



# athenahealth

A cloud-based, integrated suite of Electronic Health Record (EHR), Revenue Cycle Management (RCM), and patient engagement services for ambulatory care.

<https://www.athenahealth.com>

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## Overview

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athenahealth's core product, **athenaOne**, is a cloud-native, AI-powered healthcare platform that combines three main services: athenaClinicals (EHR), athenaCollector (Practice Management/RCM), and athenaCommunicator (Patient Engagement). The platform is designed to streamline clinical and administrative workflows, reduce administrative burdens, and improve financial outcomes for healthcare providers.

### Key Benefits and Value Proposition:

**Network-Enabled Insights:** The platform leverages a network of over 160,000 providers and 72 million patients to deliver data-driven insights, allowing practices to benchmark their performance and continuously update the billing rules engine for higher first-pass claim acceptance rates (cited at 98.4%).

**Aligned Business Model:** The pricing is typically based on a percentage of the practice's monthly collections (often 4-8% to <10%), meaning athenahealth succeeds when its customers do. This model features low upfront costs and no long-term contracts.

**Comprehensive Integration:** athenaOne is an all-in-one solution that eliminates the need for manual data entry between systems, integrating EHR, RCM, and patient communication into a single workspace.

**Interoperability:** The platform features an open API and the athenahealth Marketplace, allowing seamless integration with third-party applications for specialized services like telehealth and chronic care management.

### Target Users and Use Cases:

athenahealth primarily targets **independent physician practices, specialty clinics, and medium to large medical groups** across various specialties including Primary Care, Women's Health, Orthopedics, and Behavioral Health.

### Primary Use Cases:

**Revenue Cycle Optimization:** Automating medical billing, coding, claims submission, and denial resolution to maximize collections and minimize errors.

**Clinical Workflow Management:** Providing an intuitive EHR for clinical documentation, order entry, and clinical decision support (via Epocrates integration).

**Patient Engagement:** Facilitating patient self-scheduling, automated appointment reminders (via text/email), secure messaging, and online bill payment through a patient portal.

**Value-Based Care:** Offering built-in tools for quality reporting and MACRA/MIPS compliance.

## Key Features

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- Electronic Health Record (EHR)
- Revenue Cycle Management (RCM) & Medical Billing
- Patient Portal & Engagement (athenaCommunicator)
- Telehealth (athenaTelehealth)
- Practice Management & Scheduling
- Clinical Decision Support (Epocrates integration)
- Customizable Reporting and Analytics
- Open API and Marketplace for Integrations

## Pricing

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**Model:** usage\_based

Percentage-of-collections model, typically ranging from 4% to just over 10% of monthly collections, with no long-term contracts and minimal upfront costs. Pricing is customized based on practice size, claim volume, and complexity.

**Target Company Size:** small, medium, enterprise

## Integrations

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Epocrates, Fullscript, CheckinAsyst, NexHealth, Okta, DUO, Microsoft ADFS, Microsoft Entra ID

## Compliance & Certifications

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HIPAA, HITRUST CSF, PCI-DSS, EHNAC, SOC 1, ONC 2015 Edition Certified Health IT

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