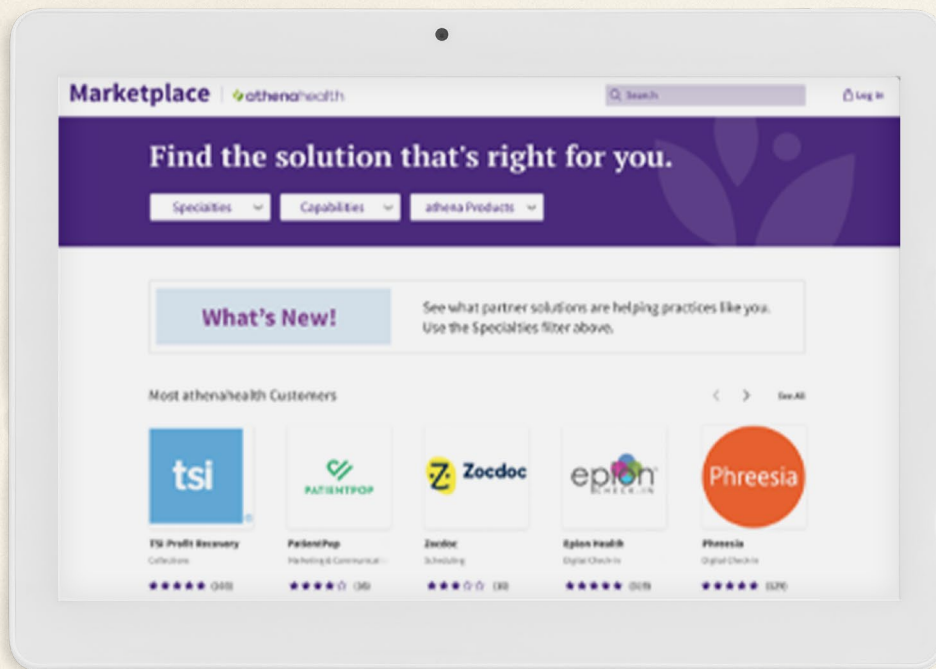


Marketplace Marketing Guide

How to make the most of our marketing services



Get the word out!

Drive brand awareness, amplify your value proposition, and connect with customers on the athenahealth platform with Marketplace marketing services. We offer both free and paid opportunities for Partners to promote their solutions to our customers and customer-facing athenahealth teams. Click on any service below to review the detailed service description page. When promoting your partnership with athenahealth, always be sure to reference our [brand guidelines](#).

New Partner? [Start here.](#)

Added value opportunities

| | |
|---|------|
| Partnership promotion on your website | Free |
| Partner press release | Free |
| Brand collateral and video resources | Free |
| Marketplace page content | Free |
| Branded sales kit | Free |
| The athenahealth learning experience | Free |
| Carousel feature on the Marketplace | Free |

Marketing services available for purchase

| | |
|---|----------|
| Event sponsorship | Varies |
| athenaOne customer webinar | \$15,000 |
| Customer virtual lunch and learn | \$10,000 |
| Partner spotlight in athenahealth <i>The Dose</i> newsletter | \$6,000 |
| Virtual lunch and learn with customer success, sales and onboarding teams | \$5,000 |
| Postcard to athenaOne customers | \$5,000 |
| Paid social media posts | \$5,000 |
| Co-branded case study | \$5,000 |
| Email to athenaOne customers | \$3,000 |
| athenahealth podcast sponsor | \$1,500 |

Partner Choice bundle: Save 20% off total contract price when you purchase two or more services.

Let's connect. Start by submitting a case in the [Partner Community](#), or email marketplace@athenahealth.com and let us know which services you're interested in.

New to the athenahealth Marketplace? Start here.

Get your promotions off to a great start with these quick wins.

Marketplace launch - athenaNet Announcement

New Partners automatically get a mention in our monthly announcement to our customer base within athenaNet. We include your name and a one- or two-sentence description.

FEBRUARY 7, 2022 10:35 AM

New athenahealth Marketplace solutions for your organization

Are you looking for new ways to help your organization improve daily tasks, patient care, and performance? These partners recently joined the [athenahealth Marketplace](#), our one-stop shop for healthcare professionals like you to integrate innovative solutions with the athenahealth platform.

[VivoDoc](#)

Healthcare providers can list hours that are best suited for them (virtually or in-person) and can list insurance and direct pay appointment hours with VivoDoc's athenaNet integration. VivoDoc can grow your organization with their Telemedicine Platform, EMR integration, real time appointments, insurance eligibility check, online reputation management, and search engine optimization.

[Infinx Healthcare](#)

Infinx Prior Authorizations + Software leverages augmented intelligence (a partnership between AI and robotic process automation with exception handling by experienced specialists) to provide a complete end-to-end solution for prior authorizations. This software has over a 98% accuracy rate and a 99.5% adherence to turnaround times.

Partnership promotion on your website

Yes, you can use the athenahealth logo and boilerplate description (below) on your website and in other marketing content. Our customers look for our brand name and approval when evaluating potential new solutions. Please reference our brand guidelines below for rules around using our assets. Any Partner using the athenahealth name or mark must provide the creative to us for approval before use.

[Access the athenahealth logo here.](#)

[Access our brand guidelines here.](#)

Boilerplate copy

The athenahealth Marketplace, the largest EHR app store, is where athenahealth customers find innovative healthcare IT solutions that extend athenahealth services and allow customers to create highly tailored user experiences. Our customers are using Marketplace Partner solutions to boost practice efficiency, increase patient satisfaction, and engage patients in their own care. The solutions are seamlessly integrated with athenaNet, athenahealth's network-enabled platform through which the company offers medical records, revenue cycle, patient engagement, and care coordination.

Partner press release

When your solution is Generally Available on the Marketplace, you can announce our partnership with a press release. All announcements **must** use our [Marketplace Partner press release template](#).

After you have completed the template, please submit it to marketplace@athenahealth.com for us to review. We will work to provide an approved version of your press release within two weeks. Note: All press releases in which a Partner mentions their partnership with athenahealth must be reviewed by our teams – no exceptions!

Additionally, if you complete a new product or service integration with athenahealth, a new press release announcing the news can be published. This new service must be differentiated from the initial offering – not just enhancing existing functionality – and the press release is subject to review by athenahealth following the process above.

Brand collateral and video resources

Give our internal customer-facing teams the materials they need to promote your solution. Create resources such as an implementation guide, one- to two-page information sheet, demo videos, and/or videos that provide information about your solution and help our teams position it to our customers. We'll host your resources on our internal knowledge portal for employees to access at any time.

Best practices for brand collateral and video resources

- Include information on your value proposition and ROI impact.
- Include a workflow demonstration of your solution (i.e. where in athenaNet does a customer interact with your solution?).
- Try to avoid explaining too many features in one document.
- Highlight superior product market fit for a specific specialty or segment (e.g., orthopedics or Federally Qualified Health Centers).
- Provide an overview of pricing.
- Aim to keep videos 15 minutes or less.

Email your assets or links to recorded webinars to marketplace@athenahealth.com and we'll upload them to our portal.

Marketplace page content

As a Partner, you automatically have a “storefront:” a page on the athenahealth Marketplace site. This is where our customers and customer-facing teams go to learn more about our Partners.

Update your Marketplace page right away, so customers can understand your solutions and see their advantages over other options.

Best practices that drive more page views

- Include product demos, customer testimonials, and case studies.
- Highlight how your solutions integrate with athenaOne and current workflows.
- Show how your solutions solve key business goals and pain points.
- Add strong reviews and ratings to establish credibility and give customers confidence in your solutions.

Maximize your Marketplace page

- **Product overview:** Explain the performance-enhancing value of your solution.
- **Meta description:** Drive search algorithms with a one-sentence overview of your solution.
- **Product description:** Create a robust description of your solution’s functionality and benefits.
- **Search keywords:** Make sure searchers can find you.
- **Logos and screenshots:** Boost visual recognition of your solutions.
- **Videos:** Supply links to your videos hosted on YouTube.
- **Case studies and datasheets:** Supply links to content hosted on your own site. (athenahealth cannot host documents on behalf of Partners at this time.)

Lead submission form

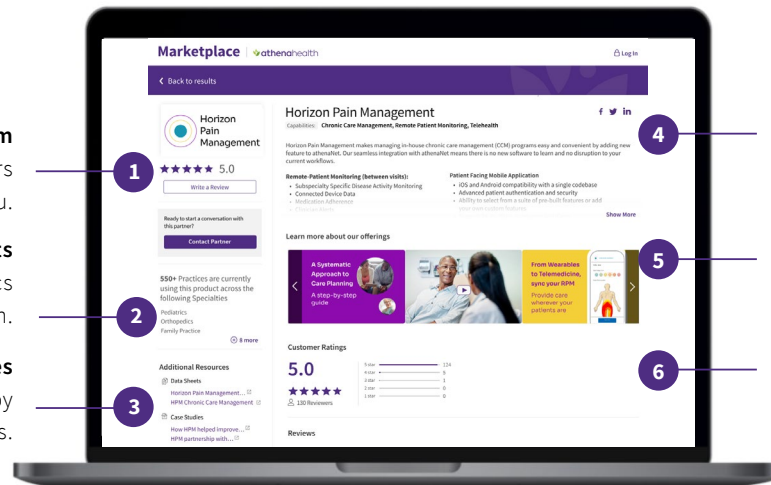
Help our customers connect with you.

Datasheets

Provide success metrics and detailed information.

Case studies

Establish credibility by sharing success stories.



Company and product description

Make sure your features and benefits shine through.

Product screenshots and demo videos

Show what real-time implementation looks like.

Client ratings and reviews

Let our customers share their experiences in their own words.

Ready to update your Marketplace page?

First, download and complete our [Content Update Template](#). Then, use the [Marketing Request Form](#) on the [Marketplace Partner community](#) to send in your template with the request to update your page.

Branded sales kit

Over the years, we've learned what information and criteria our customers ask about when choosing Marketplace solutions. We will help you create your branded sales kit so you can easily promote and share this information with our customers. Our goals are to see our Partners succeed, and to connect our customers with innovative solutions that help optimize their experience and meet their unique business needs.

Included in your branded sales kit

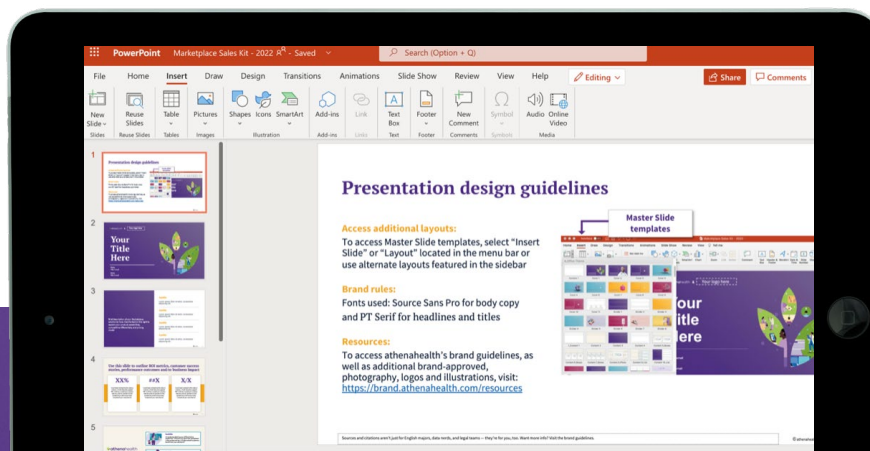
Information sheet: Share the most common information customers request in a clean and concise format.

Implementation guide: Walk customers through the implementation process when they sign up for your solution.

Solution overview deck: Use this co-branded PowerPoint template to provide details about your solutions and services. You can repurpose this deck for other marketing offerings such as customer webinars, events with our internal customer-facing teams, and so on.

How it works

1. Please visit the [Partner Community](#) and go to the Marketing Services and Events folder to download the three parts of the sales kit.
2. Complete the information about your solution.
3. Send copies to your Marketplace Partner Success Manager so we can add the sales kit to our internal knowledge portal, frequented by our customer-facing teams.
4. Add these materials to your Marketplace page, your own brand/marketing collateral, or any other offerings you use to promote our partnership.



Added value

This is a free service included in the Marketplace program.

2 weeks

Turnaround time to have content posted to our knowledge portal

The athenahealth learning experience for Marketplace Partners

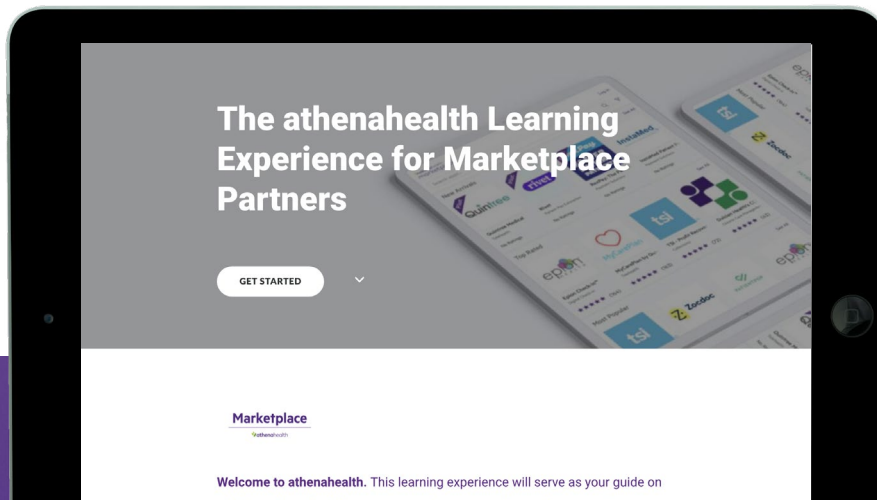
Our customers love it when you understand their point of view. This learning experience takes you inside athenahealth’s services, solutions, and workflows, so you can position your capabilities in a way that truly addresses our customers’ needs.

Value

Designed as a full experience, this enablement includes material you can dig into right away, or break down by section. Learn more about athenahealth services and solutions and what our customers value the most. Hear from our CEO and leaders in our Sales, Customer Success, and Product organizations. This content can help inform how you frame your discussion with prospects who use athenaOne.

How it works

1. You can access this enablement module [here](#).
2. When prompted for a password, enter partners2021.
3. You can choose to revisit the modules as a full experience or access the content individually further down on the page.



Added value

This is a free service included in the Marketplace program.

Unlimited

Availability

Carousel feature on the Marketplace

Feature your brand front and center when an athenahealth customer is shopping on the Marketplace. Drive brand awareness, amplify your value proposition, highlight key capabilities and success metrics, feature images of your products, or share promotional pricing. Your Carousel feature connects directly with athenahealth customers while they are proactively searching for Partner solutions, and links to your Marketplace Partner page.

Value

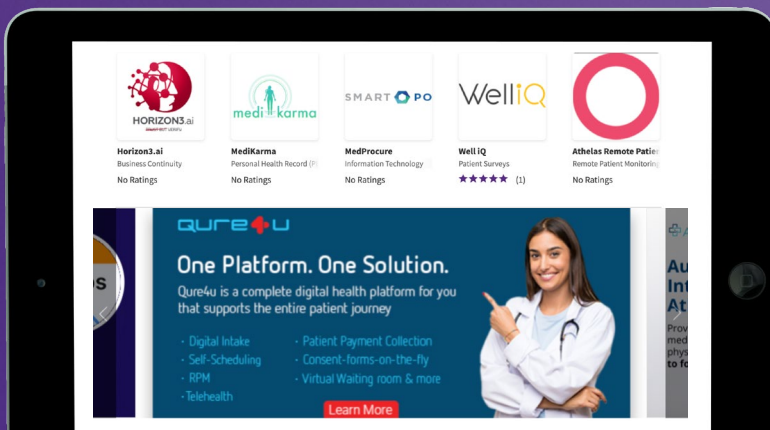
This is an opportunity to drive strong brand awareness and be promoted on athenahealth’s Marketplace, the main resource for our customers to learn more about and shop for Marketplace Partners. Leverage attention-grabbing imagery and visual examples of your solutions to encourage athenahealth customers to reach out and learn more.

How it works

- To request a Carousel feature, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
- A member of our Marketplace team will reach out about scheduling and contract details.
- The carousel holds five images that rotate every eight seconds. Each Partner feature will run for four weeks and there is only one carousel feature per Partner.
- Visit marketplace.athenahealth.com to see the carousel (sample image also below).
- All featured spots will link to your Marketplace Partner page where customers can complete the “Contact Partner” form.

Specifications

- File format: PNG
- 773 x 343 pixels (landscape orientation)



Added value

This is a free service included in the Marketplace program.

2 weeks

Turnaround time

1 image

For a four week period

athenaOne customer webinar

Build brand awareness, affinity, and connections with athenahealth customers while you demonstrate the value of your solutions. Our popular webinars disseminate important information to our customers, help you connect with your desired audience, and generate leads. We recommend inviting one of your athenahealth Maven customers using athenaOne to discuss their experience with your solution, including process improvements, business impact results, and metrics.

Value

Our customer webinars offer the highest level of exposure and connection with our customers. athenahealth has a dedicated team and existing webinar tools to help manage the registration and video conference aspects of the webinar. We will also help with promotions, communications, and registration in the weeks leading up to the webinar.

How it works

1. To request a customer webinar, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. A member of our team will reach out to help schedule your webinar date based on availability, provide contract details, and review all Partner content needs and delivery deadlines (more details below).
3. athenahealth’s responsibilities:
 - Promoting the webinar to athenahealth customers
 - Creating your registration page and webinar console
 - Webinar platform (On24) training and tech support
 - Providing post-webinar reporting
4. Partner’s responsibilities:
 - Providing all webinar content by due dates
 - Coordinating as needed with your internal teams
 - Optional additional promotion through your own channels
5. Webinar can be set to either 30, 45, or 60 minutes, which includes Q&A.

\$15,000

Per webinar

1-2 per month

Available to our Partners on a first come basis

4-6 weeks

Turnaround time

Partner content delivery deadlines

If content is not provided on time, your webinar is at serious risk of being canceled. Exact dates will be provided by our team.

Four weeks before webinar:

- Company name & logo, event title, promo copy, headshots (optional), registration page specs, webinar length & format

One week before webinar:

- Live tech check session, additional resources for attendees (optional), attendee survey questions (optional)

Two days before webinar:

- Final webinar deck in PowerPoint format

athenahealth promotion

Our team will promote the webinar to athenahealth customers through the following channels, but we strongly recommend that your team promote the event to your desired prospects across your various brand channels as well.

Two weeks before webinar:

- Email notification to decision makers at eligible customer accounts
- Notification to Customer Success Managers
- Posting in athenaOne alerting all end-users at eligible customer accounts to the webinar when they login

Two days before webinar:

- Email reminder to those who registered for the webinar

One day before webinar:

- Email registration reminder to decision makers at eligible customer accounts

Day of webinar:

- Email reminder to those who registered for the webinar

Day after webinar:

- Email notification thanking those who attended
- Email notification includes link to on demand recording
- Email notification to those who registered but didn't attend sharing the webinar link to watch on demand

Performance reporting

We will provide webinar reporting including:

Two days before webinar:

- List of registrants with their registration form information

One day before webinar:

- List of registrants with their registration form information

Within 24 hours after webinar:

- List of registrants with their registration form information
- Registrant attendance status
- Survey responses by attendee (if applicable)
- Recap of Q&A questions by attendee (if applicable)
- MP4 recording of the webinar

Content best practices

athenahealth customers want to hear about our Marketplace Partners. As you prepare for your webinar, keep in mind that webinars are a piece of content, therefore when promoting a webinar, we always want to make sure we have our audience's interest at the forefront of our promotional materials. We have created this document based on other successful webinars and content promotion tactics.

Focus on thought leadership and your value

proposition. Emphasize specific pain points and business outcomes you are trying to solve for vs. just listing your capabilities.

Think in terms of the benefit to athenahealth

customers. Make sure to address how your solution(s) specifically benefits athenahealth customers and supports their goals and key business needs/pain points.

Include a success story with other athenahealth

customers, if applicable. Demonstrate how your solutions improved their practice and solved specific challenges, including success metrics. Showcasing your experience as a Marketplace Partner will help establish your credibility.

- Incorporate quotes, testimonials, or data, or invite one of your customers to tell their story during the webinar.

Discuss the business impact of doing nothing. Gently suggest the business risk of not leveraging your solutions or working with a less-experienced competitor.

Content best practices, continued

Keep the registration blurb short and sweet. Our audience wants to know what they will be registering for in a quick, efficient way. Limit long explanations, focus on the “so what” and the benefit for athenahealth customers.

Reference current events or industry themes, if relevant. In both your webinar and promotional content, highlight how your solutions are connected to current events or themes, such as Covid-19.

Prep your speakers! Make sure they are well equipped with what they are presenting. Let them give ideas; the more

passionate they are about what they are talking about, the better!

Keep the presentation conversational. Try not to make your webinar feel like a standard sales pitch. Ask questions and engage with attendees when possible.

Promote the webinar, too. We will promote the webinar to our customers, but we highly recommend that your team also promote it to your desired prospects across your various brand channels.

Webinar console (audience view)

The screenshot displays the audience view of a webinar titled "2022 Final Rule and Program Support". The interface is divided into several sections:

- Media Player:** Shows a video feed of Elizabeth Burke, the presenter, with a progress bar at 00:02/59:10.
- Slides:** Displays the current slide, which features the athenahealth logo, the title "2022 Quality Final Rules & Program Support", and the presenter's name and title: Elizabeth Burke, Director Quality Program Management, Athena Health, Sr Associate Quality Program Management, Athena Health, Sr, Sr Associate Quality Program Management. The slide also includes the date "January 18, 2022" and the athenaLink Quality logo.
- Take Survey:** A feedback form with three questions: "1. This webinar was helpful", "2. The presenters were effective", and "3. Comments?". Each question has a "Select a Choice" dropdown menu, and there is a "Submit" button at the bottom.
- Speaker Bio:** Profiles for two speakers: Chris Barnes (Director, Product Manager, athenahealth) and Kim Green (Senior Manager, Product Strategy, athenahealth).
- Ask Question:** A text input field for attendees to ask questions, with a note below stating "New question submission has been disabled by the organizer."
- Related Content:** A section titled "2022 Final Rule & athena Support Webinar Deck" with a red arrow icon.

Customer virtual lunch and learn

A partner-hosted event with athenahealth customers

Build brand awareness, affinity, and connections with athenahealth customers while demonstrating the value of your solutions. This is a great high-exposure opportunity to connect with customers in a fun, entertaining, and inviting environment. Connecting face-to-face and detailing how your partnership and integration with athenahealth solves key business needs and pain points helps to drive brand awareness and generate leads.

Lunch and Learn event details

Demonstrate your workflows, define your key customer segments, and share successes you have had with other athenahealth customers. An Uber Eats gift card will be emailed to registered attendees in advance of the event. Using our Teams platform, you will host a 60-minute session with an overview of your solution and athenahealth integration, including Q&A.

Recommended topics for these events include

- Solution overview/value prop
- Integration with athenahealth products/workflows (if applicable)
- How athenahealth customers have benefited from your solution - you're welcome to invite a customer as a guest speaker
- Product overview/demo
- Competitive differentials
- Pricing details

\$10,000

Per event
50 attendee limit
(unless requested otherwise)

1 per month

Per Lunch and Learn

4 weeks

Turnaround time

How it works

1. To request a wine event and/or Lunch and Learn, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. Confirm if you would like to host a lunch and learn and if there is a specific customer segment or specialty you wish to target.
3. Indicate if you would like to request a higher attendee limit (event price may vary).
4. We will invite the customers to register for the event, and coordinate sending the food gift cards to registered guests.
5. Partners are responsible for creating their presentation content and additional leave-behind materials (more information below).
6. Absent attendees will not be refunded.

athenahealth promotion

We will promote your event to our customers through the following channels:

Three weeks before the event:

- Email with event details and registration form to decision makers at eligible customer accounts
- Posting in athenaOne alerting all end users at eligible customer accounts to the webinar when they log in

Two weeks before the event:

- Email with event details and registration form to decision makers at eligible customer accounts

One week before the event:

- Email reminder to those who registered for the event

Two days before the event:

- Email registration reminder to decision makers at eligible customer accounts

Day of the event:

- Email reminder to those who registered for the event

Day after the event:

- Email to all registrants thanking those who attended and sharing on demand recording and Partner collateral

Partner collateral

It is important to provide our customers with information to learn more about your solutions and how they support their current workflows. We recommend creating the following collateral:

Presentation deck: Overview deck of your capabilities, integration with athenahealth, and other relevant information curated for our customers:

- Description of how your partnership addresses key business needs and pain points for athenahealth customers
- Demo and/or images of your solution and workflow in athenaNet
- How your solution complements athenahealth workflows
- Success you’ve had with athenahealth customers, if applicable
 - Inviting a current athenahealth customer to speak about their experience is highly recommended
- Competitive differentials
- Overview of pricing and active promotions

Leave-behind: A one- to two-page leave-behind. Similar to the deck, make sure to highlight how your partnership has helped or can help athenahealth customers. Including customer quotes and ROI metrics is a great way to showcase your success and instill confidence in your solutions.

Please send these materials to marketplace@athenahealth.com 1.5 weeks prior to your event for review.

Post-event

Following the event, we will provide performance metrics, including:

- List of registrants with their registration form information
- A recording of the event
- Recap of Q&A questions by attendee (if applicable)
- Any actionable insights and feedback for future events

Partner spotlight in athenahealth *The Dose* newsletter

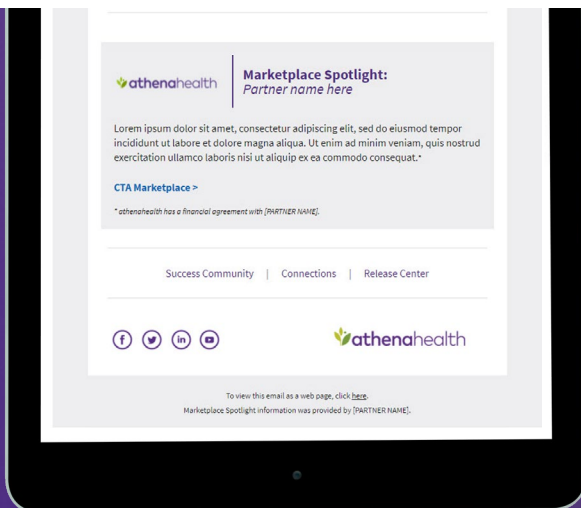
Get in front of more than 200,000 athenaOne users with a single promotion. Our monthly newsletter *The Dose* is emailed directly to athenahealth customers. Only one “Marketplace Spotlight” Partner feature is available per issue, so it’s a great opportunity to showcase your solution. Keep in mind that the subscriber base of *The Dose* includes all specialties.

Value

Feature your company, logo, and message to a large list of athenaOne customers through an informative channel they trust. *The Dose* newsletter is designed to nurture, engage, and update athenahealth customers and includes blog posts, thought leadership, platform release notes, training opportunities, and more.

How it works

1. To request *The Dose* feature, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. A member of our team will reach out about scheduling and contract details.
3. Next, a member of our Marketplace Marketing team will provide a template for the copy, logo, links, and CTAs to include. Please keep text to less than 75 words.
4. All content must be submitted three weeks prior to the date *The Dose* is scheduled to be sent.
5. We will provide a copy of your feature after the newsletter is sent.



\$6,000

to be featured in an issue of *The Dose*

1 per month

Available Partner feature slot

3 weeks

Turnaround time

Performance reporting

We will provide performance analytics two weeks after *The Dose* is sent, including number of recipients, number of opens, open rate, and unique clicks for your links and CTAs relative to benchmark.

Content specifications

- Include your logo: minimum size of 120 x 60 144dpi
 - The feature format includes a gray background, so please ensure your logo has a transparent background
- Word count max: 75 (not including CTA)
- Links must be public
- Please provide the links un-hyperlinked

Content best practices

- **Think in terms of the benefit to athenahealth customers.** Make sure to address how your solution(s) specifically benefits athenahealth customers and supports their goals and key business needs/pain points.
- **Call to action.** Be simple and direct, so customers can anticipate what will happen when they click. For example: Read a case study with an athenahealth customer; Watch a product demo video; Talk with a representative, etc.
 - Try to focus your call to action on something that will benefit the customer and allow them to learn more about your offering.
 - You are welcome to incorporate a lead form on the linked destination page but please note, multi-step CTAs can hurt performance as it is a greater ask from recipients.
- **Minimal distribution to current workflows.** It is important to emphasize how your solutions will improve the practice rather than prohibit current workflows. Emphasize your seamless integration with athenahealth products (API connections) and any experience integrating with other athenahealth organizations.
- **Experience as a Marketplace Partner.** Be sure to highlight your experience with athenahealth customers and estimate of athenahealth practices leveraging your solutions, if applicable. Your experience validates your unique understanding and qualification with our customers and emphasizes your credibility.
- **Success and ROI metrics** demonstrate how your solutions solved specific pain points and achieved business results.

Co-branded case study

Share your customer success story

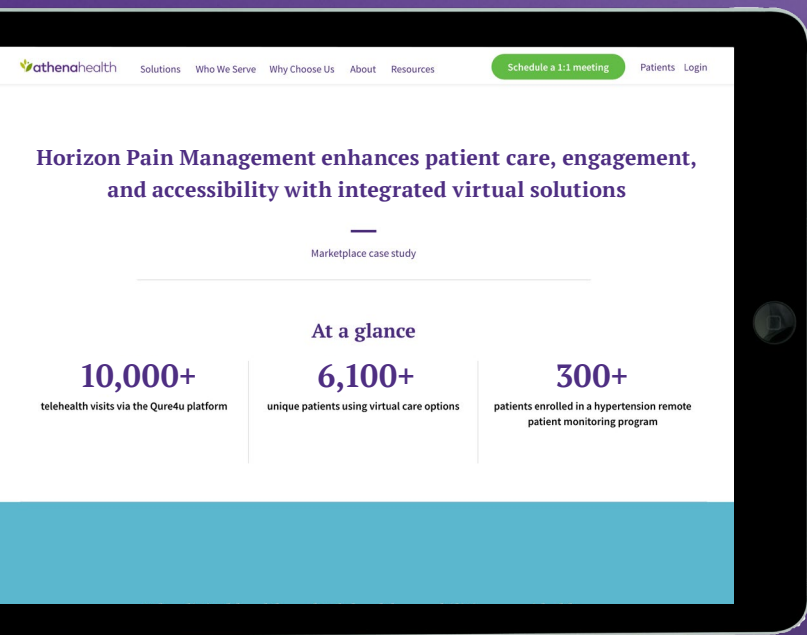
Tell our customers your best stories in your own words. Customers seek out examples of practices similar to theirs that are successfully using your solutions; together we can highlight all of the great work you’re doing. Show the breadth of your solutions and experience by creating several case studies highlighting various customer segments and specialties.

Be sure to call out the problem you solved and the business metrics you used to track value. Include customer quotes and testimonials to highlight your success and emphasize your credibility.

Your case study will be posted on our Partner Content and **Case Study** websites so you can easily share and drive interest via inbound marketing.

Value

A co-branded case study with an athenahealth customer demonstrates your experience and familiarity with our platform and customers and shows prospects how they can benefit from your solutions. Having the case study co-branded in the athenahealth format and hosted on our Partner Content and Case Study websites gives your brand additional credibility and helps to drive awareness and reach among athenahealth customers.



\$5,000

Per case study

2 weeks

Turnaround time

+1 week

Turnaround time for online post

How it works

1. To request a case study, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. A member of our team will reach out to you about scheduling and contract details.
3. Next, a member of the Marketplace Marketing team will provide a case study template to complete.
4. You will have two weeks to return the completed template to the Marketplace Marketing team.
5. Two weeks after the completed template is sent, we will return the first copy of the case study formatted in athenahealth’s style guidelines. You will have up to two rounds of edits for the case study.
6. In addition to a PDF copy, we will host your case study on our [Partner Content](#) and [Case Study](#) websites.
7. We strongly recommend you add the case study to your Marketplace page and encourage promotion across your brand and social channels. We can also promote the case study across our other Marketplace marketing services, e.g., customer emails, social posts, webinars, newsletters, etc.

Content best practices

Below are some topics that will resonate well with athenahealth customers:

Minimal disruption to current workflows. It is important to emphasize how your solutions will improve the practice rather than prohibit current workflows. Emphasize your seamless integration with athenahealth products (API connections) and any experience integrating with other athenahealth practices.

Experience as a Marketplace Partner. Be sure to highlight your experience with athenahealth customers and estimate of athenahealth practices leveraging your solutions, if applicable.

- Your experience validates your unique understanding and qualification with our customers and emphasizes your credibility.
- Feature quotes from athenahealth customer(s) to share their first-hand experience and emphasize how they benefited from your solutions.

Success and ROI metrics demonstrate how your solutions solved specific pain points and achieved business results.

Collaboration with athenahealth onboarding and customer success teams to help ensure a smooth transition and full implementation support for our Partners and customers.

athenahealth promotion

Our customer-facing teams are structured by customer segment size, and this opportunity will allow you to select which (if not both) of our teams you wish to invite to your event. We will promote your event to our Customer Success and/or Sales teams through the following channels:

- Communication from divisional leaders about event, with encouragement to participate and learn more
- Communication through internal newsletters
- Reminders across dedicated Teams channels
- Emailed registration form and corresponding Teams invitation for the Lunch and Learn event
- Event recording and Partner collateral will be shared on our internal knowledge portal for teams to access at any time

Partner collateral

It is important to provide Customer Success and Sales teams with the resources to learn more about your solutions and materials to share with our customers. We recommend creating the following collateral:

Presentation deck: Overview deck of your capabilities, integration with athenahealth, and other relevant information curated for our Customer Success team:

- Description of how your partnership addresses key business needs and pain points for athenahealth customers
- Demo and/or images of your solution and workflow in athenaNet
- How your solution complements athenahealth workflows
- Success you've had with athenahealth customers, if applicable
- Overview of pricing and active promotions
- Any beneficial talking points.

Leave-behind: A one- to two-page leave-behind for our Customer Success and Sales teams to share with interested customers and prospects. Similar to the deck, make sure to highlight how your partnership has helped or can help athenahealth customers. Including customer quotes and ROI metrics is a great way to showcase your success and instill confidence in your solutions.

Please send these materials to marketplace@athenahealth.com 1.5 weeks prior to your event for review.

Post-event

Following the Lunch and Learn, we will provide performance metrics, including:

- How many people registered
- A recording of the event
- Any actionable insights and feedback for future events

A recording of your event and all event collateral will also be posted in our internal knowledge portal for Customer Success and Sales teams to access at any time.

Postcard to athenaOne customers

Drive brand awareness and deliver your message to the mailbox of 7,000+ athenaOne customer decision makers. This is a great opportunity to promote your solutions and partnership with athenahealth, while highlighting how your capabilities help solve key business goals and pain points. The postcard also includes a QR code that links to your Marketplace page.

Value

Your message will be delivered in a co-branded template designed by our teams to evoke confidence in your product and highlight your integration and partnership with athenahealth. Put your brand in the hands of our customers' decision makers.

How it works

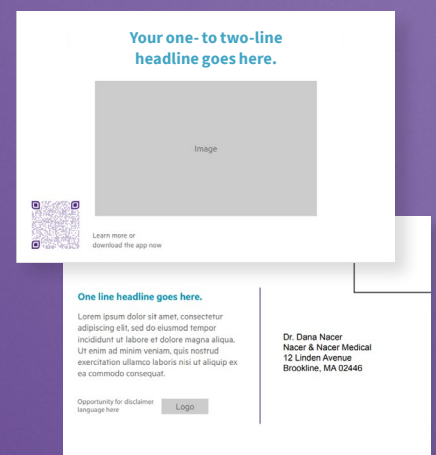
1. To request a postcard, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. A member of our team will reach out to you about scheduling and contract details.
3. Along with your contract, you will receive a content template that will need to be completed and returned to athenahealth four weeks prior to the postcard send date.
4. The postcard will also include a QR code that will link to your Marketplace page.
5. Postcards will be mailed to the office of eligible customers, with attention to the decision maker.

\$5,000
per mailing

2 postcards
per month
Availability

5 weeks
Estimated turnaround time
from content submission.

5-7 business days
For printing and shipping the postcard after final
approval is provided (included in turnaround time).



Performance reporting

We will provide performance analytics three weeks after the postcard is delivered, including the number of customers reached and how many times the QR code was scanned.

Postcard format and guidelines

The 4" x 6" postcard is designed to reflect athenahealth branding. The copy, color, and logo on the back are templated. The image on the front will be provided by the Partner and should reasonably match the style. The QR code will link to the Partner's Marketplace page.

Sample structure for the two-sided notecard:

[Front of postcard]

Image and headline.
Example:

How the health are you?

[Back of postcard]

Secondary headline,
example:

Let's stay connected

- **A sentence to let them know why you are writing or why your solution matters:** Here is a challenge organizations like theirs are facing.
 - Be careful not to reverse-engineer the issue to be only solvable by your product; their problem must be broader than just a lack of your solution.
- **A sentence or two to let them know how your solutions addresses this challenge and achieves key business results.** Keep the focus on them.
 - For example: You can empower patients to seek care by simplifying your scheduling process, NOT Our technology simplifies the administrative process, bringing more patients in the door.
- **A sentence or two about your experience with athenahealth customers and how your partnership/integration with athenahealth can help.**
 - For example: Our seamless integration with athenahealth results in minimal disruption to your current workflows or We have helped XX athenahealth practices achieve [insert ROI metric] or XX athenahealth practices are leveraging our solutions.
- **Call to Action** - action items and next steps
 - Let's connect over the phone to see how we can help your practice, or Visit our website to watch

a demo video, or Scan the QR code to learn more about our solutions.

- Make sure to include your contact information and the website of your choice. The QR code will link to your Marketplace page.

Content best practices

- **Be concise.** Keep your note short and sweet to achieve the goal at hand: For most postcards, try to keep the copy under 75 words.
- **Use a clear call to action** when applicable, e.g., Give us a call to learn more, Visit [insert] website (website can link to your company site, demo video, case study etc).
- **Use a conversational tone and a consistent voice.** When constructing your copy think of three adjectives that reflect your brand (e.g., innovative, impactful, user-friendly), which will help to define your voice. Then ensure those adjectives are consistently represented in your messaging.
- **Think in terms of the benefit of athenahealth customers.** Make sure to address how your solution(s) specifically benefits athenahealth customers. Address how your solutions solve key business needs or pain points.
- **Use data and testimonials.** Including testimonials, quotes, and ROI metrics will significantly help your messaging resonate.
- **Do** include your contact information and the website of your choice. The QR code will link to your Marketplace page.
- **Do** be sure to write out athenahealth with any brand mentions.

Image guidelines

Image specifications:

- Please ensure all images are in CMYK at 300dpi
- Acceptable image formats: jpeg, png, gif, svg
- Do not send images embedded in PDFs or Word documents
- Front of the card – 3.5" x 2.125"
- Back of the card (logo) - 0.75" x 0.4"
- Consider featuring a customer quote or ROI metric to highlight the impact of your solutions

Virtual lunch and learn with customer success, sales and onboarding teams

A Partner-hosted lunch and learn with internal athenahealth customer success and/or sales and members of our onboarding teams

When you educate our customer-facing teams about your solutions, you empower them to recommend your company to our customers who may benefit from your solutions, when applicable. Connecting face-to-face with these teams and detailing how your partnership and integration with athenahealth solves key business needs and pain points is a great way to drive brand awareness across our trusted, customer-facing teams. The lunch and learn environment offers a fun, virtual way to engage with these teams in an entertaining, inviting environment.

Value

This lunch and learn gives you the opportunity to demonstrate your workflows, define your key customer segments, and share successes you have had with other athenahealth customers. When you evangelize your solution for our customer success, sales and onboarding teams, they can drive leads to your organization as they then have confidence about your offering and your ability to meet the needs of our mutual customers and prospects.

How it works

1. To request a lunch and learn, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. Confirm if you would like to host customer success or sales teams or both (separate events), and if there is a specific segment or specialty you wish to target.
3. Indicate if you would like to request a higher attendee limit (event price may vary).
4. Lunch and learn should last 45 minutes: we recommend 30-35 minutes for presentation and 10-15 minutes for questions.
5. We will invite the preferred team/segments to register for the event, and send the food delivery gift cards to registered guests.
6. Partners are responsible for creating their presentation content and additional leave-behind materials (more information below).
7. Absent attendees will not be refunded.

\$5,000

50 attendee limit
(unless requested otherwise)

1 per month

Per Customer Success and
Sales Teams

4 weeks

Turnaround time

Paid social media posts

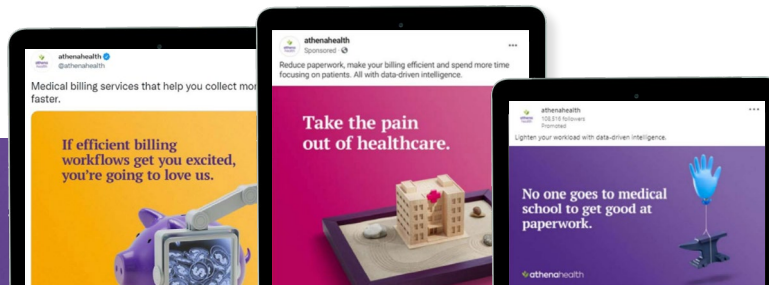
Increase brand awareness and reach targeted audiences through paid social media posts across LinkedIn and Facebook. The paid media model serves as a method for promoting content, driving exposure, and strategically targeting thousands of athenahealth customers and decision makers so they see your posts as they are consuming or searching for relevant content. By leveraging paid social media through athenahealth, you will have an opportunity to tell your story and natively connect with thousands of athenahealth customers and followers.

Value

Share your story, your value proposition, and the impact your partnership and solutions provide to athenahealth customers. Our thousands of followers across LinkedIn and Facebook turn to our social media channels to stay up to date on the latest innovations, news, and thought leadership in healthcare. Leverage your partnership with athenahealth to amplify your messaging through sponsored, co-branded posts.

How it works

1. To request paid social media posts, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. A member of our team will reach out about scheduling and contract details.
3. Along with your contract, you will receive a content template that will need to be completed and returned to athenahealth three weeks prior to the social post date.
4. We will review, edit, and approve the submitted content before publishing. If we make major edits, you will have the opportunity to review the edited content.
5. athenahealth will promote your content across LinkedIn and Facebook for one month, targeting active athenahealth customers and decision makers.



\$5,000

Per post
(will appear on LinkedIn
and Facebook)

2 per month

Availability

3 week

Turnaround time

Performance reporting

We will provide performance analytics two weeks after the social paid promotion has ended, including impressions, engagements, and clicks relative to benchmark, in addition to any actionable insights and feedback for future initiatives.

Content best practices

- Place an emphasis on your partnership with athenahealth.
- How do your solutions and/or service benefit athenahealth customers?
- What results have you been able to achieve for our customers?
- Any statistics, data and quotes you can provide will help to drive engagement and help your messaging resonate with our customers.
- Make sure your image is co-branded and follows updated Partner brand guidelines (more information below)

Content guidelines

Use a conversational tone and a consistent voice. When constructing your copy think of three adjectives that reflect your brand (e.g., innovative, impactful, user-friendly), which will help to define your voice.

Think in terms of the benefit of athenahealth customers. Make sure to address how your solution(s) specifically benefits athenahealth customers and supports their goals, key business needs, and/or pain points.

Use data and testimonials to establish credibility. Including customer testimonials, quotes and ROI metrics will help your messaging resonate.

Consider leading with a question or identifying a challenge to pique curiosity. For example, Struggling with...? Wish you could...? Looking for a better way to...?

Consider the business impact of doing nothing. Gently suggest the business risk of not leveraging your solutions. For example, Still calling patients about upcoming appointments? Our technology and data is 20% more effective at reducing no-shows and cancellations.

Reference success with another athenahealth customer, if applicable. Linking to a case study, referencing success metrics or experience as a Marketplace Partner will help establish credibility.

Use a professional tone. Don't be overly conversational.

Use a clear call-to-action e.g., Read the full story, Read our latest case study, Watch a demo video, Visit our website to learn more, etc.

Images are equally important to driving engagement. Consider featuring a customer quote, ROI metric, or product image. Include athenahealth's logo in all images to emphasize our partnership. Find our [logo images](#) and [brand guidelines here](#).

Specifications

We will tag your company/ respective social account in the posts, so viewers can also be directed to your account page.

LinkedIn:

- Character count cut-off before clicking "see more": 210
- Image size: 1200 x 628
- Image types allowed: png, jpg, gif

Facebook:

- Character count:
 - Primary text: 125 characters
 - Headline: 40 characters
 - Description: 30 characters
- Design
 - Image size: 1080x1080 (minimum)
 - Image types allowed: png, jpg, gif – maximum file size 30 MB
 - We recommend using the ad copy to deliver the bulk of your message

Email to athenaOne customers

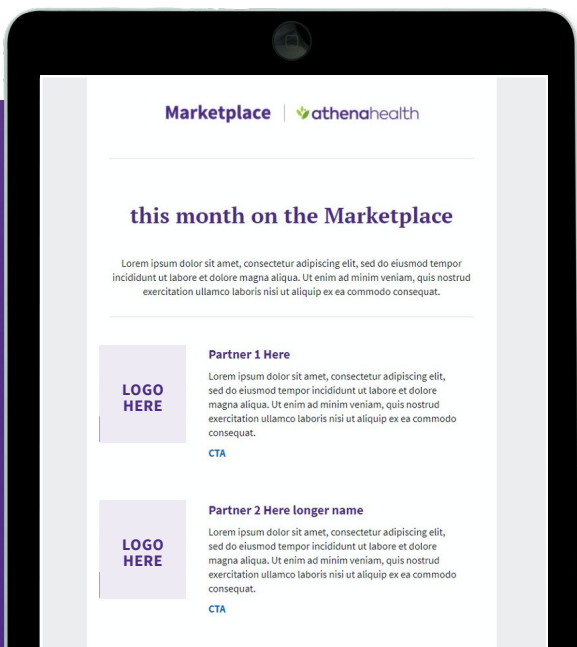
Deliver your message to the email inbox of 7,000+ athenaOne customer decision makers. This is a great exposure for your brand and an opportunity to be featured in an experience that directly connects with athenahealth customers. Share a brief overview of your offering and promote a recent case study, demo video, success metrics, or active promotion. These emails are sent monthly and feature three Marketplace Partners.

Value

Promote your solution to a targeted set of athenaOne customer decision makers through a channel they trust.

How it works

1. To request an email, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. A member of our team will reach out to you about availability and contract details.
3. Next, a member of the Marketplace Marketing team will provide a template to complete, along with a specified deadline. Please highlight any items you would like to promote:
 - Demo of product or platform
 - A recent case study
 - A promotion or special offering
4. Include a link to your call to action and your company logo.
5. We will review, edit, and provide feedback.



\$3,000

Per slot on the email

Available on a first come, first served basis.

1 email

with 3 slots each month
Availability

3 weeks

Turnaround time
From content submission

Performance reporting

We will provide performance analytics two weeks after the email is sent, including the number of customers reached, open rates, and unique clicks for your links and CTAs relative to benchmark. We do not share customer contact information. In addition, we will share any actionable insights and feedback for future initiatives.

Content best practices

This is your chance to put your best foot forward and make sure our customers know what you do best and how you can help them thrive. These guidelines are meant to help you craft your messaging, value proposition, and solution overview:

- **Think in terms of the benefit to athenahealth customers.** Make sure to address how your solution(s) specifically benefits athenahealth customers and supports their goals and key business needs/pain points.
- **Use data and testimonials to establish credibility.** Including customer testimonials, quotes and ROI metrics will significantly help your messaging resonate.
 - For example, By optimizing these 3 patient touchpoints, you can X or our athenahealth users have been able to X in Y months, resulting in Z.
- **Emphasize minimal disruption to current workflows.** It is important to emphasize how your solutions will improve the practice rather than prohibit current workflows. Emphasize your seamless integration with athenahealth products (API connections) and any experience integrating with other athenahealth organizations.
- **Consider referencing success with other athenahealth customers, if applicable.** Linking to a case study or referencing success metrics or your experience as a Marketplace Partner will help establish credibility.
- **Special offers.** Include special promotions or discounts and promotional time frame/deadline, if applicable.
- **Consider the business impact of doing nothing.** Gently suggest the business risk of not leveraging your solutions. For example, Still calling patients about appointments? Our technology and data are 20% more effective at reducing no-shows and cancellations.
- **Call to action.** Be simple and direct, so customers can anticipate what will happen when they click. Read a case study with an athenahealth customer, Watch a product demo video, Talk with a representative, etc.
 - Try to focus your call to action on something that will benefit the customer and allow them to learn more about your offering.
 - You are welcome to incorporate a lead form on the linked destination page but please note, multi-step CTAs can hurt performance as it is a greater ask from recipients.
 - Limit yourself to one call to action. Give your potential customer a single path, not a choice.

Content specifications

- Include your logo: minimum size of 150 x 100, 144dpi
- Character count: 275 (CTA not included)
- Links should be represented as CTAs: Download now, Visit us, Learn more, etc., and also include the URL in (parentheses)

athenahealth podcast sponsor

The athenahealth podcast is designed to connect with athenahealth customers while they're on the go.

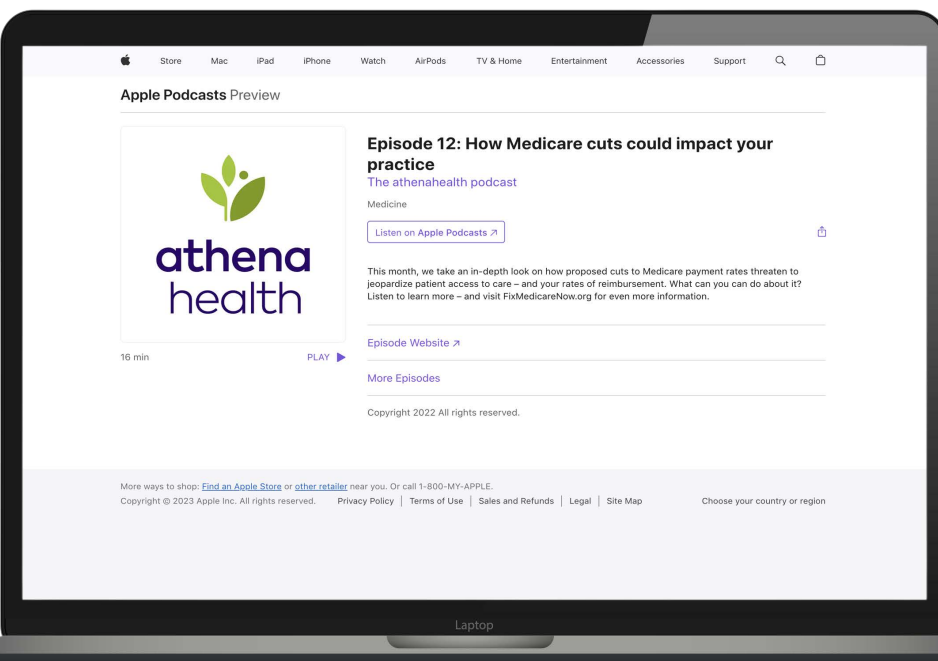
Our podcast channel is a way to discuss topics our customers care about and provide relevant information to make using athenaOne easier and more efficient for clinicians and staff – from clinical workflow accelerators to billing tips to highlights of our triannual releases.

Value

Sponsor athenahealth's monthly podcast which shares platform updates and industry trends and connects with our customers while they're on the go. Partner sponsors will record a 30 second dedicated feature that will run in the middle of the episode, you'll also receive additional promotion at the beginning and end of each episode and a link to your Marketplace page in the episode description. athenahealth will also promote the podcast through our customer communication channels.

How it works

1. To request an email, please submit a case on the [Partner Community](#):
 - Click “Support” → “Manage Cases” → “Create Case” → “Marketing Services” → “Enroll in Marketing Services” and specify in the description which service(s) you’re interested in. Alternately, email marketplace@athenahealth.com with the service(s) you would like to purchase.
2. A member of our team will reach out to you about availability and contract details.
3. Next, a member of the Marketplace Marketing team will provide a template to complete, along with a specified deadline.
4. Provide your 30s recording in mp4 format and 1-2 sentence description of your solutions to be shared at the beginning and end of the episode.
5. We will review, edit, and provide feedback. athenahealth will promote each podcast episode through our customer communication channels.



\$1,500

Per episode

Available on a first come, first served basis.

1 episode per month

Availability

3 weeks

Turnaround time

From content submission