A WHITE PAPER FOR OHIO PERSONAL INJURY ATTORNEYS

The Ohio PI Firm Operating Playbook

How Firms Are Using AI To Handle More Complexity Without Adding Headcount

Introduction

This paper is for Ohio PI firms looking for operational answers to challenges that have been growing more complex year over year. It describes the four issues that most consistently hold firms below their potential, explains what Supio's AI platform does at each stage of case development, and shows what that combination produces in practice.

The same pressure points tend to appear across Ohio PI practices: cases valued too conservatively at intake, economic damages that could go further, documentation that varies by who touches the file, and a workload that keeps growing without a proportional increase in capacity. If any of those sound familiar, the rest of this paper is worth reading.

The Four Challenges Holding Ohio PI Firms Back

Challenge 1: High-Value Cases Are Misidentified at Intake

The indicators that distinguish a $250,000 case from a $1.2 million case are often invisible in an initial client interview. Permanent impairment markers, long-term care needs, and occupational impact signals only surface when the full medical record is analyzed. Firms relying on attorney intuition at intake systematically underprice a portion of their caseload and often do not discover the error until trial preparation, when correcting it is expensive or impossible.

Challenge 2: Economic Damages Are Routinely Underdeveloped

The default approach is to rely on specials: medical bills and documented wage loss. A full economic model also requires a wage history analysis, a future earnings projection accounting for career trajectory and impairment, and in serious cases a life-care plan. Without it, the demand is anchored to an incomplete picture of loss and the negotiation starts from a lower floor.

Challenge 3: Documentation Quality Is Inconsistent

In a high-volume practice, the same fact pattern produces different documentation quality depending on who handles the file and how busy they are. This inconsistency is invisible until trial preparation. Gaps in the record at that stage are expensive to fill and sometimes impossible to remedy.

Challenge 4: Rising Complexity Without Rising Capacity

HB 447's proposed cap increase rewards non-economic documentation investment. SB 131 requires systematic UM/UIM compensation mapping. SB 63 imposes documentary compliance requirements on toxic tort matters. Each development creates legitimate additional work with no corresponding increase in billable hours. Firms that cannot expand their analytical capacity face a choice between depth and volume that limits both.

How Supio Gives Ohio PI Firms the Edge at Every Stage

Supio is an AI platform built specifically for personal injury law firms, developed in collaboration with leading PI practices. It is not a general-purpose tool adapted for PI work. It covers intake through verdict across four core areas.

At Intake: Surface What the Interview Misses

Supio analyzes available documentation at case opening and flags permanent impairment markers, occupational impact indicators, liability complexity, and potential cap-exception arguments under R.C. 2315.18. The intake decision goes from a judgment call on incomplete information to a recommendation grounded in what is actually in the file.

In Pre-Litigation: Build the File to Litigation Standard

Supio generates structured medical chronologies from all providers, organized by date, clinical finding, and source citation, at 97-plus percent accuracy across case types. The AI Ledger reconciles medical bills and liens. The demand drafting suite produces settlement-ready demand packages in the firm's own style, drawing directly from the chronologies already built.

The scale impact is concrete. Lundy Law increased monthly demand pack output from 30 to 110 after adopting Supio. Attorneys are now preparing 20 to 30 more cases per month than before.

"We used to push to get 30 demand packs out in a month. Now, with Supio, we can do 110." — Jordan Lundy, Managing Partner, Lundy Law [1]

In Litigation: Real-Time Case Intelligence

Supio's AI Assistant lets attorneys query the full case record in plain English at any point: during deposition preparation, mid-proceeding, or before mediation. Ask it to find every documented complaint of a specific symptom before a specific date. Ask it to surface contradictions between witness testimonies. It returns specific answers with direct source citations, not summaries.

Todd Travis of Travis Legal Offices used this capability mid-deposition to retrieve 14-plus source-cited entries showing neck pain complaints that predated the defense's claimed timeline. The defense expert's foundation collapsed. A case stuck at $700,000 settled for $3 million.

"It made me look like I had every page of the record memorized." — Todd Travis, Principal Attorney, Travis Legal Offices [2]

The Equalization Effect

Brian Galligan leads a small PI and medical malpractice firm in Des Moines. Before Supio, the firm tried nurses, lay staff, and specialized vendors for medical record analysis. All were either inconsistent or expensive. After adopting Supio firm-wide, the dynamic changed.

"Having Supio has been an equalizer in a lot of ways. I don't need the huge staff that a large firm has to get the same analysis and outcome for all the information we're processing." — Brian Galligan, President and Owner, Galligan Law [3]

How the Four Challenges Are Addressed

Intake misidentification is addressed by Case Signals, which surfaces high-value indicators at the start of every case rather than leaving them buried in records that no one has had time to read.

Economic damage underdevelopment is addressed by the AI Ledger, early signal identification, and a demand drafting suite that builds from the record already organized — so economic development starts at the right time rather than under deadline pressure.

Documentation inconsistency is addressed by systematic chronology building that produces consistent quality regardless of who handles the file. Every case receives the same analytical process.

Capacity constraints are addressed across the board. When chronologies take hours instead of days and demand packs can be produced at volume, the firm's effective capacity increases without adding headcount.

The Numbers

Metric	Result
Average settlement increase	**+28%**
Monthly demand pack increase (Lundy Law)	**30 to 110**
Case value increase (Lundy Law example)	**$25K to $250K**
Settlement increase (Travis Legal example)	**$700K to $3M**

Security and Compliance

Supio is built to protect client data at every level:

- **SOC 2 Type II certified** with continuous 24/7 security monitoring
- **HIPAA compliant** — client health data is never shared or pooled
- **No shared training models** — unlike public AI tools, Supio keeps every firm's data private
- **Full citation traceability** — every finding links to its source document, making outputs defensible

Get Started

The firms that have seen the strongest results started by identifying the two or three places in their current process where value is consistently lost, then mapped Supio's capabilities against those specific gaps. That is a more useful starting point than a general technology evaluation.

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[1] Lundy Law — Supio Customer Story [2] Travis Legal Offices — Supio Customer Story [3] Galligan Law — Supio Customer Story [4] Ohio HB 447 Analysis, JD Supra [5] Ohio SB 131, LegiScan [6] Ohio SB 63, Secretary of State [7] Supio.com