



Save time evaluating and selecting vendor partners.

THE FIRST DIGITAL DECISION-MAKING PLATFORM
FOR HEALTHCARE

Executive Summary



PROBLEM

The purchasing process in healthcare is broken. Lack of visibility into available solutions and internal product awareness results in unacceptable delays and increased costs. Often purchasing decisions are managed through spreadsheets, emails, and meetings, burdening teams with administrative work and wasted time.

SOLUTION

Lucro is a digital platform that helps healthcare organizations save time when evaluating, comparing, and choosing technologies and purchased services.

NETWORK

Currently aligned with healthcare organizations that collectively operate over 20% of all the hospitals in the U.S.

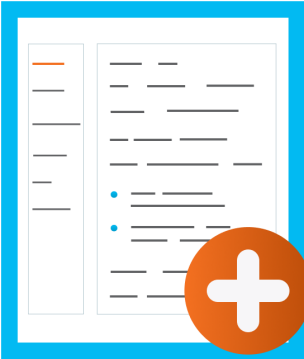
COMPANY

Based in Nashville, founded by longtime healthcare executives in August 2015, launched general availability in February 2017.

How Lucro Works



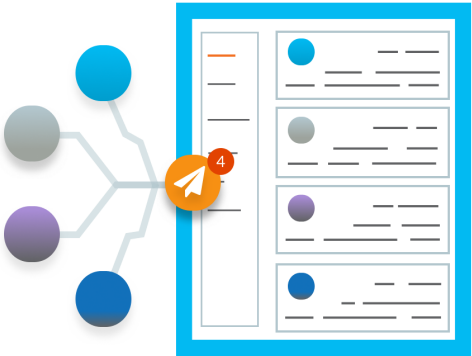
1



Plan your project

Define the problem and the outcomes you want to achieve.

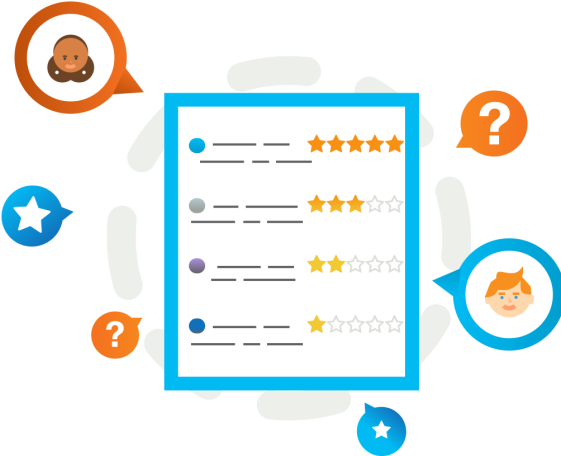
2



Source solutions

Add known solutions and get recommendations from vendors.

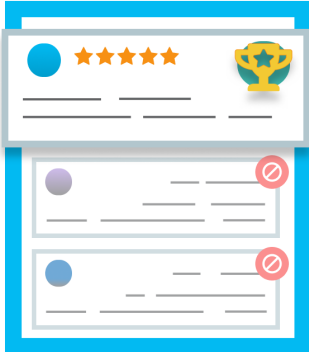
3



Evaluate & compare

Ask questions, score and compare answers with your team.

4



Make a decision

Choose the best solution for your organization.

1 Create a Project



What healthcare solution would you like to discover?

Search

Boards

Submissions



My Profile

Create projects for your current initiatives and vendor needs.

Projects can range from broad ideas to specific immediate needs.

Check out projects that others in your organization are working on to stay aligned, prioritize projects, and avoid duplicating efforts.

Hi Matt,

Save time finding and evaluating vendor partners on your projects.

18 Projects I'm Working On

CREATE A PROJECT

Project Name	Owner	Status	Time to Decision
▼ • Care Coordination	Me	Active	45 Days
▼ • Chronic Care Management	Me	Active	3 months
▼ • Telehealth for Critical Access	Carl Perkins	Active	4 months
▼ Clinical Compliance Strategy	Me	On Hold	28 days
▼ Revolutionary Care Management Engagement Platform for Patient...	Chet Atkins	Closed	1 year

1 Create a Project



What healthcare solution would you like to discover?

Search

Boards

Submissions



My Profile

Overview

Invite Contributors

Review Submissions

View Pinned Solutions

Discuss this Project

Ask Vendors

Compare Solutions

Make a Decision

Create a Board

Define your problem and help the right vendors find you

Name the project you're working on.

Ex. Infection Control

Describe the problem or need in 3-5 sentences.

Ex. Help in identifying a patient when there is the possibility that a patient has a highly infectious disease. The three categories to display are: suspected, confirmed, or ruled out (with nothing displayed in the typical situation). This user interface location is reserved for infectious disease, and this location would not include any noninfectious distinct disease identifiers.

What outcomes are you seeking to achieve? *

Select at least one desired outcome for your project. You may select all that apply!

Describe what you're looking for.

This info will help vendors know what kinds of solutions to send.

The more detailed you are in describing what you're trying to do and what you're looking for, the higher the quality of submissions you'll get from vendors!

0 / 1000

1 Create a Project



What healthcare solution would you like to discover?

Search

Boards

Submissions



My Profile

Overview

Invite Contributors

Review Submissions

View Pinned Solutions

Discuss this Project

Ask Vendors

Compare Solutions

Make a Decision

What outcomes are you seeking to achieve? *

Select at least one desired outcome for your project. You may select all that apply!

Clinical

- EMR optimization
- Improve care transitions
- Improve clinical compliance
- Improve clinical data quality
- Improve clinical workflow
- Improve patient engagement
- Improve patient outcomes
- Improve patient satisfaction/experience
- Improve quality measures
- Improve staff safety
- Increase patient safety
- Reduce errors and complications
- Reduce length of stay
- Reduce readmissions

Operational

- Acquire patients
- Augment staffing
- Improve care navigation
- Improve employee engagement
- Improve physician engagement
- Improve standardization
- Improve workflow efficiency
- Increase revenue
- Reduce costs

Add additional info to help vendors find the right match.

1 Create a Project



Boards Submissions My Profile

Cardiac Solutions

- Overview
- Invite Contributors**
- Review Submissions
- View Pinned Solutions
- Discuss this Project
- Ask Vendors
- Make a Decision

Invite key stakeholders to contribute.

You can invite coworkers or peers from other health systems to join a private group to help you evaluate vendors.

Make sure to invite using work email addresses!

EXPORT

Invite Contributors

Invite peers to help compare and evaluate solutions

Invite a New Person to this Board

Email

Hello,

I would like to add you as a contributor on my project in Lucro. Help me compare and evaluate vendors.

0/250

SEND INVITATION

2 Vendors review active projects...



Boards

Submissions

My Solutions



Logout

Outstanding Requests

New Projects

My Opportunities

My Saved Projects

Dismissed Projects

Find your next opportunity

Submit to projects posted by healthcare leaders.



care coordination x

Enter search terms

Care Coordination

Aging 2.0 Created Sep 29, 2017

The health-care journey can be particularly complex and fragmented for older adults, two thirds of whom have at least two chronic conditions. With three quarters of healthcare dollars spent managing chronic conditions, families and health insurance providers are aligned in their desire to care for people in the least restrictive, most cost-effective setting. Families and providers need new tools and care models to support care transitions, clinical collaboration, medication management, population health management, remote care delivery etc.

end of life

palliative care

Care Coordination tool

Created Sep 6, 2017

Exploratory board to discover opportunities to establish partnership companies around the feasibility of city-wide or state-wide care

Vendors search for projects their products apply to.

They'll build concise descriptions of their products and submit them to projects that they could help with.

3 ...and submit their solutions.



Solutions give you the info you need to make quick decisions.

Free for vendors to create, these serve as concise introductions to a vendor's offerings.

Demo videos, case studies, white papers, and social feeds help you quickly decide to save or pass on a vendor.



Search

Boards Submissions My Profile



Overview
A comprehensive, text-first mobile patient engagement solution.

Videos

- 90% of US Adults Own a Cell Phone
- Texting is the #1 Cell Phone Activity
- 99% of Text Messages are Read
- We Have Our Cell Phones With Us Or Nearby 22 Hours Out of Every Day

About
Product Differentiator
A comprehensive solution that uniquely focuses on both patient interactions and the required integration into day-to-day provider workflows. Support for a broad set of use cases including population health, chronic condition management, treatment plan adherence and patient satisfaction.

4 Review submissions to your project



Quickly review your list of submitted vendor solutions.

- Population Health
- Overview
- Invite Contributors
- Review Submissions**
- Population Health Solutions
- Caradigm
- Population Health by Stroudwater Associates
- View Pinned Solutions
- Discuss this Project
- Make a Decision

3

Review Submissions

Here are solutions sent by vendors for you to consider

Population Health
by CareEvolution



Population Health

Population Health

Population Health Solutions
by Caradigm



Caradigm identifies and stratifies the risk in your population to improve clinical outcomes and financial results.

Population Health

Patient Engagement

Population Health
by Stroudwater Associates



Develop and implement value-based health care.

Population Health

Services

4 Discuss with your trusted network



What healthcare solution would you like to discover

Search

Boards

Submissions



My Profile

Discuss the project with your team to get to your shortlist of vendors.

Add notes about your project.

Tag team members to notify them of important updates.

Reply in app or thru email.

Cardiac Solutions

Overview

Invited Contributors

New Submissions

View Pinned Solutions

Discuss this Project

Ask Vendors

Make a Decision

EXPORT

Discussion

Post important updates about this board to your team

Jennifer R Denise H Sam J Lauren L

Denise Hicks inviting the head of cardiac to this board so she can review the vendors we've pinned.

Tag a Board contributor by typing '@' and their name. Tagging this user will notify them of this discussion.

COMMENT

DH Denise Hicks

Jennifer Renshaw have you circled up with the head of cardiac for her input?

3 days ago

LL Lauren Lovelady

Jennifer Renshaw I have. Added comments on the appropriate vendors for your visibility.

3 days ago

4 Add relevant solutions



The screenshot shows a web interface for a project named 'Health Channel'. At the top, there is a dark header with the Lucro logo, the project name 'Health Channel', and the URL 'www.healthchannel.com/gtrslose1strnd'. Below the header is a 'HealthCHANNEL' logo and a pin icon. A modal window titled 'Add solution to a project' is open, displaying a table of solutions. The table has two columns: 'Project Name' and 'Owner'. The first row, 'Care Coordination', has an orange 'PIN' button next to it. At the bottom of the modal, there is a dashed box containing a plus icon and the text 'CREATE NEW PROJECT'.

Project Name	Owner
Care Coordination	Me
Chronic Care Management	Me
Telehealth for Critical Access	Carl Perkins
Clinical Compliance Strategy	Me
Revolutionary Care Management Engagement Platform for Patient...	Chet Atkins
Population Health	Me
Aging Population Care Coordination	Chet Atkins
Hand Hygiene	Me
Hand Hygiene- PINNED	Me

If you're interested in a solution, add it to your project.

Add solutions that might work for you - anything you'd want to gather more info about or ask your team to review and assess.

You can always pass on these later if they aren't a great fit.

4 Pass if you're not interested



Search for vendors, products, or URLs

Search

Projects

Submissions



My Profile

Chronic Care Management

Manage Project Details

Invite Contributors

Review Submissions

View Pinned Solutions

IN CONSIDERATION [See Less](#)

Value-Based Risk Analytics |
Connance
Connance

Chronic Care Management
Program
RoundingWell, LLC

Caradigm
Caradigm

Lucro
Lucro

Solutions for Patient Navigation -
Wellbe Inc.
Wellbe

Chronic Care Management Program

Decline

Solution/Technology Concerns

Doesn't meet technical requirements

Message:

Thank you for your submission. After reviewing your product, we've decided not to continue evaluating it at this time. If our needs change, we'll reach out to you. Thank you.

DECLINE

If it's not a great fit, pass on it.

Record this decision for your organization so everyone knows you've already checked this vendor out.

Send feedback to vendors to let them know how to improve.

4 We'll record all this activity for you



The screenshot displays the Lucro web interface. At the top, there is a search bar with the text "What healthcare solution would you like to discover?" and a "Search" button. Navigation links for "Boards", "Submissions", and "My Profile" are visible. The main content area is titled "Activity History" and shows a submission for "Cardiac Solutions". Below the submission title is a comment input field. The activity history is a vertical timeline of events:

- Pinned** by Sam Jackson to Cardiac Solutions (Jul 11)
- Comment** by Sam Jackson: "I think this could really help us step up our game. Worth considering for sure." (Jul 11)
- In Consideration** by Sam Jackson (Jul 11)
- Received** by Lucro Concierge (Jul 11)
- Sent** by Lucro to Cardiac Solutions (Jul 11)

At the bottom of the activity history, there is a note: "I think you're gonna love how easy it is to use Lucro. Some of the best health systems in the country are already using us to make better decisions, faster. Waste less time choosing the right vendor with Lucro!"

Lucro saves your interactions with each vendor.

Stay current on your interactions with each vendor and quickly see a product's history within your organization.

4 Add solutions



Considering a vendor but don't see their solution in Lucro?

Copy their URL, paste it into the search bar, and we'll create their solution if we don't already have it.

We'll contact that vendor to update their info and respond to any questions you send.

The screenshot shows the Lucro search interface. At the top left is the Lucro logo. To its right is a search bar containing the text 'vendor.com/solution' and a blue 'Search' button. Further right are links for 'Boards', 'Submissions', a notification bell icon, and 'My Profile'. Below the search bar, the main content area displays the message 'No results for: vendor.com/solution'. A dashed-line box highlights a section containing the text: 'A solution doesn't exist for the URL you searched for. Click Add Link below, and we'll pull info from that website to create a solution for you.' Below this text is a text input field containing 'http://vendor.com/solution' and an orange 'ADD LINK' button.

When you're ready to evaluate...



The screenshot shows the Lucro web interface. At the top, there is a search bar with the text "Search for vendors, products, or URLs" and a "Search" button. To the right of the search bar are links for "Boards", "Submissions", a notification bell icon, and "My Profile". The main content area is titled "Cardiac Solutions" and is posted by a "Healthcare Organization". It was created on Nov 19, 2017, and has a target decision date of Jan 19, 2018. Below the title, there is a "PROJECT STATUS" section with four radio button options:

- Active with Submissions
This project is fully functional. Vendors can send their solutions to review.
- Active without Submissions
This project is fully functional. However, new vendors can't see this project or send new solutions.
- On Hold
You can view but not edit this project. New vendors can't see this project or send new solutions. We'll notify current vendors that this project is on hold until you reactivate it.
- Closed
This project is either complete or no longer relevant. You can view but not edit it. New vendors can't see this project or send new solutions. We'll notify current vendors that this project has been closed. You can always reactivate this project later.

At the bottom right of the page, there are "Cancel" and "REVIEW" buttons.

Change the status of your project

Stop receiving vendor recommendations when you're ready to move forward.

Put your project On Hold if you need to pause vendor evaluations.

EXPORT

4 Ask Vendors questions



Cardiac Solutions

Overview

Invite Contributors

Review Submissions

View Pinned Solutions

Discussions

Add Vendors

Make a Decision

Quickly gather more info about vendors you're considering.

Don't waste time with a traditional RFI/RFP process - ask vendors questions thru Lucro to quickly eliminate those who can't meet your needs.

EXPORT

Ask New Questions

Select a category for your questions

 Business

 Functional

 Technical

Name this list of questions for vendors

Technical Requirements Questionnaire

Build your list of questions to ask

1 Would this product run on a Citrix based desktop? If so, do you have experience with this?

2 Type your question here... ✕

 ADD ANOTHER QUESTION

Set a deadline for vendors to respond

4 Compare their responses



Compare vendors to find the right one for your project!

We'll notify you when you've got answers to review and compare.

Product Comparison

[Telehealth Platform](#) > Product Comparison

Jiva

Zeomega
www.zeomega.com

Validic

Validic
<https://validic.com>

Information Management
Strategy

Midtown Consulting Group
<http://www.midtowncg.com>

Technical Requirements

1 How does your application connect to our existing system?

The scalable, flexible Jiva platform is innovatively designed and proven to efficiently and affordably meet tomorrow's challenges today.

Jan 7, 2017

Validic solves the accessibility and integration challenges for healthcare organizations by providing a one-to-many connection.

Jan 7, 2017

Information Management & Analytics - bring data to the point of care & decision making, lead change management & technology transformation.

Jan 7, 2017

2 Where is the application hosted?

In the cloud.

Jan 7, 2017

The application is hosted on site.

Jan 7, 2017

We host our application in the cloud.

Jan 7, 2017

Score Responses



Score vendor responses.

Determine whether vendors meet, exceed, or fail to meet your requirements.

Your project contributors can score vendor responses, too.

Mark questions that are important or critical to your evaluation so Lucro weights those properly.

General Business- Organizational - Sales

[Telehealth Platform](#) > [Score Vendor Answers](#) > General Business- Organizational - Sales

Business Questions • Asked by Cash Forshee

☰ 3 total questions 💬 5 of 7 vendors responded

Show question weight ⓘ

1 What is your suggested approach to training (e.g. 'train the trainer', web-based, etc.)? Provide any pertinent details, limitations, and exceptions concerning the services offered for training.

Nice to have

RoundingPRO Digital Patient Rounding Solution

We offer a highly customizable implementation because we realize that every integration can differ, especially if there are multiple facilities and systems involved. If you can provide us the pertinent details, we will create a customized solution just for your health system.

N/A



Care Crowd

2-3 months is our average integration.

N/A



Strongly Exceeds

Carevida

We don't require any integration.

N/A



Strongly Exceeds

LML Health

Our product is for people. Built by people, for other people.

N/A



Strongly Exceeds

HealthChannel

Our product is for people. Built by people, for other people. Mainly people who like products like ours. We make good products

N/A



Meets

View Results



See who came out on top.

Based on how you score vendor response, we'll show you which vendors best meet your requirements.

See how all vendors stack up against each other.

Export this evaluation report to use as justification for important purchase decisions.

Board Name

- Manage Project Details
- Invite Contributors
- Review Submissions
- View Pinned Solutions
- Discuss this Project
- Ask Vendors
- Score Answers
- Compare Solutions
- View Results**
- Make a Decision

View Results

See how the solutions performed in your evaluation. [EXPORT](#)

Top Scoring Solution

1st

RoundingPRO Digital Patient Rounding Solution
RoundingPRO

Highlights

- 🏆 Top scoring solution in functional questions!
- 🚫 Did not meet expectations on 2 important questions

4.5 of 5 Overall Score

Overall Solution Scores¹

Rank	Solution	Score	Visual
1	RoundingPRO Digital Patient Rounding Solution	4.5	<div style="width: 90%;"></div>
2	Care Crowd	4.2	<div style="width: 84%;"></div>
3	Carevida	3.9	<div style="width: 78%;"></div>
4	HealthChannel	3.8	<div style="width: 76%;"></div>

Scoring Summary



Business Question Response Scores

[VIEW SCORE DETAILS](#)



100 Questions Asked

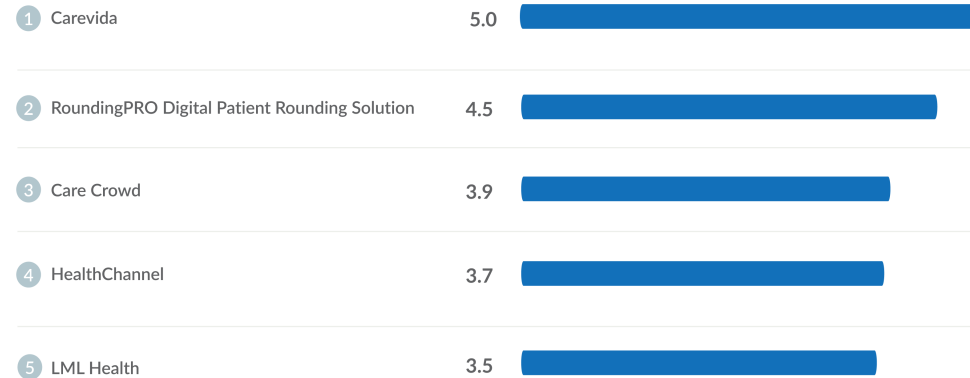


7 of 10 Vendors Responded



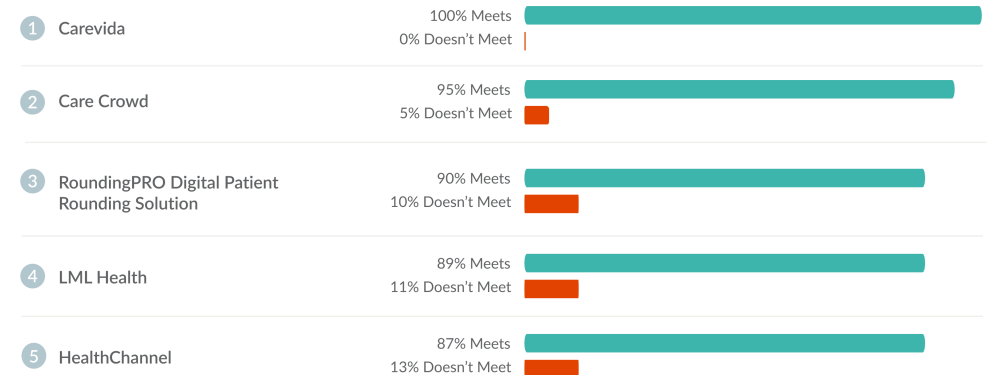
3 of 4 Contributors Scored

Business Response Scores¹



[See all \(7 vendors\)](#)

Distribution of Business Responses¹



[See all \(7 vendors\)](#)

✓ Make a Decision



Lucro

What healthcare solution would you like to discover? Search

Boards Submissions My Profile

CHF Monitoring

Overview

Invite Contributors

Review Submissions 2

View Pinned Solutions

Discuss this Project

Ask Vendors

Make a Decision

Decide

Choose the product that best supports this Board

Describe your Decision

You chose this product:

High-Risk Patient Kit
by Vivify Health

Rationale

Write about why you chose this product here...

CONFIRM

Once you've vetted your options, decide on the right vendor for you!

Case Study: Physician Credentialing

IDENTIFYING THE RIGHT SOLUTION QUICKLY

A new centralized business office required a new vendor for physician credentialing with limited time and resources to engage a consultant or issue an RFP to aid in selection

THE SOLUTION

Using Lucro made St. Luke's more confident in their vendor selection, improved the efficiency of their RFP process by 80%.

PROVIDER EXPERIENCE

" It worked like a virtual tradeshow. I could easily identify new vendors that we had not previously considered, and I didn't have to walk around asking questions and taking literature off racks. It was easy to get to the vendors I was looking for because their information was at my fingertips." - Greg Minougue, Senior Business Analyst, St. Luke's



The core decision team at St. Luke's invested only 10-12 hours to successfully narrow the field down to a qualified vendor in **80% less time** than their traditional RFP process.

Tired of cold calls and spam?



Forward vendor sales outreach to submissions@lucro.com.

We'll reply to those vendor for you and direct them into Lucro.

This helps you to quickly review and add any interesting vendors while dismissing those that aren't worth reviewing.

A screenshot of an email client interface. The window title is "Connect with Advocate Health Care through Lucro - INBOX". The email is from Rick Goddard <app+advocate_health_care@lucro.com> dated Wednesday, November 23, 2016 at 12:29 PM, to bbrandes@lucro.com. The email content includes the Lucro logo, a greeting "Hi -", a paragraph about Lucro as a digital platform, a list of two actions to take if interested, a paragraph about how Lucro works, and a closing "Thanks for your interest - looking forward to seeing you in Lucro soon." and "Cheers, Advocate Health Care".

Message

Delete Archive Reply Reply All Forward Meeting Attachment Move Rules Read/Unread Categorize Follow Assign a category

Connect with Advocate Health Care through Lucro

RG Rick Goddard <app+advocate_health_care@lucro.com>
Wednesday, November 23, 2016 at 12:29 PM
To: bbrandes@lucro.com

→ You forwarded this message on 11/23/16, 12:32 PM.

Lucro

Hi -

I got an email from your company. Let me tell you about Lucro - if you're interested in doing business, it's the best way for you to communicate with me.

[Lucro](#) is a digital platform that helps my company make better decisions regarding solutions to address our organizational priorities. Connecting through Lucro will be a better use of both my time and yours.

If you're interested in introducing your offerings to my organization, I'd like you to do two things for me using Lucro (good news - it's free):

1. [Create your profile](#) regarding your company, products and services.
2. [Submit your solution](#) to me so we can evaluate it and close the loop with you through Lucro.

While you're there, check out other projects that decision makers at different healthcare organizations have prioritized. Here's how it works - healthcare organizations post projects, vendors like you send relevant solutions to those projects, and decision makers at those healthcare orgs evaluate and decide on the best solutions in Lucro. Submit your solutions to projects that look like a good fit! Learn more about how Lucro works [here](#).

Thanks for your interest - looking forward to seeing you in Lucro soon.

Cheers,

Advocate Health Care

Optional Lucro Premium Services...



If you are interested to also use Lucro to advance some ideas and projects that may not require consideration of new products and services, ask us about setting your default state for projects to not be discoverable and prompt submissions by the vendor community.

We have the ability for you to privately share best practices, workflows and how to best leverage existing solutions through Lucro.

More to come!

Better Decisions, Faster



To get started, go to:
App.lucro.com

To learn more, go to:
Lucro.com

Feel free to reach out to Lucro directly with any questions.
Support@lucro.com