

COMPANY OVERVIEW

Ludi is a health care technology and physician-advocacy firm that simplifies the way hospitals and health systems pay their physicians. While it might sound easy, tracking physician time and paying them for that work remains a very messy process. It's often so complicated that many provider organizations have spent millions of dollars to settle related compliance violations with Federal and/or state government. Ludi fixes all of this.

Ludi's award-winning DocTime Log® Suite of technology solutions provides an integrated time-keeping app and financial management system that helps hospitals automate and 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 (i.e., within scope of contract), physician spend -- the total dollar amount spent on physician contracts -- remains under control, doctors feel less stress by removing unnecessary admin processes and the organization stays within key compliance regulations (i.e., Stark Law, Anti-Kickback Statute). For more information visit ludiinc.com.

COMPANY HIGHLIGHTS ✨



Founded in 2012



Based in Nashville, TN; women-owned and led



Ludi clients have saved tens of thousands of hours of admin time; Ludi has processed nearly a billion dollars in physician payments



Serves 250+ hospital and health systems nationwide



Clients include: Ascension, McLaren, Community Health Network



Ludi has helped clients manage more than 22,000 physician contracts



More than 11,000 physicians leverage Ludi technology nationwide



Recognized as one of the fastest growing companies in Tennessee in 2020 by the ACG Tennessee Chapter

Physician Alignment Strategies

- **Hospital Best Practices**
 - Financial management
 - Reimbursement optimization (Medicare, etc.)
 - Physician spend/ expenditure optimization
 - Physician recruitment and staffing
- **Physician Contracts**
 - Medical directorships, on-call, teaching, professional services
 - Fair market value (FMV)
 - Audits



AREAS OF EXPERTISE

Regulatory Compliance

- Stark Law, Anti-Kickback Statute, Sunshine Act

Hospital-Physician Relationships

- Physician Satisfaction, Engagement and Burnout

Hospital Documentation Management

- Physician time logs
- Payment process

KEY SPOKESPEOPLE

GAIL PEACE, MHA & MBA **FOUNDER, PRESIDENT & CEO**



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. Gail initially bootstrapped the company and then raised money herself at a time when female entrepreneurs received very little funding in health care. In less than 10 years, Gail has taken Ludi from two employees to more than 20, and from one client to now over 250 hospital clients nationwide, including some of the largest health systems in America. 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.

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

MICHELLE HARMON, MHA **CHIEF STRATEGY OFFICER**



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 sales and client services, which assists more than 250 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 named to Becker's Hospital Review Female Healthcare IT Leaders to Know List (2018 and 2019). She also serves as a personal executive coach for health care executives and physicians leaders.

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

DANIELLE O'ROURKE **CHIEF OPERATING OFFICER**



Danielle O'Rourke has many years of experience as a health care leader working with businesses, from startups to large enterprises, in a variety of roles, including business development, strategy, M&A and investing. Prior to Ludi, Danielle founded ROND Capital, a Nashville-based private equity firm, where she served as CEO. Earlier in her career, Danielle held a principal position at Martin Ventures, worked at The Riverside Company and Brentwood Capital Advisors, and served on the board of directors for Ovia Health and Clockwise.MD. At Ludi, Danielle focuses on managing day-to-day business processes and executing long-term strategic, financial and data analysis initiatives for the company and its award-winning DocTime Log product suite.

Specialties:
Health Care IT & Finance, Technology Trends, Data Analysis, Entrepreneurship