

COMPANY OVERVIEW

Ludi, Inc. is a health care 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 an 80% reduction in administrative time and costs, resulting in a 5-6x ROI.

COMPANY HIGHLIGHTS ✨



Founded in 2012



Ludi has helped clients manage more than 43,000 physician contracts



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



More than 17,000 physicians leverage Ludi technology nationwide



Serves hundreds of hospital and health systems 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

DANIELLE O'ROURKE CHIEF EXECUTIVE OFFICER

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



Danielle O'Rourke serves as Chief Executive Officer of Ludi, the leader in physician payment automation. Before taking the helm of Nashville-based Ludi as part of the company's transformative growth recapitalization in December 2023, she served as COO since joining the team in 2019. Danielle 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.

GAIL PEACE, MHA & MBA FOUNDER

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



Gail Peace is a health care executive and entrepreneur with more than 25 years of industry experience. Ludi's signature software DocTime® 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 has taken Ludi 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 Health Care IT Leader to Know" multiple times. She was also named one of Nashville Business Journal's "Women of Influence" in 2021 and is part of the Nashville Health Care Council Fellows Class of 2022.

MEDIA CONTACT



For media inquiries contact:
Jeff Hyman-Marshall, Vice President of Marketing and PR.
818.415.2569 or jhyman-marshall@ludiinc.com.