




Media Kit

axuall



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About Axuall

Axuall enables healthcare leaders to optimize their most important supply chain: their clinicians.

When you think about big data in healthcare, you tend to think about patient data. But what about the big data associated with the people who make the healthcare system work, the physicians and the nurses? Axuall's workforce intelligence solution connects hospitals, health systems, staffing firms, large practice groups, and telehealth to clinician big data to streamline onboarding, recruiting, and planning processes. Axuall's solution saves time and financial resources by providing ongoing monitoring and optimization of clinical workforces while also reducing clinician burnout and improving patient care.

Clinicians require initial credentialing and frequent recredentialing to ensure patient safety, a vital responsibility of all healthcare systems. However, the staffing and onboarding process sidelines doctors for an average of **4.3 months**, costing health systems over \$500,000 in potential revenue per open position. Axuall supercharges the ability of health systems to sort, collect, and transfer a clinician's data significantly faster than a traditional credentialing system.



70%

*reduction in clinician
paperwork and
turnaround times*



\$74k

*captured in potential revenue
per clinician through
accelerated processes*



90%

*9 out of 10 surveyed
clinicians would recommend
Axuall to their peers*

02

About Workforce Intelligence

Axual's workforce intelligence solution gives hospitals, health systems, telehealth firms, and healthcare staffing agencies access to the data they need most – whenever they need it most. While onboarding traditionally requires extensive manual entry, routing, and monitoring, Axual's workforce intelligence is live and accessible 24/7, empowering administrative users to seamlessly request, access, and manage secure data across all employed and affiliated clinicians.

With its workforce intelligence capabilities, Axual provides data-driven tools to enable administrative decisions with ease, streamlining credentialing, privileging, enrollment, network design, and planning processes to reach organizational goals—this accelerated process results in real cost and time savings.

Further empowering those that matter most, Axual's clinician wallet allows clinicians a single, web-based, mobile-friendly tool to manage their credentials, licensures, and career achievements—at no cost to the clinician. Able to be shared from facility to facility, the clinician wallet features pre-populated forms with verified information, reducing the time for initial credentialing and recredentialing from months to mere seconds.



Leadership

Charlie Lougheed is the CEO and co-founder of Axuall, a workforce intelligence company built on a national real-time clinician data network that enables healthcare organizations to create more efficient care networks while reducing onboarding time by over 70 percent.



Charlie co-founded and co-funded Explorys, now IBM Watson Health, in 2009 as a spin-off from Cleveland Clinic. Explorys became the leader in healthcare big data and value-based-care analytics, spanning hundreds of thousands of healthcare providers and over 60 million patients across the United States. Having amassed the world's largest clinical data set, Explorys went on to serve the payer, life sciences, and pharmaceutical sectors by providing real-world evidence and insight for product planning, research, health economic outcomes research, and safety.



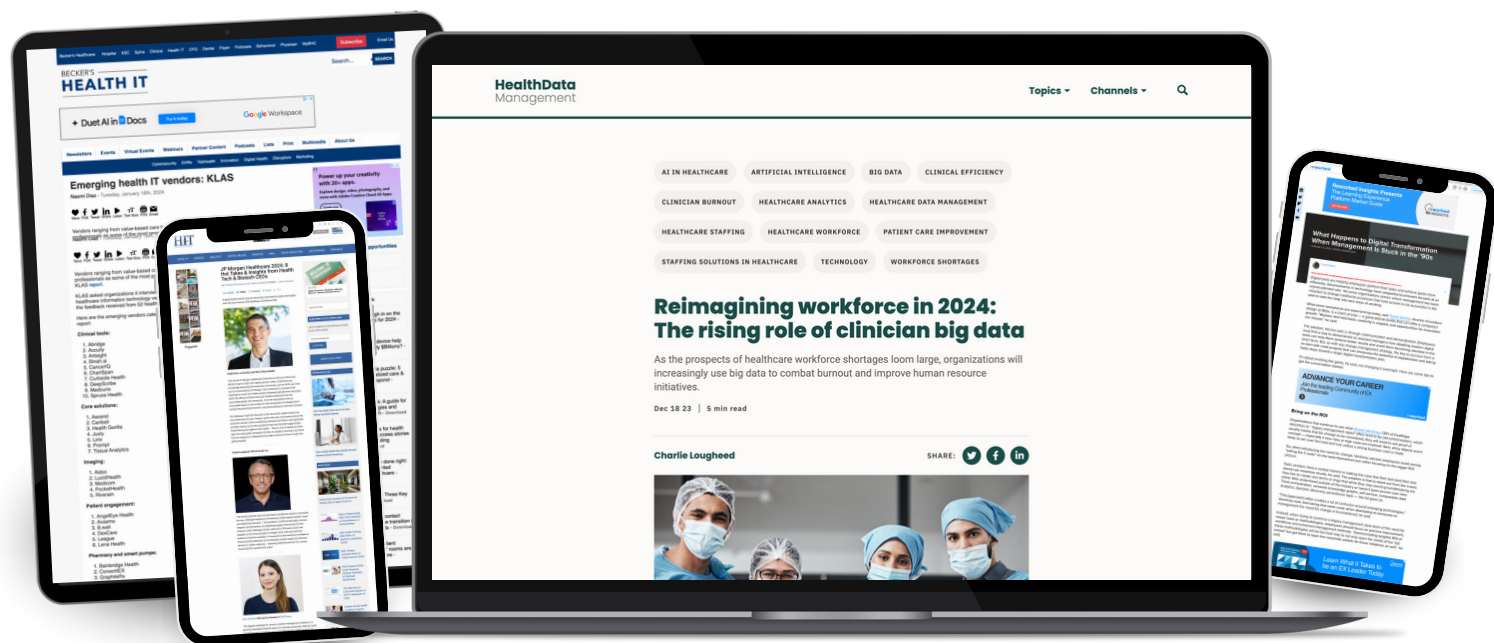
"The growth we experienced since our inception tells us that being the connector to clinicians and their data is important to the ecosystem of our customers, vendors, and data partners. We are humbled and honored by the support from the healthcare community and forward-looking investors as we address this opportunity to improve access to quality care."

04 Partners & Investors

Axual is backed by cutting-edge investment firms and industry-leading healthcare and provider organizations. These partners support Axual's vision for reducing waste and creating efficiencies through innovative workforce intelligence solutions.



05 Recent News Coverage



HealthData
Management

December 2023
Reimagining workforce
in 2024: The rising role
of clinician big data

reworked

January 2024
Artificial Intelligence
and The Digital
Workplace: First Steps
Into a New Age

HIT
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January 2024
JP Morgan Healthcare
2024: 8 Hot Takes &
Insights from Health
Tech & Biotech CEOs

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December 2023
Rethinking Big Data in
2024: How Healthcare
Can Leverage
Workforce Intelligence
to Improve Care

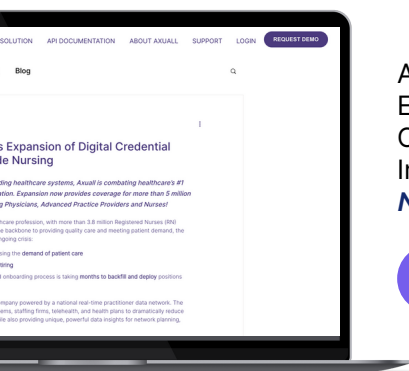
MedCityNews

December 2023
Which Digital Health
Startups Shined the
Brightest in 2023

BECKER'S
HEALTH IT

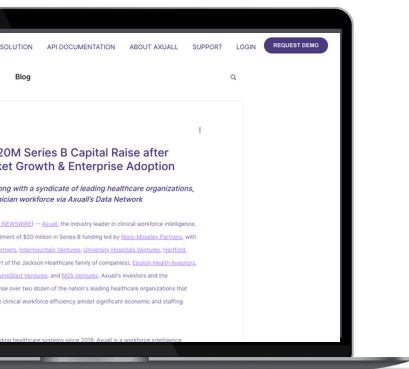
January 2024
Emerging health IT
vendors: KLAS

06 Recent Press Releases



Axual Announces Expansion of Digital Credential Network to Include Nursing
November 2022

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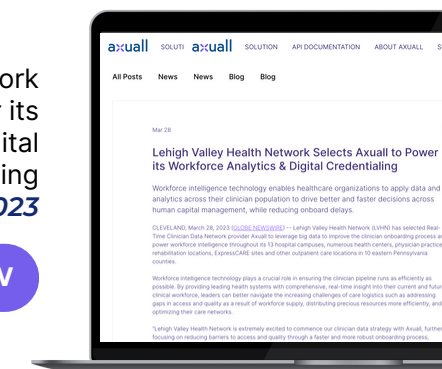


Axual Secures \$20M Series B Capital Raise after Accelerate Market Growth & Enterprise Adoption
May 2023

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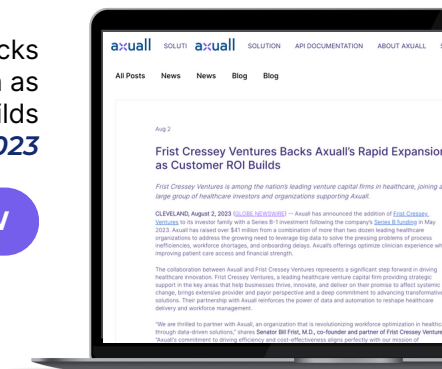
Lehigh Valley Health Network Selects Axual to Power its Workforce Analytics & Digital Credentialing
March 2023

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Frist Cressy Ventures Backs Axual's Rapid Expansion as Customer ROI Builds
August 2023

[READ NOW](#)



07

University Hospitals Case Study

University Hospitals identified problems with their provider credentialing and partnered with Axuall to remedy them. Here's how Axuall addressed the health system's pain points with impactful, cost-saving results.



Key Findings

- ✕ 29% reduction in onboarding time (56 days to 16)
- ✕ \$74,000 captured in potential revenue per clinician through accelerated processes
- ✕ \$9.2M+ potential savings per year

[LEARN MORE](#)

"Provider credentialing can be a 10-month process in healthcare. It is a metaphor for all the brokenness in healthcare. It is a real thorn in people's side, for financial executives as well as for the actual providers."

— President of Innovation and Commercialization, Leading Health System —

08 Contact Us

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