



Introducing –

A rewarding new offer on athenahealth services for Capella clients

Be one of 3 practices to go live for **FREE** with athenahealth[†]

Through a limited-time offer, you can now get FREE implementation on all of athenahealth's services: athenaCollector, athenaClinical, athenaCommunicator, and athenaCoordinator. Capella Healthcare and athenahealth share the goal of providing high quality and cost-effective care to practices while helping practices get more money and more control for better financial health. athenahealth's goal with our services is for you to spend less time on administrative tasks and more time doing what you do best—focusing on your patients and the long-term vision for your practice.

athenahealth's offering includes:



Cloud-based software — Easy-to-use, cloud-based software for managing scheduling and billing, monitoring productivity and cash flow, and better handling patient encounters—without costly setup or upgrades.



Rules engine — A constantly updated, real-time database of insurance and clinical rules, including billing codes, pay for performance and formulary requirements, and clinical protocols—embedded into your workflow.



Back-office services — We handle your most time-consuming tasks, like tracking claims, managing denials, digitizing incoming faxes, and connecting electronically to labs, pharmacies, hospitals, and HIEs.



Guaranteed Meaningful Use incentives^{††} — we offer the industry's only Meaningful Use Payment Guarantee.

“Our expanded relationship will help to ensure the success of our owned and affiliated physician practices by helping them to fully participate in emerging incentive programs under the HITECH Act, to achieve quality-of-care goals and to execute on physiciancommunity connectivity strategies.”

– Michael Wiechart,
Senior Vice President and Chief Operating Officer of Capella Healthcare



athenaClinicals,
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Get More Money & More Control with athenahealth

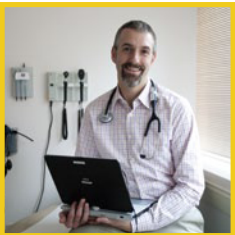
athenahealth provides a unique cloud-based approach to electronic health record, practice management, and patient communication services, delivering greater clinical control and insights to medical practices while boosting efficiency and revenue potential. Our clients see measurable improvements in practice performance:

- ▶ 9.2% average increase in collections*
- ▶ 37% average reduction in DAR*
- ▶ 3.4% average increase in patient visits**
- ▶ 98% provider adoption of our EHR***
- ▶ Guaranteed Meaningful Use incentives††



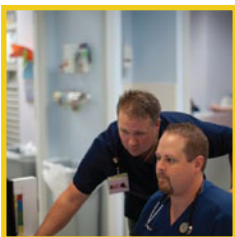
athenaClinicals®

athenaClinicals delivers increased revenue, decreased cost, and more clinical control to medical practices. With flexible, cloud-based Stage 1 Meaningful Use and CCHIT-certified software, we incorporate government mandates faster. Back-office services electronically sort and post all clinical information—including building and maintaining electronic connections to labs, pharmacies, and hospitals—at no additional charge.



athenaCollector®

athenaCollector is a cloud-based physician billing and practice management solution that reduces administrative red tape. It allows you to efficiently assess, plan, and improve practice performance while increasing revenue. There are no start-up costs for software licensing, no investments in hardware and servers, and no hidden ongoing expenses for maintenance, upgrades, or data back-up.



athenaCommunicator®

athenaCommunicator offers on-demand, automated, and live communication services to support and streamline patient-physician interactions outside the exam room. With automated messaging, an online patient portal, and live operator services, our solution can help your practice make appointment reminder calls, distribute test results, and handle inbound calls. So you can be competitive, compliant, and accessible while improving your bottom line.

As a Capella Client, you may be eligible for FREE implementation on athenahealth services.

† This free athenahealth services implementation promotion is available to the first three practices that: (a) sign a contract for athenaCollector, athenaClinicals, athenaCommunicator, or athenaCoordinator starting 11/30/11; (b) pay a deposit of \$650 per provider for athenaCollector and \$575 per provider for athenaClinicals, which will be credited back to each practice after that practice goes live on the athenahealth service(s) being implemented; and (c) go live on the service for which implementation is discounted 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.

†† As a service-based EHR, our monthly fee is the only payment we receive from our clients for our EHR. If you don't receive the Federal Stimulus reimbursement dollars for the first year you qualify, we will credit you 100% of your EHR service fees for up to six months until you do. This offer applies to HITECH Act Medicare reimbursement payments only. Additional terms, conditions, and limitations apply.

* Based on a weighted average for athenahealth clients with valid pre-athenahealth benchmark data that had their 15-month anniversary with athenahealth during 2009.

** Based on a comparison of the average change in patient visits for clients without athenaClinicals with that for clients that had their six-month anniversary on athenaClinicals during the year ended November 30, 2009.

*** Percentage of athenaClinicals users who close more than 80% of encounters electronically (93% close all of their encounters electronically).

→ To learn more about this exclusive discount and the benefits of athenahealth visit athenahealth.com/Capella.
Or contact Danny Wong at 617.402.1682 or dwong@athenahealth.com.

 **athenahealth**
there is a better way