

Get more money and more control with athenahealth.



athenahealth offers a low-investment, high-return cloud-based electronic health record service. We deliver greater clinical control and insights to medical practices while boosting efficiency and revenue potential. Unlike traditional software or ASP models, our cloud-based EHR saves money and drives revenue for physicians with:

- ▶ Cloud-based, Stage 1 Meaningful Use-certified software with low start-up costs, no costly licensing or upgrades, and no hidden maintenance fees. Because all providers share a single instance of software, all changes are immediately available to all providers on the network.
- ▶ Quality management engine and clinical intelligence team that manage all government mandates and all Pay-for-Performance incentive programs, helping you bank every incentive dollar you qualify for.
- ▶ Back-office services to digitize faxes, sort and post most clinical information, and build and maintain your electronic connections — at no additional cost.

	Available Services and Technology	Software-Server or ASP Model*	athenahealth's Cloud-Based Service
Additional Costs	Subscription Fee	\$300–\$1,100/provider/month (typically requires subsidy)	Capella Partnership Discounts Available
	Care Coordination (referral mgmt.)	1/3 of FTE/MD (10K annual)	FREE**
	Software Upgrades	Additional hidden costs & manual installation	FREE & automatic across network
	Meaningful Use Certification	May require upgrades & additional fees	FREE
	Implementation/Training	\$2–8K/provider	FREE for athenaClinicals (sign by 12/31/11) [†]
	Document Management	\$500/month/provider	FREE
	P4P Implementation & Management	\$7–12K/annually/provider***	FREE
	Performance Reporting	\$1,500	FREE (includes physician productivity benchmarking)
	Lab Interfaces	\$3-6K up-front; \$25-\$60/month/interface ongoing	FREE
	ASP Fees	\$1,800 annually	FREE
	Seamless Integration with PMIS	NO – Often parallel systems	Available with athenaCollector upgrade
	TOTAL ADDITIONAL COSTS	\$18–\$45,000/year	None

[†] This free athenaClinicals[®] implementation promotion is available to providers who: (a) sign a contract for athenaClinicals between 10/1/2011 and 12/31/2011; (b) pay a deposit of \$575 per provider, which will be credited back to each practice after that practice goes live on athenahealth's athenaClinicals service; and (c) go live on athenahealth's athenaClinicals service within six months of the effective date of the contract. This promotion may not be combined with any other promotional offer and may be modified or canceled at any time at athenahealth's sole discretion. Additional terms, conditions, and limitations apply.

* Average costs and covered services based on advertised fees and industry studies.

** All in-network orders are free to affiliated physicians

*** Jacqueline R. Halladay, MD, MPH, et al., "Cost to Primary Care Practices of Responding to Payer Requests for Quality and Performance Data." Annals of Family Medicine, Vol. 7, No. 6, November/December 2009.

7 Questions to Ask Any Vendor

When comparing electronic medical record solutions and the costs involved, it's important to understand each vendor's model and whether they can deliver the long-term clinical and financial results your practice is seeking to achieve. It's also important you probe deep enough to uncover any hidden costs associated with each solution. Here are 7 key questions to ask any vendor you consider.

	Other vendor	athenahealth
1. Is their EHR proven to increase provider productivity (the average EHR slows doctors down 10-15%)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. Do they offer one instance of software, enabling FREE and instant updates across the entire network?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Do they guarantee that your eligible providers will receive their Meaningful Use Medicare incentive payments in year one (up to \$18K/year)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. Do they implement and manage all other P4P incentive programs for you – at no additional cost (a potential of 8% in new revenue opportunities)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5. Are your lab and pharmacy interfaces included at no additional cost?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6. Does your vendor digitize faxes, sort and post most clinical information, and build and maintain our electronic connections – at no additional cost?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7. Do they provide closed-loop order management, ensuring efficient and timely follow-up on patient encounters?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

••• **Contact us now at www.athenahealth.com/capella**
or contact Danny Wong at [617.402.1682](tel:617.402.1682) or email Danny at dwong@athenahealth.com.