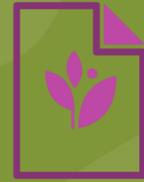# Direct Messaging in athenaClinicals

All athenaClinicals clients can easily and securely send and receive Direct Messages as a standard feature in athenaNet.

Direct is a secure electronic exchange protocol that is used to send and receive transition of care documents. The transition of care document that athena sends outbound is used to satisfy the Meaningful Use and other Government Incentive Payment Programs Health Information Exchange measure.

As part of our vision to create a national health information backbone, athenahealth provides and maintains all services required to allow our clients to easily and securely send and receive Direct Messages. We operate our own Health Information Service Provider (HISP), providing the following benefits:

- **Incentive Payment Program Compliance.** Without requiring additional work, we allow provider to meet Meaningful Use and other Government Incentive Payment Program requirements for relevant measures.

- **Efficiency.** We've fully integrated Direct into the athenaClinicals referral workflow – users do not need to change their workflows to utilize Direct.

- **Scalability.** Our team actively works to grow our network of provider and organizational Direct Addresses for our clients to send to and receive from, enabling more electronic communication and more accurate document handling.

Athenahealth's Implementation of Direct eliminates cost and reduces complexity.

You Do	We Do
Provide us with Direct Addresses from your trusted referral network.	**Manage clinical setting-specific workflows for sending and receiving Direct Messages.**
Share your practice's Direct Addresses with your referral partners[1]. **To find your Direct Addresses, follow these steps:** **Gear → Admin: Billing → Providers**	**Create, maintain and support Direct Addresses and services on an ongoing basis.**
Send and receive Summary of Care records.	**Manage trust, monitor connectivity and sustain HISP services/relationships**
Suggest additional use cases for Direct Messaging.	**Research and develop use cases for Direct services congruent with industry standards.**
	Facilitate bi-directional network directory exchange with other trusted HISPs.

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[1] To gain access to a Direct Address directory file in your Custom Reports, please email DirectRequests@athenahealth.com.

In order to ensure the continued adoption of Direct services, the most important components of enabling these services are a team effort:

- **Collection and maintenance of Direct Addresses**
- **Awareness of trading partner Health Information Service Providers (HISPs)**

Help athenahealth grow the network by collecting Direct Addresses!

Athenahealth is a member of DirectTrust, a non-profit regulatory entity that develops, promotes and enforces the rules and best practices necessary to maintain security and trust within the Direct exchange community. Membership with DirectTrust allows us to connect with all of the HISPs in the DirectTrust Accredited Trust Bundle.

While a large majority of volume is comprised of bi-directional exchange with other members of the DirectTrust Accredited Trust Bundle, we will also connect to other strategic HISPs like MassHIWay. We need your help to identify opportunities and grow our network.

On your behalf, athena publishes a network-wide provider Direct Address directory to trusted DirectTrust covered entities, who are all covered under a directory exchange legal agreement, to facilitate electronic exchange.

We need you to collect Direct addresses of providers in your referral network. We will connect with these providers and organizations which will give you:

- Better insight and integration with your referral network
- Decreased fax volume
- Greater value in transitions of care for patients

Athena offers several options to get your referral partner Direct Addresses into the network:

1. **Creating a campaign for your referral partners (i.e. mass outreach)?:** Encourage them to visit www.athenahealth.com/Direct to submit their directories in your outreach.

2. **Receive ten or fewer addresses from your referral partner?** Use the Suggest a Clinical Provider page in athenaNet. To get there, go to: Gear → Admin: Clinicals → Suggest a Clinical Provider.

3. **Receive greater than ten Direct Addresses from your referral partner?** Contact your Account Manager who can help you efficiently get addresses into athenaNet.

For all connections, we recommend using this data element collection template.

Looking ahead: The adoption of Direct in the healthcare industry is still growing. Today, athenahealth is just using Direct to exchange Summary of Care records. We're always looking for insight into additional capabilities that will help reduce work and allow Doctors to be Doctors.
If you would like to suggest additional Direct capabilities, please speak with your Account Manager or visit The Resource Hub to submit your suggestion for voting!