

# Reflecting on Five Years of Change: Technology, Innovation and the Future of ADR at JAMS

By Nate Brooks

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Five years ago, the world faced an unprecedented challenge as the COVID-19 pandemic reshaped industries, economies and daily life. For the legal and alternative dispute resolution (ADR) sectors, the pandemic accelerated a transformation that might have otherwise taken decades. Courts, legal professionals and ADR providers were forced to adapt rapidly, redefining how justice was delivered in a remote world.

At JAMS, we adapted quickly, embracing virtual ADR and investing in technology to continue delivering the exceptional service our clients expect. It was during this time, five years ago, that I joined JAMS—witnessing firsthand how the organization navigated these changes with agility and innovation. Today, as we mark this milestone, I wanted to reflect on the progress we've made and the path ahead.

### Rising to the Challenge

In the early days of the pandemic, JAMS pivoted swiftly to meet the evolving needs of our clients. We expanded our virtual ADR capabilities, making sure that dispute resolution remained accessible even in the face of global uncertainty. Through innovation and collaboration, we supported neutrals, attorneys and clients in navigating the shift to remote proceedings. This adaptability became a defining characteristic of JAMS and positioned us as a leader in the virtual ADR space.

JAMS continues to build on this foundation. I've recently stepped into a new role at JAMS, and I've



seen firsthand the strides we've made in leveraging technology to enhance the client experience. JAMS has always been driven by a singular mission: to provide exceptional dispute resolution services. This means maintaining excellence in service while keeping up with technological advancements and continually innovating.

### Pioneering the Future With JAMS Next

JAMS Next builds upon our longstanding commitment to innovation, particularly in the AI space. As part of this initiative, JAMS has introduced a suite of cutting-edge tools aimed at enhancing efficiency, security and the overall dispute resolution experience.

This comprehensive range of solutions enhances efficiency by leveraging AI and digital advancements to streamline dispute resolution. Included are:

- AI-powered transcriptions, powered by Prevail™ to deliver real-time rough drafts and certified transcripts within days, providing accuracy, speed and security.
- Virtual hearing technology, which provides seamless remote and hybrid proceedings with trained moderators, integrated case management tools and support for multiple platforms, including Zoom, Microsoft Teams and Webex.
- JAMS Artificial Intelligence Disputes Clause and Rules (AI Rules), the first framework for resolving AI-related disputes, offering clear guidelines, protective measures and specialized arbitrator requirements.
- An AI-powered neutral search tool, which enables users to quickly and efficiently identify panelists with relevant experience through conversational queries and advanced filtering.

By integrating these technologies, JAMS is empowering neutrals, associates and clients with the tools needed to navigate dispute resolution with greater speed, precision and ease.

### Internal Focus Brings External Success

At JAMS, we recognize that investing in internal efficiencies translates to better outcomes for attorneys and their clients. One way we are achieving this is through advanced tools such as CoCounsel, an AI-powered instrument that streamlines case management and reduces the burden of routine tasks. By automating document analysis, enhancing legal research and improving workflow efficiency, CoCounsel enables our neutrals to focus on what truly matters: the substance of the disputes before them.

Another key advancement is JAMS Access, our secure, user-friendly case management portal that enhances communication and transparency for attorneys, clients, and neutrals. JAMS Access provides a centralized hub where users can track case progress, submit documents, and access scheduling information in real time. By simplifying these processes,

JAMS Access improves efficiency and helps deliver a seamless experience from start to finish.

Beyond technology, JAMS continues to refine and standardize processes to provide a smooth and consistent experience for the parties that we serve. Whether a case is being managed in New York, Los Angeles or anywhere in between, our clients receive the same high level of service, efficiency and professionalism. This unwavering commitment to operational excellence reinforces our unity as an organization, helping to make sure that every client benefits from the collective strength, experience and forward-thinking approach that define JAMS.

### A Vision for Continued Growth and Innovation

Looking ahead, JAMS remains committed to staying at the forefront of innovation. The continued growth of ADR, combined with advancements in technology, presents opportunities to expand our services and further refine our client experience. By incorporating cutting-edge technology, we are not just responding to change—we are driving it.

As we reflect on the past five years, we recognize the resilience, adaptability and innovation that have defined our journey. At the heart of this journey is the unwavering commitment to client service, being sure that we consistently meet—and exceed—the expectations of those who turn to JAMS for dispute resolution. With a clear vision for the future, we are well positioned to continue delivering the high-quality, client-centered services that have made JAMS the gold standard in ADR.

**Nate Brooks** is the executive vice president, chief financial officer and chief operations officer at JAMS, where he oversees the organization's financial and operational aspects, collaborating with the senior management team on long-term financial planning, operational efficiencies and growth strategies.

