

Medical Malpractice Attorneys Transform the Jury Selection Process with ExposéQ JuryFit

Human-Verified Insights and Virtual Mirror Jury Simulations Offer Strategic Clarity in Technically Complex Medical Cases

ORLANDO, FL, UNITED STATES, June 29, 2026 /EINPresswire.com/ -- Medical malpractice litigation often involves intricate standards of care, expert testimony, and highly technical evidence that jurors must evaluate. Against this backdrop, [ExposéQ's JuryFit](#) platform is supporting attorneys in developing more structured approaches to jury selection.

JuryFit, part of ExposéQ's LENS trial intelligence suite, analyzes case narratives against 16 juror personality profiles. At every step of the JuryFit process, human verification is applied from identifying juror personality blends most likely to align with the case theory to qualifying Voir Dire questions. This layered approach ensures insights remain relevant and professionally grounded.

The platform's [Virtual Mirror Jury™](#) feature then creates simulations based on the seated jurors' profiles, allowing trial teams to rehearse arguments involving medical standards, causation, and damages. This preparation can contribute to greater strategic confidence and reduced uncertainty when presenting complex technical information.

"Medical malpractice cases require jurors who can fairly assess complex clinical evidence and professional judgment," said Joseph Terp, Co-Founder and CEO of ExposéQ. "JuryFit, with its consistent human verification at every stage, helps attorneys gain clearer insights into potential panel perspectives. This supports more deliberate jury selection and effective mirror jury strategies while fully preserving the attorney's expertise."

By mapping how different personality profiles may respond to medical terminology, expert credibility, or questions of negligence, the tool assists in tailoring Voir Dire questions to the



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*Joseph Terp, Co-Founder of
ExposéIQ*

specific challenges of malpractice matters. Practitioners in this field often find that such preparation helps them build panels better equipped to engage with the factual and emotional dimensions of these cases.

The advancement reflects a broader interest among litigation teams in tools that complement traditional preparation methods in specialized, high-stakes practice areas. All platform outputs serve as decision-support resources and require independent review by licensed attorneys. Results vary by matter.

About ExposéIQ

ExposéIQ is a real-time litigation intelligence platform developed for high-stakes legal professionals. Its LENS suite assists with jury intelligence and trial preparation. ExposéIQ is a technology company, not a law firm, and does not provide legal advice.

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