Ludi
Media Kit

Who Is Ludi:

Ludi is the leader in provider compensation solutions. We leverage innovative technology and exceptional client support to streamline provider arrangements and payments for healthcare organizations nationwide. Ludi offers DocTime®, the most advanced and fully integrated compensation management solution in the industry. By marrying financial, performance, and quality data, DocTime addresses the complexities of provider compensation, helping healthcare organizations improve efficiency, reduce costs and compliance risk, measure physician contribution, and elevate provider satisfaction.

Company Highlights:

- Founded in 2012 and based in Nashville, TN
- Billions of dollars in provider payments processed
- 27k providers on our network
- 100k provider agreements reviewed and executed
- 80% reduction in administrative time and costs for most clients
- 5-6x ROI for clients in the first year alone

Areas of Expertise:

Provider Compensation:
- Team structures and governance
- Incentive structures
- Benchmarking
- Quality metrics
- Production pay
- Requisitions

Provider Alignment Strategies - Hospital Best Practices:
- Financial management
- Reimbursement optimization (Medicare, etc.)
- Provider spend/expenditure optimization
- Provider recruitment and staffing

Provider Arrangements:
- Medical directorships, on-call, teaching, professional services
- Employed provider contracts
- Fair Market Value (FMV)
- Audits

Regulatory Compliance:
- False Claims Act
- Stark Law
- Anti-Kickback Statute

Hospital-Provider Relationships:
- Provider satisfaction
- Provider engagement
- Provider burnout

Key Spokespeople:

Danielle O'Rourke, CEO

Danielle O'Rourke serves as Chief Executive Officer of Ludi, the leader in provider compensation solutions. 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 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. In 2025, she earned national recognition as one of Becker's "100 Women in Health IT to Know."

Eric Leafgreen
VP, Provider Compensation

Eric Leafgreen is the Vice President of Physician Compensation at Ludi. He previously served as Director of Provider Compensation at Banner Health, one of the nation's largest non-profit health systems, where he oversaw fair market value assessments, provider pay practices, and physician practice acquisitions. Eric began his career in public accounting and later joined VMG Health, advising health systems on compliance, valuation, and compensation strategy. He holds a Master's in Professional Accountancy from Indiana University's Kelley School of Business and is a founding Board member of the American Association of Provider Compensation Professionals (AAPCP). Eric is a frequent speaker on the national conference circuit, sharing insights on provider compensation, AI, and related healthcare tech trends. His recent speaking engagements include AAPCP, HFMA, AHLA, and AMGA annual conferences.

For media inquiries contact:

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