



Company Overview

[Ludi, Inc.](#) is a health care technology and physician-advocacy firm that simplifies the way hospitals and health systems track, manage and audit payments to their physicians. While it might sound simple, tracking physician time and paying them for that work remains one of the messiest processes for hospitals. It's often so complicated and overlooked that many organizations have spent millions of dollars to settle Federal and state lawsuits due to compliance violations. Ludi fixes all of this.

Ludi's DocTime® Technology solutions is an integrated time-keeping and financial management system that helps hospitals manage all of the complex tasks, rules and data associated with their physician agreements. Our solution tracks physician activity in real-time, gathers the necessary approvals, then delivers payments to doctors – all online. As a result, hospitals ensure their medical teams get paid on-time and correctly, physician spend remains under control, doctors feel less stress and lower their chances of burnout by removing unnecessary processes, and the organization stays within key compliance regulations (i.e., Stark Law, Anti-Kickback Statute, Sunshine Act and Fair Market Value). Ultimately, Ludi's physician-focused software lets doctors focus on what they do best: care for their patients.

Based in Nashville, Tennessee, Ludi's team of physician advocacy experts has decades of industry knowledge and experience working to improve hospital-physician relationships. Since its inception in 2012, Ludi has helped more than 225 hospitals and health systems nationwide save millions of dollars, enhance compliance efforts, and build physician satisfaction and engagement. For more information, visit: www.ludiinc.com.

Areas of Expertise

- Physician Alignment Strategies
 - Hospital Best Practices
 - Financial management
 - Reimbursement optimization
 - Physician spend optimization
 - Physician recruitment & staffing
 - Physician Contracts
 - Medical directorships, on-call, teaching, professional services
 - Fair market value (FMV)
 - Audits
- Regulatory Compliance
 - Stark Law, Anti-kickback Statute, Sunshine Act
- Hospital-Physician Relationships
 - Physician Satisfaction, Engagement & Burnout
- Industry Benchmarking Data & Insights
- Hospital Documentation Management
 - Physician time logs
 - Payment process

Company Highlights

- Founded in 2012
- Based in Nashville, TN
- Serves 225+ hospital and health systems nationwide
- Clients include: Ascension Health, McLaren, Community Health Network
- Collectively, Ludi clients have saved \$10M (approx. \$100k per hospital) and hundreds of hours of admin time
- Ludi has helped clients manage 15,000+ physician contracts
- 11,000+ physicians leverage Ludi's technology

Key Spokespeople

(more details on page 2)

- **Gail Peace**
Founder & CEO
- **Michelle Harmon**
Chief Strategy Officer
- **Cooper McGoodwin**,
PMP, CSPO –
Director of Product



Gail Peace
Founder & CEO

***Specialties:** Hospital & Health Systems Business Strategy, Healthcare Finance, Physician Alignment Strategy, Hospital Regulatory Compliance, Physician Satisfaction & Burnout, Healthcare Entrepreneurship*

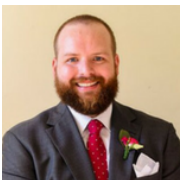
Gail Peace is a health care executive and entrepreneur with more than 25 years of industry experience. Ludi's signature software DocTime Log® is Gail's brainchild, having developed the platform in response to a significant yet unmet need she identified during her years as a health system executive. Prior to founding Ludi in 2012, she served as Vice President for Business Development at Vanguard Health Chicago (acquired by Tenet in 2013). Gail has also served in leadership roles at WebMD, Chicago-based Subimo (acquired by WebMD in 2006), MacNeal Hospital and Sachs Group (now Truven Health). In 2018 and 2019, Gail was recognized by *Becker's Hospital Review* as a *Female Healthcare IT Leader to Know*. She blogs regularly on physician-hospital relationships and the hospital regulatory landscape, and has spoken around the country at events hosted by the Health Care Financial Management Association (HFMA), Health Care Compliance Association (HCCA) and Becker's Healthcare Media.



Michelle Harmon
Chief Strategy Officer

***Specialties:** Physician Contracting & Alignment Strategies, Hospital Process Improvement, Physician Recruitment, Satisfaction & Burnout, Health Care Executive Coaching*

Michelle Harmon is a health care leader with more than 27 years of experience. Before joining Ludi, Michelle was responsible for C-suite executive recruitment, physician recruitment and strategy development for various health care organizations, including Baylor Health Care System (now Baylor Scott & White Health). She also held leadership positions with health care tech innovators WebMD and Subimo (which WebMD acquired). Michelle oversees Ludi's client services team which assists 100+ hospitals and health systems in analyzing physician administrative agreements. Michelle was named to *Becker's Hospital Review* list of *Female Health IT Leaders to Know* in 2018 and 2019. She is an executive coach for health care and physician executives, and also serves on the Steering Committee for Living in Vitality, Shawnee Mission Health. Michelle blogs regularly on the topic of hospital-physician relationships.



Cooper McGoodwin
Director of Product and Ludi Data Expert

***Specialties:** Healthcare IT, Hospital Process Automation, Application Development, Physician Alignment Measurement, Data Analysis*

Cooper McGoodwin has 10 years of experience developing Healthcare IT products and services. Prior to joining Ludi, Cooper served as Product Manager for Change Healthcare's Engagement Solutions division. Before that, Cooper was the Syndication Product Manager at TRC Healthcare, a CA-based company that provides educational news to pharmacists nationwide. At Ludi, Cooper is responsible for leading the product development strategy to expand the company's offerings of software as a service (SaaS) products. He is a Certified Scrum Product Owner (CSPO) and a certified Project Management Professional (PMP). Cooper also serves as the Chair of ProductCamp Nashville.