



## ADR Notable Media Information

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**FOR IMMEDIATE RELEASE: 11/16/20**

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### **Columbus Legal Tech Startup Launched to Help Mediators**

*ADR Notable offers first-of-its-kind technology tool to serve the dispute resolution profession.*

**COLUMBUS, November 16, 2020:** ADR Notable, a cloud-based platform for mediators, arbitrators, and other dispute resolution professionals, celebrates the public launch of its software on November 16. Founded by attorney-entrepreneur Gary Doernhoefer, ADR Notable provides mediators with an intuitive, secure, and easy-to-learn platform to capture and work with notes they take during mediation sessions. “I have tremendous respect for the work that mediators do,” said Doernhoefer, “so it is important to me personally as well as professionally to launch this product that will help them in their important work.”

Gary Doernhoefer, who was the initial general counsel for the travel start-up Orbitz, is delighted to be launching his first product in his hometown of Columbus. His inspiration for the product came while he was collaborating with colleagues at the Moritz College of Law at the Ohio State University, exploring opportunities to expand the use of alternative dispute resolution (ADR) in the airline industry. “I was very fortunate to be able to learn more about mediation from the outstanding faculty at OSU, which has one of the highest-rated ADR programs in the country,” said Doernhoefer.

The Columbus connections did not stop at OSU, however. ADR Notable has collaborated with several companies in the Columbus area, from Triple G Interactive web developers, to Spacejunk video production, MarketingWorks marketing agency, and Worthington-based Switchbox, Inc., the lead software designer and developer of the platform. “We consider ourselves very fortunate to have such a rich array of talented and creative professionals to work with right here in Columbus,” said Doernhoefer.

Doernhoefer also credits the dispute resolution professionals in Ohio for their generosity in sharing their time, opinions, and advice as the product was being designed and built. Columbus-based Charlotte Parsons, President of the Ohio Mediation Association, was glad to have a chance to add her suggestions, calling the ADR Notable app “a *game changer* for the way I manage my mediation cases.”

This product arrives at a time when there is an anticipated increase in the need for mediation in Ohio. Among other hardships caused by the COVID-19 pandemic, the percentage of Ohio mortgages that were

at least 90 days past due in August 2020 was double the August 2019 percentage, as reported by [CoreLogic](#). And mediation is a widely-recommended way for homeowners and lenders to work out remedies to foreclosure. The Supreme Court of Ohio [reported in June 2020](#) that “mediation of foreclosure cases was reported as occurring in 81 percent of counties” in Ohio.

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### **About ADR Notable, LLC**

ADR Notable is a technology platform designed to bring easy-to-use automation where it can be helpful to mediators, while they employ the uniquely human skills their job requires. The platform was crafted to be intuitive to use and follows the complete mediation process workflow, including a unique digital Noteboard to help during mediation sessions that are held in either a physical -- or a virtual -- room. Whether a mediator handles many cases each year, or only a few, it is the best solution available for dispute resolution support software. For more information, visit [adrnotable.com](http://adrnotable.com) or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).