



SIIA CODiE Awards, “Best Business Technology Pivot During COVID-19,” athenaTelehealth
Honors the company that best adapted to the changing business environment throughout 2020, by creating new value, exceeding customer and employee support, and evolving with the rapid shift in environment.

athenahealth’s response to COVID-19

When the U.S. Department of Health and Human Services Office for Civil Rights (“HHS OCR”) exercised its enforcement discretion to give providers greater flexibility in their use of telehealth services during the COVID-19 public health emergency, athenahealth sprang into action. In the first two weeks of the COVID-19 lockdown, we quickly integrated athenaOne with Facetime so that customers could quickly and easily facilitate video visits with patients using native iOS functionality. In just 8 weeks, athenahealth applied its adaptable technology and cloud-based architecture to develop **athenaTelehealth**: a telehealth solution that is fully integrated with its athenaOne electronic health record (EHR) software, which enables practitioners to easily conduct telemedicine visits that comply with HIPAA.

This solution – free-of-charge to customers since its inception in June 2020 through February 2021 – embeds video conferencing in the athenaOne EHR, allowing providers to complete a full telehealth visit within the clinical encounter without disruption to their normal workflow or focus on the patient. The solution also delivers telehealth instructions, visit scheduling, a live support team, patient messaging, an easy-access browser-based patient experience, video embedded within the clinical encounter, and a seamless billing process.

athenaTelehealth demo: <https://www.youtube.com/watch?app=desktop&v=IWik25-1vck>

What makes athenaTelehealth unique, competitor differentiation

- Seamless, integrated telehealth workflow
 - athenaTelehealth is embedded into scheduling, clinical, and financial workflows, allowing for a seamless, intuitive telehealth experience for both the clinician and the patient
 - No need to worry about managing integration or new third-party contracts
 - Dedicated, live support team is available to answer any questions
 - Patients can join telehealth visits from any camera-enabled device with a web browser; no additional software downloads or integration is required, and patients can schedule appointments via phone, online, email, or text message.
 - Patients are also able to book their own appointments using athenahealth’s enhanced scheduling, which in turn reduces administrative burden for the healthcare organization
 - Providers no longer have to toggle between an EHR system and the video call, all while trying to talk to their patients. This embedded function allows providers to spend more

time focusing on the patient and have a seamless appointment process, from check-in, to the telehealth call, all the way to check-out.

- Integrated billing experience
 - Integration with athenahealth's revenue cycle services allows for a seamless billing process
 - Automatically, telehealth visits trigger tailored downstream coding and billing workflows
- Group call/video support
 - Up to four individuals can join an athenaTelehealth visit, enabling additional care team and family members or caretakers to participate, facilitating:
 - Two providers caring for the same patient can join a call to discuss that patient's care as a team
 - Fewer language barriers, which enables caregivers to join and act as a translator between both parties)
 - Bridging gaps in geographic distance; an adult child can join their elderly parent's appointment and relay important information to their caretaker

Competitor Differentiation

Basic videoconferencing tools like Zoom or Microsoft Teams are not true, end-to-end telehealth platforms in that they support the video portion of a visit only and do not offer documentation, and billing workflows. athenaTelehealth is **fully integrated** into athenaOne and facilitates everything from scheduling to the video encounter where they can document and complete orders to streamlined billing.

Many 3rd party services come with set-up and integration fees on top of monthly charges. athenaTelehealth is already fully integrated into athenaOne and pricing is inclusive of all features included in athenaTelehealth.

Supporting data & provider testimonials

- When coronavirus swept the nation between mid-February to late April, the athenahealth EHR network experienced a **3400% increase in daily telehealth visits**
- As of January 26, 2021, more than **6,100 providers across more than 2,100 healthcare practices** are enabled on the athenaTelehealth service
- More than **2 million athenaTelehealth** appointments have been scheduled since the launch of the service with **629,000+ visits held to date**
- 17 million telehealth sessions held—and a 10X increase in overall telehealth volume across the network in 2020

Ed Corns, SVP of Physician Services at Quorum Health: “athenahealth has always been accessible and responsive. When COVID-19 started, we wanted to do follow-up...visits via telehealth and were able to set this up on athenahealth overnight. The athenahealth customer success group helped make that happen. Offering telehealth and doing remote documentation became a dire need. athenahealth pivoted quickly to provide these services and gave us flexibility to build telehealth templates into our EMR. We worked with athenahealth to build the telehealth platform on the fly and we've gone from 10 [visits] per month to 20,000 per month using telehealth.”

Dr. Dillon Miller, Medical Director of Blue Ridge Medical Group: “I have been using athenaTelehealth exclusively in my family medicine practice for several weeks now. With the telemedicine interface built into the athenaOne EHR, it has simplified the experience for my patients and myself. Even my less tech savvy patients have been able to successfully utilize the system and report less confusion with the setup compared to other telehealth options. My patients and my staff understand telehealth is the future of patient care, and I am glad to see athenahealth has given us a product to facilitate this new standard of care.”

Deb Twardowski, ANP-BC, Western Medical Associates: “The ability to provide our patients with a telehealth platform that enables HIPAA compliance while in the encounter fully transformed our telemedicine service. Western Medical Associates has been an athenahealth client for 14 years, and we were overwhelmingly impressed with the company's rapid development of a telehealth solution to care for our patients during the pandemic.”

Allison Ankeny, Executive Director of Capital Area Pediatrics: “athena[Telehealth] helped us move lightning fast over the course of a weekend to get telemedicine up and running. We were even able to capture telehealth visits for billing. And we relied on athenaCommunicator to quickly reach our 30,000 patients with messaging around health, safety, and appointment scheduling.”

2020 Customer Miniseries, “Thriving on the Frontlines”: <https://www.athenahealth.com/customer-stories-miniseries>

How athenaTelehealth excels at each judging criteria

- **Did the company exceed customer expectations throughout 2020?**
 - Over the past year, athenahealth delivered leading customer outcomes, as evidenced by client NPS scores increasing by more than 50% from Q4’19 to Q4’20
 - Overall, athenahealth’s quick telehealth pivot enabled many of our customers to rebound patient volumes – which is essential during a pandemic where patients were less likely to attend in-person visits. Ultimately, what athenahealth provided to its customers during this difficult year is better connectivity – allowing providers to communicate with their patients virtually by text, dropping lab results directly into the patient portal, providing a seamless patient experience, and so much more. And, even more importantly, our new telehealth service helped enable providers to spend more quality time with patients in the safest way possible.
- **Did the company take a unique approach to attracting new customers and increasing profits?**
 - athenahealth partners with its customers – from its proactive and insightful support through its customer success teams to its incentive-based payment model that ensures a “stake in the result” approach. (Through aligning financial incentives with customers’ results, athenahealth has a direct stake in their customers’ financial health.) For athenaTelehealth, the company, again, put its customers first – making the new service **entirely free-of-charge** from its inception in June 2020 to February 2021. While the company could have elected to profit from the new product, when the pandemic was at its most critical point, athenahealth instead chose to make this service free to its

provider customers – to assist during an already-difficult and financially-trying time.

- **How well did the company adapt to support Employees throughout 2020?**

- Despite the challenges COVID-19 created in the world and in our industry, the pandemic has made athenahealth's employees more connected. Launching our EHR-integrated telehealth solution in just 8 weeks is testament to the focus, hard work and dedication our employees exhibit to create a thriving ecosystem that delivers accessible, high-quality, and sustainable healthcare for all. Here are a few ways athenahealth helped support its employees throughout 2020:

- **Donation matching campaign:** we launched a donation matching campaign with our employees to support the CDC effort in the US and the PM CARES foundation in India.
- **Clear and consistent communications:** knowing the value of communicating with employees during this tough time, our Executive Leadership Team activated consistent company-wide communications, 10 Community Forum sessions, a COVID-19 Resource Hub with pandemic updates/resources, and a COVID-19 Product Taskforce and Ideation Space to help our teams and customers. To help develop a strategy that would work best for our employees, we have also taken time to conduct multiple surveys and community forums to better respond to employee needs.
- **Flexibility:** athenahealth recognizes that every employee has to juggle a variety of different roles in addition to remote work, such as being a teacher for kids at home, acting as a family caregiver, or living alone and managing feelings of isolation. We continue to provide flexibility during these unprecedented times to negate employee burnout.
- **Mental health:** athenahealth has also proudly been empowering employees to “do their best” by shifting work schedules and expanding traditional wellness benefits to include ergonomic office furniture, virtual yoga and meditation, and a focus on mental health support. This mental health support continues through free programs to employees like [Wellness Coach](#), a digital wellness platform that provides coaching and tools for overall health and wellbeing; [Aetna Resources For Living](#) for employees and family members, and access to a neutral 3rd party [Personal Health Advocate](#) program, as well. For employees that subscribe to Aetna, the company also offers [Teladoc](#) for mental health to employees free of charge. We also offered two additional paid days off for our non-exempt US employees to use, in recognition of Mental Health Awareness Month.

- **How well did the company adapt to the rapidly shifting 2020 environment?**

- The COVID-19 global pandemic upended the U.S. healthcare industry and is transforming delivery of patient care. To remain solvent and provide essential care, many providers have turned to telehealth. The **swift (8 week) development of athenaTelehealth** demonstrates how quickly athenahealth can respond to sudden market changes and shifts in customer needs. By leveraging a world-class development team and nimble, cloud-based platform, we were able to take athenaTelehealth from proof of concept to the hands of customers in just a few weeks.
- As a business, however, we already had emergency preparedness in place, as a result of our business requirements. It was a seamless transition shifting to a remote working

environment.

- **How well did the company create new value for customers throughout 2020?**
 - Despite unforeseen challenges in the face of a global pandemic, athenahealth was able to provide enhanced value to healthcare organizations of all sizes across the country to help them more effectively manage their businesses. By providing ongoing technology enhancements and actionable data insights throughout the year, the company worked to enable providers to successfully maintain financial stability, rebuild visit volumes, improve reimbursements, and enhance experiences and outcomes for patients and providers alike. athenaOne's cloud architecture enabled customers to seamlessly enable certain time-sensitive capabilities, such as telehealth, without disruption to revenue cycle workflows or documentation.
 - Healthcare providers also found great value in [athenahealth's Customer Success Community](#) during this time. The Success Community serves as a great place for healthcare provider clients to connect with each other and exchange ideas during COVID-19. Providers would use this platform to come together and collaborate on how to combat similar issues by leveraging a network of peers and allowing them to share on-the-ground experience and brainstorm solutions.
 - Aside from developing athenaTelehealth, here are a few other ways athenahealth delivered value to customers in 2020:
 - Leveraged a **1.5-petabyte data lake to identify high-risk patients** from over 100 million longitudinal patient records and drove as many as 325,000 visits with those patients that might not have occurred without the athenahealth insights.
 - Facilitated immediate **administration of COVID-19 vaccines** as they became available in mid-December and maximized healthcare organizations' utilization of inventory by fast-cycling enhancements to the athenaOne EHR.
 - Provided instant access to the latest Centers for Disease Control and Prevention **(CDC) COVID-19 guidance** through epocrates®, the #1 mobile medical reference app, used by more than one million active users.
 - Even before the FDA approved emergency use authorization for the Pfizer/BioNTech **COVID-19 vaccine**, and as the NDC, CVX, and MVX assignments were being finalized, we had updated our drug compendium to include available COVID-19 orderables. We worked closely with customers who were already participating in early vaccine administration by helping to identify patients who should be prioritized for vaccination, managing the communication and scheduling of patients for two vaccine doses, properly documenting vaccinations according to state and federal guidelines, and reporting to meet clinical measures, immunization registry, and billing needs.