



Company Overview

Ludi 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 easy, 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® Suite of 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 seamlessly delivers payment information to a hospital's finance team (payroll or Accounts Payable) for easy distribution to doctors. As a result, hospitals ensure their medical teams get paid on-time and correctly, physician spend (total dollars spent on physician contracts) remains under control, doctors feel less stress 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 hundreds of hours of admin time
- Most Ludi clients have seen 3x return on their initial investment
- Ludi has helped clients manage more than 22,000 physician contracts
- More than 11,000 physicians leverage Ludi technology

Key Spokespeople

(more details on page 2)

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



Gail Peace

Founder, President & 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's a published author, 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 and physician strategist with more than 27 years of experience. Her breadth of work as a physician alignment expert includes service line planning and medical staff planning, to physician group negotiations and C-suite recruitment and strategy for various organizations, including Baylor Scott & White Health. Michelle also has extensive experience leading product implementation and account management teams for tech innovators, such as WebMD and Subimo. At Ludi, she oversees client services, which assists more than 225 hospitals and health systems in rolling-out and managing their specific implementation of Ludi's DocTime Log technology system. Michelle is a published health care writer and blogger, and was recently named to *Becker's Hospital Review Female Healthcare IT Leader to Know* (2018 and 2019). She also serves as a personal executive coach for health care executives and physicians leaders.



Cooper McGoodwin

Director of Product & Data Expert

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

Cooper McGoodwin has more than 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, including DocTime Log. He is a Certified Scrum Product Owner (CSPO) and a certified Project Management Professional (PMP). Cooper also serves as the Chair of ProductCamp Nashville.