation isn't a priority.

4. How is feedback gathered and used?

- You want a clear path to share suggestions and proof that they're acted on. Bonus if the vendor runs feedback sessions or invites early access to roadmap features.

5. Do they share a clear product roadmap?

- Ask to see what's coming in the next 6 and 12 months.
    - *Which core features are actively being improved?*
    - *Are they investing in legal-specific capabilities?*
    - *Can they show a pattern of delivering what they promise?*

6. How will they adapt as your needs evolve?

- Great vendors don't just support your first use case. They scale with your practice. Ask how they've implemented feedback from other firms, improved their products, launched new features and added new case types based on customer feedback.

6. What Happens After You Buy

Even the best tool won't help if it doesn't get used. What you do in the first 30 to 60 days post-purchase sets the tone for success or stalls out adoption.

Here's how to drive momentum once the contract is signed.

1. Launch a small pilot first

- Start with a small group of power users (paralegals, lawyers, or law clerks who already work closely with records). Give them real cases and let them push the platform hard to capture wins early.

2. Track the right metrics from day one

- Don't just wait for a quarterly ROI report. Measure:
    - Hours saved on medical review
    - Time to draft demands
    - More time for strategic thinking/creativity

3. Train around actual workflows, not feature lists

- Skip the product tour. Focus on how users can:
    - Find gaps in records
    - Summarize injuries
    - Build timelines

4. Create internal champions

- Make someone on your team the point person. Someone who can:
    - Field questions
    - Share examples of time saved
    - Keep feedback flowing to the vendor

5. Don't stop at the first use case
- Once your team sees value in chronology-building or demand drafting, expand to other phases:
  - Getting the most out of AI assistant
  - Drafting litigation documents like briefs, motions, examinations for discovery

7. Final Checklist + Decision Readiness

Core Capabilities

☐ Can it process 10,000+ pages, deduplicate records, and keep relationships intact?

☐ Does it link every insight to a specific document source?

☐ Does it understand your PI case types out of the box?

☐ Does it understand both medical records and transcribe handwriting?

Workflow Fit

☐ Can your staff use it without training manuals or IT help?

☐ Does it actually replace manual work or just add a new layer?

☐ Does it have an AI Assistant at the core of all interactions?

☐ Can the AI provider support your whole firm, from pre-litigation to litigation?

Security & Compliance

☐ Is it PIPEDA and SOC2-certified, encrypted, and transparent about data use?

☐ Can you export or destroy your data anytime?

ROI Potential

☐ Can it show time savings per case (real numbers, not vague claims)?

☐ Can it help raise case value by catching missed details?

☐ Will you see measurable results in the first 30–60 days?

Vendor Maturity

☐ Do they offer live support and structured onboarding?

☐ Are they shipping new features regularly, not just promising them?

☐ Do they act on user feedback and show a real roadmap?

Final Decision Factors

☐ Did you run a test case or pilot with real records?

☐ Do key staff (including your paralegals, COO, CFO and lawyer) agree it fits how your firm works?

☐ Is someone on your team ready to own rollout?

⚠
If you're checking more "no" than "yes," hit pause.

8. What's at Stake

Every detail in a case either strengthens your position—or weakens it. The right AI platform helps your team spot what matters sooner, build stronger arguments, and recover value that would've been left on the table.

The wrong platform? Wasted budget, stalled adoption, and one more tool nobody uses.

You don't get many shots to pick technology that reshapes how your firm works. This one matters.

If the defense is using AI to minimize payouts, your AI better be helping you maximize them.

Ready to see what a purpose-built platform actually looks like?

See Supio in Action

Book a demo to see all the ways Supio can help your firm maximize settlements and take on more cases.

supio.com/request-a-demo