Laudio 2021

Deliberate Performance Management & Engagement

Performance Report | **November 2021**

laudio | Deliberate Performance Management & Engagement

Why This Spotlight?

Laudio's continuous performance management platform provides frontline healthcare leadership with real-time support for personalized engagement between managers and team members. Laudio takes engagement insights from existing data sources to detect turnover risk and identify opportunities for employee engagement that drive job satisfaction, reduce burnout and turnover, improve employee satisfaction, and impact quality, safety, and patient experiences. This spotlight aims to capture Laudio's performance and ability to deliver for initial customers.

What Does Laudio Do?
(A Customer Explains)

"Laudio allows the management teams on our inpatient nursing floors to engage with their staff consistently. The system presents information about what is going on with staff members so that managers can offer appropriate recognition or follow up with the nurses. Additionally, if something is going on and needs to be addressed, Laudio will flag it. Managers can then connect with their staff to find out what is going on." —Director

Bottom Line

Organizations using the Laudio platform report high satisfaction with the product due to the real-time employee insights that lead to frequent, intentional engagement with staff members. Customers also appreciate Laudio's personalized approach to collaboration and support, even amid the company's recent growth. While a few users praised the platform's integration with other products, some noted that additional integration with more applications could further the platform's impact.

Key Competitors (as reported by Laudio)
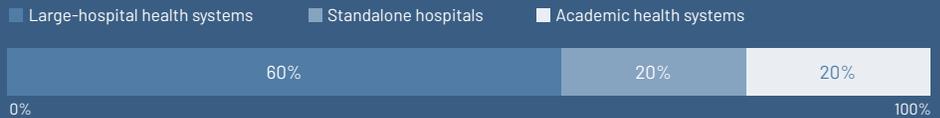
CipherHealth, Glint, Huron MyRounding, Lattice

Top Reasons Selected

Streamlines workflow, enhances communication, increases real-time staffing insights, provides team-focused platform

Number of Customers Interviewed by KLAS

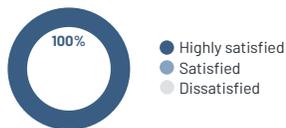5 individuals from 5 unique organizations (out of 9 unique organizations provided to KLAS)

Survey Respondents—by Organization Type (n=5)

- Large-hospital health systems
- Standalone hospitals
- Academic health systems

60%	20%	20%

0%   100%

Laudio Customer Experience: An Initial Look

Overall Customer Satisfaction (n=5)

100%
- Highly satisfied
- Satisfied
- Dissatisfied

Time to See Outcomes (n=5)

40% / 60%
- Immediately
- Within 6 months
- Within 6–12 months
- Over 12 months
- No outcomes yet, optimistic
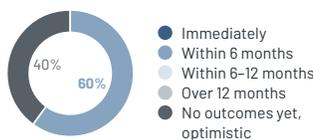
Outcomes Expected by Customers

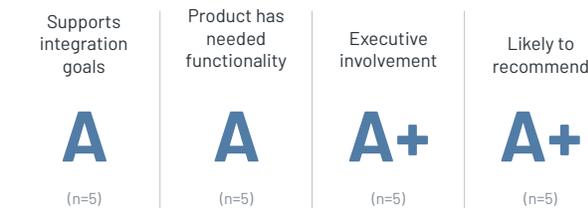| ✓ Achieved	✗ Not achieved
⧗ Pending	★ Unexpected outcome

Increased engagement with staff	✓
Improved employee retention rates	✓
Enhanced management and organization of people	✓

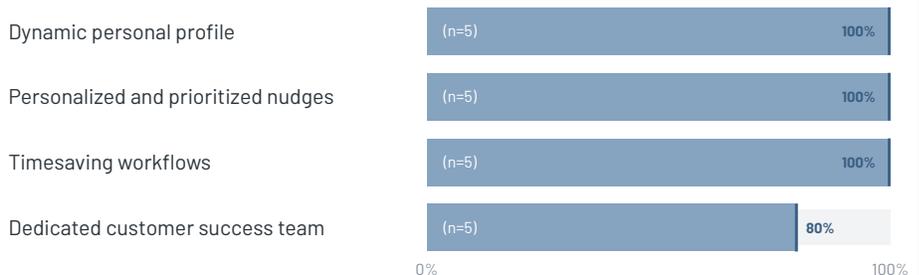## Laudio—Key Performance Indicators (1–9 scale)

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend
A	**A**	**A+**	**A+**
(n=5)	(n=5)	(n=5)	(n=5)

Would you buy again? (n=4)
- Yes
- No

100%

Grading scale

A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48	
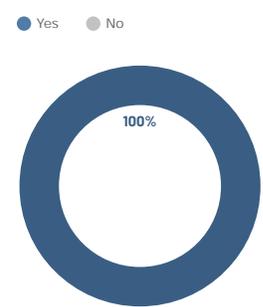
Adoption of Key Functionality

Percentage of interviewed customers using functionality

Dynamic personal profile	(n=5)	100%
Personalized and prioritized nudges	(n=5)	100%
Timesaving workflows	(n=5)	100%
Dedicated customer success team	(n=5)	80%

0%   100%

Strengths

Provides unique, real-time, team-based information

"The product stemmed from nurse leaders talking about challenges with connecting with their teams. The integration made it easy to work off systems we already had. Laudio Platform would cut to the computer to get real-time information and focused on our teams as our most important commodity. Other platforms didn't offer the same employee focus." —Chief nursing officer

Connects with customers to form collaborative relationships

"Laudio truly listens and almost immediately responds to what our needs are. The relationship is very collaborative. I like that they have a realistic balance of software people and clinical leaders who influence the product. They are very tuned in to what people are saying and the challenges that healthcare people are experiencing." —Chief human resources officer

Provides staff-engagement opportunities for leadership

"I am informed when a staff member has a birthday or work anniversary or picks up extra shifts. I can click to send a prepopulated email recognizing their contributions. We have the highest retention rates with Laudio's tool. It helps. Employees appreciate the acknowledgments we send. We have added accountability aspects, like time and attendance." —Director

Opportunities

Some users report product's effectiveness is tied to leadership buy-in

"I would tell others to get the product. If they use it for nursing, they should ensure they actively involve higher-level nurse leadership so the right people are the superusers. Some influential nurse managers worked as great superusers, but some superusers didn't materialize the way we wanted. There is accountability with leaders using the system." —Chief human resources officer

Some users see opportunities for increased integration to extend impact

"I wish the system could integrate with more applications because then it would truly be a one-stop shop for helping managers with the day-to-day accountability of their unit and staff. That is mostly a human resource issue." —Director

KLAS' Points to Ponder

Laudio's continuous performance management and staff engagement platform provides technology that is needed to improve nursing satisfaction and reduce burnout. Laudio generates evidence-based management suggestions to improve management performance. Integrating this platform with a human resources solution will identify areas for service improvement and provide insights into how to improve management frameworks for staff assignments and recognition. This solution can help reduce nursing turnover, and that is critical for provider organizations experiencing nursing shortages.

Mike Davis
HCIT market research and analysis expert with 40+ years of experience

Organizations should consider the following:

The Solution's Long-Term Viability in Healthcare
The nursing profession badly needs a performance management solution that can drive high-quality and uniform care delivery while also providing insights into staff members who deserve recognition for going above and beyond. Solutions that improve job satisfaction for nurses, who are especially overworked from COVID-19 and often feel underappreciated, will generate a higher level of staff retention. A quick ROI will likely be realized from the reduced need to replace nurse staff or use travel nurses, both of which generate extra costs. Also, the need for nurse performance management systems will continue to increase.

Impacts and Trade-Offs of the Underlying Technology
Laudio's architecture is consistent with that of the cloud-based and mobile systems emerging in the digital technology era. System performance, data management, security/confidentiality, and mobile applications will be well supported by Laudio's architecture. While AI is identified as a technology used to support management suggestions, it is not well defined in relation to data models or client input for those models. Predictive science is also used to predict turnover risk and generate cause-and-reaction alerts or triggers. Customers need to have input in using both technologies.

The Need for a Performance Management Best-Practices Database
Laudio has access to performance management data from several impressive clients, but the ability to provide insights into de-identified/synthetic data from those sources would improve best-practice engagements for customers. Customer access to this data will facilitate deeper discussions about management approaches and organizational influences. Over time, these interactions will drive evidence-based nursing management protocols that will result in high staff retention and job satisfaction.

The ability to integrate the de-identified/synthetic data with patient outcomes data will drive improvements in care outcomes.

Performance Management Implementation Considerations
Laudio customers identify that effective nurse managers or leaders need to be engaged during the implementation and training processes to drive high levels of staff adoption. It is also important for clients to have continual interactions with a customer success person to tailor the system to the managers' needs. Integrating the solution with human resources applications will provide a higher level of performance monitoring. The implementation of the system should also include a workflow-redesign component to ensure nurse managers can use the system without incurring additional overhead.

Laudio: Company Profile at a Glance

Founder
Russ Richmond

Year founded
2018

Headquarters
Boston, Massachusetts

Number of customers
12 health systems

Number of employees
>50

Estimated revenue
$6M–$10M

Revenue model
SaaS

Target customer
Large health systems, leading post–acute care and home health organizations

Healthcare Executive Interview

CJ Floros,
Chief Operating Officer

Why was Laudio started?
At Laudio, we recognize the burdensome environment frontline leaders navigate every day. We also believe in a world where every leader will be able to achieve what seems impossible today. To realize this vision, Laudio is here to empower and connect frontline leaders so they get back the time and space needed to love their job and focus on raising the level of performance and care. We've designed an intelligent leadership solution that automates repetitive work and recommends actions and best practices so leaders can gain better visibility, create meaningful team connections, and have a clearer path to meet goals.

Is your solution integrated into a core system or is it standalone?
Laudio can be used as a standalone solution or integrated into our customers' core systems. When integrated, Laudio is typically used as a complement to time and attendance, scheduling, and HRIS systems. In all cases where Laudio becomes a managerial "system of record," it includes employee voices, employee rounds and check-ins, management actions, peer reviews, and comprehensive employee profiles.

What is Laudio's biggest differentiator?
Some companies may highlight functions or features, but what makes Laudio different is how deeply we care about helping customers solve problems in a meaningful and sustainable way. Our team believes leading others should be an easier, more empowering experience, so we've centered our solution around enabling real-time engagement with prioritized actions that are dynamically served to leaders as they race through their day. To do this, we immersed ourselves in the world frontline leaders operate in and designed our solution for them and with them. We then expanded the solution to bring greater visibility and understanding to the entire system. While our platform does leverage the most innovative technology (i.e., AI), what makes us a one-of-a-kind company is our dedication to driving outcomes by meeting leaders where they are today and building what they need for tomorrow.

Solution Technical Specifications (provided by Laudio)

Cloud environment
AWS

Development platform
Docker, Node.js, JavaScript

Database environment
SQL, Server, Postgres

Mobile application environment
Mobile web service – browser based

Security platform
SOC 2 Type 2

Confidentiality
SOC 2 Type 2 and GDPR

Data encryption
Encryption at rest and in transit, AES 256; TLS

Integration approach
Custom

HITRUST certification
No

Report Information

LEAD AUTHOR
Tanya Egbert
tanya.egbert@KLASresearch.com

CO-AUTHOR
Joseph Ybarra
joseph.ybarra@KLASresearch.com

CO-AUTHOR
Braden Taylor
braden.taylor@KLASresearch.com

DESIGNER
Jess Wallace-Simpson
jessica.simpson@KLASresearch.com

PROJECT MANAGER
Joel Sanchez
joel.sanchez@KLASresearch.com

KLAS
R E S E A R C H

Our Mission
Improving the world's healthcare through collaboration, insights, and transparency.

365 S. Garden Grove Lane, Suite 300
Pleasant Grove, UT 84062

Ph: (800) 920-4109

For more information about KLAS, please visit our website:

www.KLASresearch.com

Cover image: © dusanpetkovic1 / Adobe Stock