

## 12. What are the details, and your opinions, of the athenahealth cost model?

### Top Survey Responses:

- It's all about the return on investment and improved profits for our group
- We are doing better than we ever have in the history of our practice
- Partnership & percentage model: athenahealth is compensated based on how well we do – aligned incentives

Part of the mission of athenahealth is to help caregivers do well doing the right thing, and their model reflects that. They have aligned incentives with every practice; in short, athenahealth doesn't get paid until you do. Their percentage pricing model aligns directly with your performance, incenting them to identify all potential sources of revenue and ensure your success. It's a true partnership.

As a reminder, please do not discuss athena cost or pricing with prospects. Always refer these questions to a Sales Executive who can respond with the appropriate details and next steps to review based on specifics to the prospects.

## 13. How does athenahealth help make a practice more efficient?

### Top Survey Responses:

- No lost tasks or paperwork—hard for anything to slip through the cracks
- Smooth workflows
- Better documentation

From EHR workflow and billing to care coordination, athenahealth solutions drive efficiencies at all points of the practice workflow, including patient care that's delivered beyond the walls of your office.

athenahealth delivers these efficiencies with a unique, proven approach to health IT that no traditional vendor can deliver: They combine their nimble, cloud-based software with networked knowledge and comprehensive back-office services.

**The result:** increased efficiency at your practice with far less administrative hassle.

## 14. What kind of improvements can a practice look forward to with athenahealth?

### Top Survey Responses:

- Being a better clinician, because it organizes my practice better
- Easier to share data and information with patients and specialists
- Better access to data and ability to track quality measures

athenahealth helps physicians get paid for the care they deliver and helps them gain greater control over their practice.

By regularly reviewing and coaching practice performance, making continuous updates to their cloudbased software, and taking on practices' most burdensome administrative work, athenahealth helps practices optimize revenue and efficiencies.

### Average improvements for clients on athenahealth's cloud-based network:

- 6% increase in collections
- 32% reduction in days in accounts receivable
- 8% fewer no-shows

# Prospect Frequently Asked Questions

## athenahealth talking points and prospect FAQ

Please use this document as a helpful guide for high-level athenahealth talking points. The following survey results were gathered from a group of our clients.

### athenahealth Top Messages

athenahealth mission: To be caregivers' most trusted service, helping providers do well doing the right thing.

athenahealth delivers a unique, proven combination of:

- cloud-based software
- networked knowledge
- back-office services

Get Paid More: athenahealth helps providers get paid for the care they deliver, faster, and with far less administrative hassle.

- **Gain Visibility and Access to Business Information:** Empower physicians with unprecedented control and visibility into clinical and financial performance, giving them the information they need to achieve and sustain financial health.
- **Improve Quality of Life:** Provide physicians and their staff with the work life balance they deserve while maintaining practice performance.
- **Coordination of Patient Care:** Enable caregivers to easily coordinate care within their provider community through simple data exchange. Establish the infrastructure for reducing network leakage and effectively managing patients under ACOs and other risk-based payment models.

### Frequently Asked Questions (FAQ)

#### 1. How did you decide on athenahealth?

##### Top Survey Responses:

- Cloud-based, cutting-edge internet technology to help manage all of the changes
- A true partnership and co-sourcing model, great business partner – with aligned incentives to help drive your business
- Products, services and complete seamless integration

#### 2. How does athenahealth execute their implementation?

##### Top Survey Responses:

- Well organized: Training and tools were clear and well done
- Knowledgeable staff and a service oriented model
- Reasonable goals set, worked hard for smooth transition

athenahealth approaches implementation like a partner, not a vendor. Their partnership methodology walks you through each step of the process, keeping implementation as smooth as possible.

##### athenahealth provides:

- coaching
- on-demand online training available 24/7
- patented self-service tools

athenahealth is dedicated to a non-disruptive process, making sure your providers' time is used appropriately. *(For smaller practices,*

athenahealth has an 11-week implementation process, considered far shorter than standard vendors.)

As proof of effective implementation, athenahealth has a physician adoption rate of 97%.

### 3. What can be expected from athenaOne?

#### Top Survey Responses:

- Insight and visibility into our financial and clinical performance
- Better cash flow: Decreased DAR, fewer rejections, great first-pass rate, quicker payments
- Supportive rules engine

#### athenaOne helps get providers paid for the care they deliver, and get them paid faster.

- Patented Billing Rules Engine keeps claims clean automatically so they can be paid upon first submission—more than 94% of athenahealth claims are paid the first time. (With roughly 20 million claims submitted by athenahealth each quarter.)
- athenahealth teams take on practice staff's most onerous work: tracking claims, calling insurance companies, managing denials, and more

#### Results:

- Greater collections
- Reduced DAR
- More time for staff to focus on other priorities

### 4. What can be expected from athenaClinicals?

#### Top Survey Responses:

- Can be accessed anywhere, no longer chained to the office, charts always available
- Ease of use, better reporting and documentation allows me to practice better medicine
- More efficient, intuitive workflows with complete and comprehensive templates; when documenting, navigation is simple and clean, repeatability and precision are golden
- Ability to view and respond to hundreds of pieces of clinical information with a click of a mouse
- Attested for Meaningful Use

The athenaClinicals EHR is designed to provide you a streamlined workflow that optimizes revenue opportunities while being intuitive and simple to use.

- Cloud-based software that's constantly evolving and regularly updated

### 5. What can be expected from athenaCommunicator?

#### athenaCommunicator streamlines your interaction with patients beyond the exam room, providing multiple benefits to your practice.

- Includes live and automated communications, plus an online patient portal
- Alleviates staff phone call burden and decrease no-shows (8% decrease on average).

By engaging patients—with their choice of reminder communication, live operators working on your behalf, and the online portal—athenaCommunicator can help drive patient satisfaction for your practice.

### 6. What can be expected from athenaCoordinator?

#### athenaCoordinator streamlines the entire order process for your practice.

- Send clear, legible orders directly from the athenaClinicals EHR, greatly reducing inefficiencies and errors.
- When you send to an athenaCoordinator facility, athenahealth teams save you time by taking care of pre-certification, calling the insurance payers on your behalf.

### 7. How easy is it to use athenaClinicals?

#### Top Survey Responses:

- The ability to customize the EMR is terrific
- Very intuitive as one stage of the exam follows the other, workflow is easy
- Works well on a tablet and at the point of care

athenaClinicals is designed to be very intuitive. Like any new program, practicing helps, but the workflow is streamlined and the overall physician adoption rate is 97%. That kind of ease is a big plus for medical groups looking to expand.

### 8. Does athenaClinicals slow down a medical practice?

#### Top Survey Responses:

- There's a learning curve at first, but ultimately speeds us up and saves us time
- Nurse practitioners' productivity has doubled
- It may take time to document, but quality of the documentation is significantly better

### 9. How do you use athenaClinicals to help support the sanctity of the physician patient connection?

#### Top Survey Responses:

- Review the chart before entering the room and meeting with the patient
- Use the technology to engage the patient
- Clinical workflow allows me more face time with the patient through use of tablets

athenaClinicals is designed to help physicians, as well as office staff and mid-level providers, stay focused on patient care. Upholding—and promoting—the sanctity of the patient-physician relationship is an essential value for athenahealth and their EHR is developed to allow physicians to communicate with their patients rather than concentrate on a chart.

### 10. How is data migrated to athenahealth?

- An athenahealth expert will help you determine the best clinical data conversion approach for your needs.
- To ensure that your most essential information is easily accessible, and to prioritize that information over other data, athenahealth offers flexible data transfer options
- A growing number of EHR purchases throughout the industry have come as transitions from other services; athenahealth has managed hundreds of successful client conversions, including those from NextGen, Allscripts, eClinicalWorks, GE Centricity and Vitera Intergy.

### 11. Does athenahealth help dramatically reduce the paper at a practice?

Yes. As part of athenahealth services, a documentation services team receives your faxes, creates digital copies, and routes them to the "inbox" of the right provider or staff member at your practice. That's hundreds of paper documents eliminated each month.