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Invest in Data Quality to Get the Most Out of AI, Says Melissa Koch in New *Bloomberg Law* Article

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As more law firms look to capitalize on the artificial intelligence boom, they shouldn't forget the that what comes out is only as good as what went in, warns Technology Transactions Chair Melissa Koch in a new article she authored for *Bloomberg Law*. In the article, titled "Data Quality Is the Overlooked Foundation of Successful Legal AI," Melissa argues that organizations that want to get the most out of their AI investment should prioritize good data governance practices; AI algorithms trained on poor data will produce poor results, which erodes trust and adoption. The article offers strategies for dealing with the unique challenges the legal industry faces in implementing AI, including confidentiality considerations and how to approach training a new system.

"Data quality creates a virtuous cycle. Better data leads to more effective AI, which encourages greater adoption, which generates more high-quality data, which further improves AI performance," Melissa writes.

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