

# A Guide for Initial Meetings, Demos, Pricing & Contracting for Independent Physicians



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## Introduction

This document provides an outline of the stages of the sales cycle and information needed to be gathered for an Independent practice that is interested in evaluating athenahealth. This will apply to existing partner practices for VillageMD and net new Independent practices.

## Practice interested in learning more about the athenahealth offering but not ready for a demonstration

- Reach out to Dan Kendall [dkendall@villagemd.com](mailto:dkendall@villagemd.com) for an internal discussion at VillageMD to determine the practices interest level and get general questions answered.

## Steps and data needed to request an Initial Meeting

1. Set up internal discussion with Dan Kendall [dkendall@villagemd.com](mailto:dkendall@villagemd.com)
2. Once reviewed internally at VillageMD, reach out to Richard Sweeney [rsweeney@athenahealth.com](mailto:rsweeney@athenahealth.com) and Dan Kendall [dkendall@villagemd.com](mailto:dkendall@villagemd.com) to facilitate practice intro. Business Development or Operations Rep obtains 2-3 confirmed dates/times (60 minutes minimum) from practice that are at least 10 business days out and email request to Richard Sweeney [rsweeney@athenahealth.com](mailto:rsweeney@athenahealth.com) and Dan Kendall [dkendall@villagemd.com](mailto:dkendall@villagemd.com) with the below details:
  - a. Practice name, current EMR, Billing solution, # of providers, attendees names/roles and reason driving the meeting
3. Richard at athenahealth will confirm a demo resource and send out a calendar invite to all associated parties once confirmed.
4. Prep call with athenahealth (Richard), VillageMD (Dan Kendall & Business Development/Operations Rep) will be coordinate prior to initial meeting. Goal of prep call will be to identify pain points driving EHR change, demo participants and angle the demo should take.

## Initial Meeting (Athena Overview & Demonstration – (60-90 minutes)

- VillageMD powered by athenahealth Overview (15 minutes)
- Product Demonstration (At least 60+ minutes for an introductory demo depending on objectives)
  - Demo will be tailored to specific audience attending
    - Ex. Physician focused demo, Practice Management/Billing demo, etc.
- Goal of initial meeting is to give an overview of VillageMD powered by athenahealth to understand the service offering and athenahealth's business model.
- Pricing & Contract: Specific pricing and contract questions won't be delivered at the Initial Meeting but will be discussed at a future meeting shortly thereafter. We will talk about the pricing model (flat fee per encounter) and the nature of the contract (3 party agreement with athenahealth, VillageMD and practice) during the Initial Meeting.

## Data Gathering Contracting & Pricing (after initial meeting)

- Data Needed for Pricing (Previous Calendar Year, if possible):
  - Annual Collections (\$'s):

- # of Annual Patient Encounters (Definition of an Encounter “Means an encounter created by an athenaOne client on a given date in athenaClinicals” (EHR):
- # of MD’s/DO’s:
- # of Advanced Practice Providers:
- Data Needed for Contract:
  - Practice full legal name:
  - Tax ID:
  - Address:
  - Contract signer email:
- Data Needed Data Conversion:
  - Current EHR & PM System:
  - Where is data located?
    - On premise/database backup available?
    - Host with the vendor/data base backup not available?

## Pricing Presentation

- Co-presentation from athenahealth (Richard) & VillageMD (Dan & Business Development/Operations Rep)
- Will talk through the construct of the contract (3 party agreement)
- Pricing terms
- Updates to current PSA between practice and VillageMD

## Client ready to move forward

- Richard at athenahealth will issue legal contract via Adobe e-sign to all three parties (practice, VillageMD, athenahealth) to endorse electronically
- If practice has any contract questions, please reach out to Richard and Dan

## athenahealth & VillageMD points of contact for any questions

- Richard Sweeney
  - [rsweeney@athenahealth.com](mailto:rsweeney@athenahealth.com)
  - (339) 222-7360
- Dan Kendall
  - [dkendall@villagemd.com](mailto:dkendall@villagemd.com)
  - (732) 773-5915