

COMPANY OVERVIEW

Ludi, Inc. is a healthcare technology company making it easier for hospitals to pay physicians. Ludi's DocTime® Suite automates the payment process for any type of physician arrangement from a signed contract to payment.

Ludi is trusted by hundreds of hospitals nationwide to help them track, manage and audit payments to physicians resulting in significant cost savings, improved physician satisfaction and reduced compliance risk and administrative burden.

On average, DocTime customers experience a 50% reduction in administrative time and costs, resulting in over \$700 per contract in savings.

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 40,000 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, 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 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. She 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, Gail served as Vice President for Business Development at Vanguard Health Chicago (acquired by Tenet in 2013). She has also served in leadership roles at WebMD, Chicago-based Subimo (acquired by WebMD in 2006), MacNeal Hospital and Sachs Group (now Truven Health). Gail has been recognized by Becker's Hospital Review as a 'Female Healthcare IT Leader to Know' multiple times. 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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