



You have the



Power...

*to perform a
modern day miracle.*



You have the

Power...



The image is a composite. The right half shows a close-up of a doctor with a mustache and glasses, wearing a white lab coat with a stethoscope. He is looking down and to the left, with his hand near his chin in a thoughtful pose. The left half of the image is a lighter, more ethereal scene showing a computer keyboard and a mouse on a desk, with some light flares and a soft focus. The text is overlaid on these two scenes.

to increase your

**financial
bottom line.**



Improve profitability

*by streamlining
your
administration.*

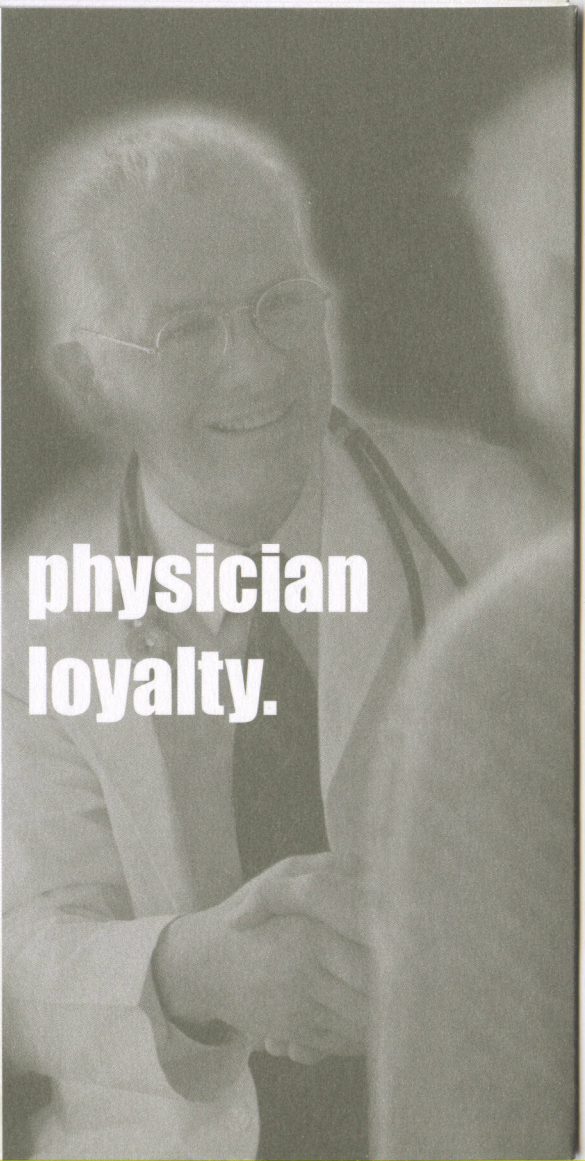
athenahealth provides powerful Web-based services that automate the workflow of physician offices—

allowing your medical groups to significantly cut costs, streamline administrative overhead, and realize the benefits of a truly integrated healthcare delivery network.

athenahealth simplifies and removes errors from tasks like patient registration and scheduling, eligibility verification, referral management and claims processing. This results in fewer costly mistakes, more patient referrals and a more profitable administration for you.



to win



**physician
loyalty.**

When you use ***athenahealth***,
you'll provide your physicians
with a powerful service
that will streamline all of their back office
procedures. There's no better way to gain
physician loyalty than by giving them a
complete solution to organize their own
administration, streamline the referral
process and nearly eliminate their denied
claims. They'll get paid faster and reduce
their cost of getting paid by up to 40 percent!

By gaining profits, office efficiency and
better patient services, physicians will
want to work with your administration.
That means they'll be sending more
patients your way. In turn, you'll reduce
your administration's receivables, improve
your cash flow and positively impact
your profitability.

Give physicians a
total solution
for their back
office!





to gain

**administrative
efficiency**

*without
capital
expenditure.*



*With **athenahealth**, there are no license fees, no equipment capital expenses, no custom reporting charges and no long-term contracts.*

That's because athenahealth provides an affordable, Web-based subscription service. And the fact is most organizations can implement athenahealth services for less than half the cost of implementing a normal legacy system and do it in less than half the time.

Now, you can increase your administration's bottom line and productivity without capital expenditure.

Maximize productivity
without capital expenditure.

Get a FREE industry bestseller!

Reply for more information and you'll receive a FREE copy of the highly acclaimed industry analysis, *Market-Driven Healthcare: Who Wins, Who Loses in the Transformation of America's Largest Service Industry* by Regina E. Herzlinger. Hurry. Offer ends soon! Call today.

Use it.

See for yourself how **athenahealth** can improve profitability, increase physician loyalty and streamline your administration — quickly and easily, without capital expenditure.

1-888-652-8200 ext. 229

www.athenahealth.com/2

or return the enclosed reply card

You have the power to

- Heal your bottom line
- Streamline your administration
- Win physician loyalty

Use it

Mr. John Sample
President
Dickinson Direct
120 Campanelli Drive
Braintree, MA 02184

Get a **FREE** industry bestseller
when you respond by 02/28/01.
Call **1-888-652-8200 ext. 229**
or visit us at www.athenahealth.com/2

January 31, 2001

Dear John Sample,

Can your physician network use a New Year's wellness check? Would your physicians appreciate faster cash flow, less administrative hassle and fewer denied claims?

You have the power to heal your administrative pains with athenahealth.

athenahealth provides powerful business services that use the Internet to automate the workflow of physician offices. Through the Internet, you can subscribe to full-featured billing, collection and scheduling solutions that help improve your bottom line while increasing the loyalty of your physicians.

athenahealth customers carry less than 45 days sales in accounts receivable. According to the Medical Group Management Association, the national physician average is 74 days.

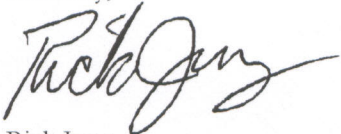
athenahealth lets you:

- Improve physician loyalty by providing a solution for quicker payment and smoother operations that make running their practice much easier
- Improve cash flow by virtually eliminating denied claims
- Improve your bottom line by reducing administrative spending

Plus, **athenahealth** is surprisingly risk-free. You'll save money from day one with no capital expenditure costs, no long-term commitments and no license fees. And because it mimics physician practice workflow and operates on most existing computers, your physicians will be up and running in just a few weeks through comprehensive on-site training.

Call **1-888-652-8200 ext. 229** for more information and see how your administrative breakthrough can be the first medical miracle of the 21st century.


Sincerely,



Rick Jung
Chief Revenue Officer

P.S. Request more information and you'll receive a **FREE** copy of the highly acclaimed industry analysis, ***Market-Driven Healthcare: Who Wins, Who Loses in the Transformation of America's Largest Service Industry*** by Regina E. Herzlinger. Call us today at 1-888-652-8200 ext. 229, visit athenahealth.com/2 or send in the enclosed reply card.



 **Yes!** I want to use **my power** to improve my bottom line, win physician loyalty and streamline my administration without capital expenditure.

Please send me more information on athenahealth, and send me my **FREE** copy of *Market-Driven Healthcare: Who Wins, Who Loses in the Transformation of America's Largest Service Industry* by Regina E. Herzlinger.

Please answer the following questions:

How many physicians does your medical group own?

☐ Less than 15 ☐ 15-50 ☐ 51-150 ☐ 151-300 ☐ 300+

How many physicians do you provide MSO, PHO, or IPA services to?

☐ Less than 15 ☐ 15-50 ☐ 51-150 ☐ 151-300 ☐ 300+

What are your greatest challenges pertaining to physicians?

<input type="checkbox"/> Billing and collections/ back office efficiency	<input type="checkbox"/> Referral and eligibility management
<input type="checkbox"/> Physician compensation management	<input type="checkbox"/> Front desk/office operations

Do you use an outside billing service? ☐ Yes ☐ No

Are you contemplating changes to your practice management system?

☐ Yes ☐ No

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For faster service call **1-888-652-8200 ext 229 • www.athenahealth.com/2** Hurry. Offer expires 02/28/01.