

Marketplace Partner Marketing Guide



WELCOME

Let's partner to disrupt healthcare

Revised Q4 2017

The athenahealth Marketplace is a digital community of leading innovative healthcare IT solutions in the market today. It allows healthcare professionals to easily shop for solutions based on the unique needs of their practice and provides the freedom to use these solutions as an integrated part of the athenahealth platform.

Accordingly, the Marketplace is the storefront to showcase your innovative products and services to athena prospects, clients, and client-facing teams. To assist you, we have several initiatives available, all aimed at driving awareness of your solution.

It is important to note, that most of the initiatives laid out in this guide are available on an **opt-in basis**. Your success on the Marketplace will rely on you being aware of, and capitalizing on, available services. We encourage you to think creatively about how to leverage these services, and your Marketplace page, in order to make your product stand out from the crowd.

We hope that you take the time to review this guide, and find it to be a useful resource in your efforts to drive your business.

- The Marketplace Team

Please note this is offered as guidance and does not serve as a guarantee of services or results related to the MDP program. This document will be updated periodically and services are subject to change at our discretion. This document is confidential, and contains athenahealth confidential and proprietary information, and must not be shared or disclosed.

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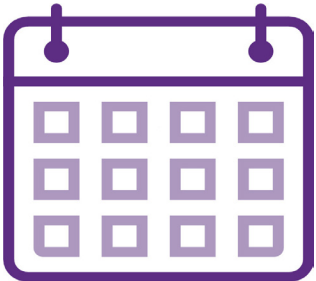
Marketing Services

Key marketing services available to you as a GA partner:

- Launch Campaign
- Partner Press Release
- Marketplace Content Update
- Data-Driven Marketing Campaign
- Client Org Webinar
- Promote on your website
- Participate in the MDP Spiff Program
- Marketplace Carousel Feature

LAUNCH CAMPAIGN

One of the most exciting elements of transitioning from the Pilot stage to being GA on the Marketplace is making the athenahealth client base aware of your solution.



How does this work?

We send monthly emails to clients announcing all partners that have gone GA on the Marketplace.

No need to opt in for this one, this is a standard service!

PARTNER PRESS RELEASE

You can work with our PR team to publicly announce our partnership. Given the volume of new partners joining the program, all announcements must use the following Marketplace partner press release template. If you don't follow the template, athenahealth will ask partners to revise and resubmit another press release draft using the template. Submissions must be emailed to us at least two weeks before your ideal launch date.



Download your Press Release template [here](#).

Submit your request for Press Release approval to Marketplace@athenahealth.com.

MARKETPLACE CONTENT UPDATE

Maximize your Marketplace page! Your Marketplace page is your solution's storefront. Clients want to know what makes your solution unique and what the competitive advantages are over other similar solutions. We also see higher page views when product demos and client testimonials are included.



Why is this important?

The athenahealth Marketplace receives approximately 100,000 visits per year! Ensure your storefront has everything you need to capture a prospect's attention.

Download the [Content Update Template](#) and then submit your request along with the completed template to update your page content [here](#).

HERE'S A TIP:

- ▶ Look at other partner pages on the Marketplace for ideas on how to best describe your solution or to determine an ideal layout.
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DATA-DRIVEN MARKETING CAMPAIGN

We're always looking for ways to promote Marketplace partners and do our best to help boost Marketplace exposure. Client campaigns are one way we do this. You can submit your proposal for a data-driven client campaign below.



Increase the chances of getting your campaign proposal approved by:

- Targeting specific practice types (specialty/size/geography)
- Having a data-driven impact statement (statements can be a max of 4 sentences)
- Highlighting impacts at a client similar to the target audience (athenahealth client is always best)

Submit campaign ideas [here](#).

HERE'S A TIP:

- ▶ The more data you can provide to support your claim, the more likely it is that we will be able to run a campaign for you.
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CLIENT ORG WEBINAR

Promote your solution to internal athena client-facing teams by recording a webinar that outlines your solution and describes how to position it to clients. These webinars are hosted on an internal site and promoted to all members of our client-facing teams.



Request your client org webinar [here](#).

HERE'S AN IDEA:

- ▶ If internal athena folks reach out to you to learn more about your solution, you can point them to this webinar as a quick and easy resource.

Email Marketplace@athenahealth.com if you have questions about this process.

PROMOTE ON YOUR WEBSITE

Leverage the MDP program and athenahealth Marketplace brands in your marketing efforts. By adding our Marketplace logo and boilerplate copy to your website, you'll help promote the overall program while adding credibility to your own brand. athenahealth clients seek out the MDP and Marketplace brands when evaluating potential new solutions, so be sure to call out your place in the program.



Access the athenahealth Marketplace logo [here](#).

Boilerplate Copy:

"athenahealth's More Disruption Please (MDP) program partners with entrepreneurs, providers, and companies to offer innovative solutions that help healthcare professionals thrive in the face of industry change. Visit the athenahealth Marketplace, the one-stop shopping destination for providers looking to access MDP partner solutions and get the most out of each caregiving experience. All solutions on the Marketplace are seamlessly integrated with athenaNet, athenahealth's network-enabled platform through which the company offers medical record, revenue cycle, patient engagement, care coordination, and population health services."

PARTICIPATE IN THE SPIFF PROGRAM

We have created an MDP incentive program to allow our Marketplace partners to reward participating athenistas for their assistance in introducing and selling partner solutions to athenahealth clients. Participating athenistas will receive an incentive payment from our Marketplace partners for influencing eligible leads and closed-deals.



Review the MDP Spiff Program Partner FAQ [here](#).

Interested in participating? Email Marketplace@athenahealth.com to sign up!

MARKETPLACE CAROUSEL FEATURE

Make the most of your Marketplace presence by creating an image to be featured on the front page of the athenahealth Marketplace! Images must be 600 x 300 pixel png. Requests to be featured can be submitted via the Marketing Request Form on the Partner Communities.



Submit your carousel image [here](#).

HERE'S A TIP:

- ▶ The more creative you are with your carousel image, the better. This will be one of the first images our clients see when they visit the athenahealth Marketplace, so make sure you stand out and put your best marketing efforts forward!

THANK YOU!

We look forward to seeing your
Marketplace successes!

