

Health Care Reform and Your Bottom Line:

Running a Profitable Practice in Changing Times



Join athenahealth, Inc. for a private dinner event on September 7th.

With HITECH Act requirements and government reform emerging from Washington, the health care landscape is changing rapidly, making it more important than ever for physicians and administrators to manage their practices for optimal efficiency and profitability.

athenahealth is pleased to invite you to a complimentary dinner seminar in Princeton designed to help you navigate, adapt, and remain competitive in the midst of federal stimulus bonus incentives and penalties, new Pay-for-Performance rules, and payment reform.

With an emphasis on protecting and growing your practice's bottom line, we'll discuss a range of topics, including:

- ▶ The greatest challenges facing medical practices today and how to overcome them
- ▶ What "Meaningful Use" of an EHR means, and how you can secure up to \$44,000 in federal stimulus incentives through Medicare for demonstrating it
- ▶ Tips for adopting an EHR that actually boosts revenue potential, without breaking your bank or slowing you down

We'll demonstrate how athenahealth's web-based billing, practice management, and EHR services can help you adapt, seize new opportunities, and thrive in the midst of rising challenges. And we'll introduce a unique Federal Stimulus Bonus Payment Guarantee Program, which guarantees eligible athenahealth clients will receive their Medicare incentive payments within the first year.

Join us on September 7th at 6:00 p.m.



This is a private event by invitation only, seating is limited. Please pre-register today by completing and faxing the form on the back of this invitation.

Tuesday, September 7, 2010
6:00 – 8:00 p.m.

Agenda:

- 6:00 p.m. Registration & Cocktails
- 6:30 p.m. Presentation & Dinner
- 7:30 p.m. Questions & Networking

Location:

Westin Princeton at Forrestal Village
201 Village Boulevard
Princeton, NJ 08540

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 when they're available, we will credit you 100% of your EHR service fees for up to six months until you do. This offer applies to HITECH Act reimbursement payments only. Additional terms, conditions, and limitations apply. Talk to your athenahealth sales representative to learn more.





Dinner Seminar Registration Form

Tuesday, September 7, 2010 • 6 pm
Westin Princeton at Forrestal Village • Princeton, New Jersey

Register today for this complimentary dinner seminar. Seating is limited.
To register to attend, return the form below by fax to 888.512.8436.

Registration Form

Yes, I plan to attend; please see the information below

Unfortunately, I cannot attend; but I am interested in learning more about athenahealth

Number of attendees: _____

Full name: _____

Title: _____

Practice name: _____

Phone number: _____

E-mail address: _____

Specialty: _____

Number of physicians in your practice: _____

Additional Attendee Information

Full Name Title Email Address Phone #

Full Name Title Email Address Phone #

Full Name Title Email Address Phone #



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