

# Health Care Reform and Your Bottom Line:

## Running a Profitable Practice in Changing Times

Join athenahealth for a private dinner event on Tuesday, May 4<sup>th</sup>.

With HITECH Act requirements and government reform emerging from Washington, the health care landscape is changing rapidly, making it more important than ever for physicians and administrators to manage their practices for optimal efficiency and profitability.

athenahealth is pleased to invite you to a complimentary dinner seminar designed to help you navigate, adapt, and remain competitive in the midst of federal stimulus bonus incentives and penalties, new Pay-for-Performance rules, and payment reform.

With an emphasis on protecting and growing your practice's bottom line, we'll discuss a range of topics, including:

- ▶ The greatest challenges facing medical practices today and how to overcome them
- ▶ What "Meaningful Use" of an EHR means, and how you can secure up to \$44,000 in federal stimulus incentives through Medicare for demonstrating it
- ▶ Tips for adopting an EHR that actually boosts revenue potential, without breaking your bank or slowing you down

We'll demonstrate how athenahealth's web-based billing, practice management, and EHR services can help you adapt, seize new opportunities, and thrive in the midst of rising challenges. **And we'll introduce our unique Federal Stimulus Bonus Payment Guarantee Program, which guarantees eligible athenahealth clients will receive their Medicare incentive payments within the first year.**

Join us on May 4<sup>th</sup> at 6:00 p.m.

You'll learn that...there is a better way.

As a service-based EHR, our monthly fee is the only payment we receive from our clients for our EHR. If you don't receive the Federal Stimulus reimbursement dollars when they're available, we will credit you 100% of your EHR service fees for up to six months until you do. This offer applies to HITECH Act reimbursement payments only. Additional terms, conditions, and limitations apply. Talk to your athenahealth sales representative to learn more.



### athenahealth Dinner Seminar

**Tuesday, May 4, 2010  
6:00 - 8:00 p.m.**

This is a private event by invitation only, and seating is limited.

Register today:

- Visit [www.athenahealth.com/INPhysician](http://www.athenahealth.com/INPhysician)
- Fax the form on the back of this invitation
- E-mail to [seminars@athenahealth.com](mailto:seminars@athenahealth.com) (provide the same information as form)

#### Agenda:

6:00 p.m. Registration & Cocktails  
6:30 p.m. Presentation & Dinner  
7:30 p.m. Questions & Networking

#### Location:

**Hilton Indianapolis North**  
8181 North Shadeland Avenue  
Indianapolis, IN 46250  
317-849-6668

athenahealth, Inc. is hosting this event.  
There is no cost or obligation to you.

**Visit:** [www.athenahealth.com/INPhysician](http://www.athenahealth.com/INPhysician)  
**Email:** [seminars@athenahealth.com](mailto:seminars@athenahealth.com)

# Seminar



Register today for this complimentary dinner seminar. Seating is limited.

Tuesday, May 4, 2010  
Hilton Indianapolis North  
8181 North Shadeland Avenue  
Indianapolis, IN 46250  
317-849-6668

To register to attend, please visit [www.athenahealth.com/INPhysician](http://www.athenahealth.com/INPhysician), email [seminars@athenahealth.com](mailto:seminars@athenahealth.com) with the information below or return the form by fax to **888.512.8436**.

- Yes, I plan to attend; please see the information below
- Unfortunately, I cannot attend; but I am interested in learning more about athenahealth

Number of attendees: \_\_\_\_\_

Full name: \_\_\_\_\_

Title: \_\_\_\_\_

Practice name: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Specialty: \_\_\_\_\_

Number of physicians in your practice: \_\_\_\_\_

Additional attendee information:

Full Name	Title	Email Address	Phone #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____