

CASE STUDY

Just What the Doctor Ordered

Case Solution Leveraging MDL Analytics/BLADE



FOR: Attorney

CLIENT: Plaintiff Firm

SERVICE: Advanced Analytics

Situation

The Plaintiffs' Steering Committee (PSC) approached Acorn Legal Solutions to assist in developing a customized review strategy for a large, complex multi-district litigation against a global pharmaceutical manufacturer. Opposing counsel produced more than 8 million documents spanning over 60 million pages from 300 plus custodians. Because of the sheer volume of documents in this dataset, Acorn utilized Relativity Analytics - including email threading, near-duplication, language identification, and categorization capabilities. The goal was to leverage cutting-edge technology to help coordinate multiple review teams, avoid wasting time and money on irrelevant document review, and identify the most important documents as early as possible.

Challenge

The case presented many challenges other than just the volume of data that needed to be reviewed as quickly as possible. Some of primary hurdles Acorn needed to address included:

- Training, coordinating, and supporting review efforts for a large diverse review team spanning across multiple firms, time zones, and experience levels.
- Opposing counsel was providing the data on rolling basis with roughly 1 million new pages a week. The constant influx of documents meant keeping the analytics up to date while not affecting the review team.
- Reviewing documents in Japanese and/or other foreign languages.
- With deposition dates fast approaching, certain custodian data sets needed to be prioritized within the workflow.

Acorn's Solution

With the available resources and the volume of data to get through, Acorn turned to Relativity Analytics. After consulting with our clients on the project goals and timelines, Acorn decided to use a multi-phase approach to focus and narrow the review universe. Acorn was able to combine a few of the analytic tool sets to create a flexible, customized workflow that allowed reviewers to get the most important documents as early as possible in the process. The first phase in reducing the overall review population included running Relativity's email threading and near duplicate identification tools to remove any highly duplicative files along with any non-inclusive emails. Simultaneously, Acorn also employed Relativity's language identification feature to divide the remaining documents into two sets: English and Japanese. Each set would be added to its own analytic index. Using the newly updated indexes during the second phase, the remaining documents were then

assigned a relevancy ranking using Relativity's categorization tool. The final phase consisted of running searches to identify any documents that originated or mentioned one for the priority custodians. The search results were then de-duped against each other and only documents with a relevancy ranking of 90 or above were initially batched out to the review teams. This workflow allowed the teams to easily re-prioritize custodian/documents and adjust resources as needed. Using this strategy, the team confidently focused its review on roughly 20% of the population.

The Plaintiffs' Executive Committee was able to access the project status, share time sensitive materials, manage review resources, and take any corrective actions as needed without ever logging into Relativity.

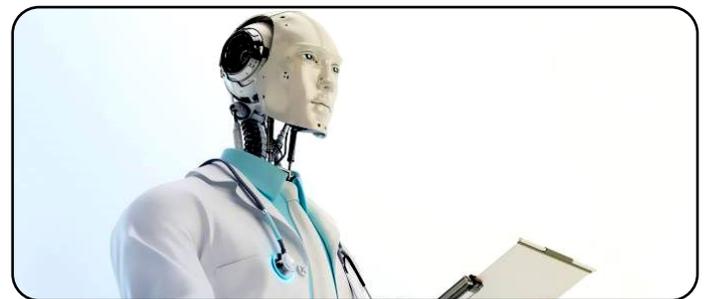
Acorn was able to create flexible, customized workflows to address each challenge utilizing its industry leading platforms, BLADE and Relativity. BLADE is Acorn's proprietary case management portal. With so many different firms and reviewers involved, Acorn decided to employ BLADE to help with the administrative aspects of the case. With BLADE, the Plaintiffs' Executive Committee had:

- Real-time access to the overall review progress and reviewer statistics,
- The ability to review and prioritize incoming media,
- Access to a shared calendar alerting all members of upcoming deadlines,
- A centralized platform for organizing and sharing reference materials, pre-recorded training videos and other materials, witness kits, billing summaries, and other reports,
- Access to a customized work request and approval system which eliminated scheduling and budgeting surprises.

Results

Ultimately, our advanced analytics process resulted in the client finding "the smoking gun" while reviewing less than 10% of the total documents. This resulted in a 9-figure settlement in less than two years, before the matter ever reached trial. Of the small subset of documents flagged by Acorn for the review team, over 70% were tagged as relevant. Our expert application of advanced analytics avoided the time delays and costs of manually reviewing 7 million documents, which were likely to be irrelevant.

In the end, BLADE was able to streamline communications while reducing the overall non-billable case management time. BLADE provided the Plaintiffs' Executive Committee an efficient and cost-effective way to access review progress, share time sensitive materials, manage resources, and take any corrective actions as needed without ever logging into Relativity. Our client saved over \$57,000 in monthly user fees alone over a two-year period.



About Acorn

Acorn is a legal data consulting firm that specializes in AI and Advanced Analytics for litigation application, while providing rigorous project management to the eDiscovery industry. Although capable of serving AmLaw 100 Law Firms and Corporate Legal departments, Acorn primarily works with large regional, midsize national and boutique litigation firms. Acorn provides a high-touch, customized litigation support services with a heavy emphasis on seamless communications.