



athenahealth

Introducing athenaClinicalsSM

**A unique approach to the EMR that focuses
on delivering results**

Ask yourself:

**My practice is drowning
in paper — what can I do?**

**How can I maximize
reimbursement for the
services I provide, with
a minimum of hassle?**

**How can I be sure
I'm making the best
clinical decisions for
my patients?**

**I want to use an EMR,
but how can I be sure it
won't cost more than
it saves?**

You've heard it all — maybe you've even experienced it all: EMRs are expensive and hugely disruptive to office workflow, plus there's no guarantee that what works for one practice will work for another. Yet without an EMR, you risk so much, both clinically and financially.

athenaClinicals provides a truly different approach to EMRs, a wholly integrated solution for managing the processes of providing and getting paid for care. By applying the right combination of intuitive software, clinical and payer intelligence, and results-oriented services, you can be confident that your practice is operating at peak performance.

The athenaClinicals Advantage

athenaClinicals consistently delivers measurable, superior results:

- ▶ Get paid for the care you deliver and for keeping your patients healthy
- ▶ Eliminate process inefficiencies and unnecessary administrative steps
- ▶ Offload non-value-added workflows while increasing process speed, integrity, and visibility
- ▶ Keep the focus on physician–patient interaction

What's more, athenaClinicals seamlessly integrates with athenahealth's innovative Web-based billing and practice management system for patient registration, scheduling, eligibility checking, claims processing, and reporting. The result is the industry's first truly consistent and reliable EMR solution.

Physicians
can personalize
athenaClinicals
to reflect their
distinct workflows

athenaClinicals — intuitive software, clinical and payer intelligence, and results-oriented services

Software simply isn't enough to achieve your goals. That's why athenaClinicals gives you all the features you'd expect in an EMR plus an intelligent rules engine and experts who are passionately committed to helping your practice achieve a predictable return on investment.

Robust, Fully Hosted EMR

The first component of athenaClinicals is a state-of-the-art EMR, Web-based and fully hosted by athenahealth. Physicians can personalize athenaClinicals to reflect their distinct workflows while benefiting from an extensive list of EMR functions:

- ▶ Full online health record, including problem list, medication list, social history, family history, and encounters
- ▶ Support for both electronic and paper input, for those who prefer not to be online when seeing patients
- ▶ Automated E&M coding
- ▶ Clinical task management
- ▶ Electronic prescribing
- ▶ Support guidelines and protocols
- ▶ Results and order management
- ▶ Tracking and follow-up of overdue results*
- ▶ Health maintenance, preventive care, and wellness tracking

Real-Time Rules Knowledgebase

Next, athenaClinicals layers on a powerful rules engine containing clinical and payer requirements. This knowledgebase is updated daily, adding "intelligence" to your EMR and providing your practice with the most current:

- ▶ Billing rules for E&M, specialty, and procedure-based coding
- ▶ Payer rules for drug formulary, lab routing, and pay for performance*
- ▶ Clinical rules for drug interaction monitoring

Because these rules are embedded in your patient encounter documents, you get the right information at the right time to make sound decisions about patient care — and to help you focus on your patients rather than on rules.

Clinical Support Services to Help Your Practice Thrive

The final piece of athenaClinicals is the results-oriented services offered by athenahealth experts, who are passionately committed to your success. You can offload labor-intensive, time-consuming administrative tasks to athenahealth and be assured of measurable, scalable, and consistent results.

Virtual Back Office

Once athenahealth is in the picture, you'll experience an entirely new level of service, efficiency, and accuracy. Our virtual back office scans and categorizes every incoming fax, matches clinical documents to existing patients and patient orders, enters select data, routes information to the appropriate staff members, and stores documents where they can be readily accessed again. Scanned forms are entered into athenaNet®, resulting in coded, patient-centric data. Finally, athenahealth sends out (either electronically or via fax) reviewed and approved documents, renewals, and authorizations, relieving your staff of this activity.

Paper congestion — the plague of every physician practice — is eliminated. And not only is the documentation process streamlined, but your practice gains the process control and follow-through that are critical elements of reducing professional liability.

Quality Management *

With pay for performance an ever-louder rallying cry, athenahealth knows that you need information to optimize reimbursements under practice-specific P4P contracts and ensure compliance with best-practice guidelines.

Unlike most EMR options, athenaClinicals seamlessly integrates clinical and billing cycle rules and workflows, which are continually updated. As a result, all areas of the practice can share information when it can actually affect decision-making. Using a clinically oriented dashboard, physicians can see overdue results and all outstanding tasks, and billing staff with appropriate access can see the clinical documentation that supports claim processing.

However, reporting is an equally important — and often burdensome — component of quality management, and athenaClinicals makes this process both thorough and effortless. Intuitive reporting wizards give you visibility into how your practice measures up in terms of compliance with preventive guidelines, workflow lag times, and follow-through on clinical tasks. In addition, performance information can be readily shared with payers to support withhold and bonus discussions and contract negotiations.

Software alone
isn't enough
to achieve
your goals

Clinical and billing
cycles should not be
artificially divided

A clinical solution that physicians actually want to use

athenaClinicals helps you overcome common barriers to
EMR adoption.

| Traditional EMR | The athenaClinicals Difference |
|---|--|
| Has unpredictable ROI | Leverages its unique coding rules engine to systematically improve revenue capture as well as its virtual back office to guarantee cost efficiencies |
| Requires process change | Is designed to respect the way medical offices work while also giving physicians the flexibility to “do it their way” and greater visibility for process control |
| Requires capital investment | Requires no upfront software license fee or server hardware investment because athenaClinicals is Web based and used on a subscription basis |
| Requires creation of multiple interfaces to other systems | Avoids the added time and expense of supporting multiple interfaces because athenahealth maintains them for you |
| Requires physicians to use a computer while seeing patients | Accommodates both paper and electronic input to support different work styles |
| Creates more work | Offloads non-value-added work from the practice while eliminating the need to input and update important clinical and billing rules |
| Is separated from clinical billing processes | Combines clinical and billing cycle rules to make sure that appropriate data is captured and maximum reimbursement is attained |
| Is isolated from others’ experiences | Builds and maintains clinical and payer rules in a proprietary database that all athenahealth clients share |



athenahealth

athenahealth, Inc.
311 Arsenal Street
Watertown, MA 02472
866.817.5738

About athenahealth

athenaClinicals is part of a growing family of athenahealth service solutions used by thousands of physicians. Our goal is to restore the health of health care, one practice at a time. To find out how athenaClinicals can help your practice, contact us at 866.817.5738 or www.athenahealth.com.