

## COMPANY OVERVIEW

Ludi is a healthcare technology firm that simplifies the way hospitals 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 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](http://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 hundreds of hospital and health systems nationwide



Clients include: Ascension, McLaren, Community Health Network



Ludi has helped clients manage more than 23,000 physician contracts



More than 15,000 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, wRVUs, professional services
- Fair market value (FMV)
- Audits



#### Regulatory Compliance

- Stark Law, Anti-Kickback Statute, Sunshine Act

#### Hospital-Physician Relationships

- Physician Satisfaction, Engagement and Burnout

### AREAS OF EXPERTISE

#### Hospital Documentation Management

- Physician time logs
- Payment process

## KEY SPOKESPEOPLE

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



Gail Peace is a healthcare 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 boot-strapped the company and then raised money herself at a time when female entrepreneurs received very little funding in healthcare. In less than 10 years, Gail has taken Ludi from two employees to dozens, and from one client to now hundreds of 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. She was also named one of Nashville Business Journal's Women of Influence in 2021.

#### Specialties:

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

### DANIELLE O'ROURKE CHIEF OPERATING OFFICER



Danielle O'Rourke has many years of experience as a healthcare 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 Suite.

#### Specialties:

*Healthcare IT & Finance, Technology Trends, Data Analysis, Entrepreneurship*

## MEDIA CONTACT



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