



AdvancedBiller

GROW PROGRAM



FUTURE-PROOF YOUR BUSINESS

WITH ADVANCEDMD

■ CHANGING LANDSCAPE

Daunted by staggering regulatory changes and increasing payer sophistication, healthcare providers today are facing a formidable array of operational, compliance, and profitability challenges. Increasingly, they are turning to outsourced medical revenue cycle management (RCM) for relief.

We'd like to help your billing service become a major player in this \$20B business opportunity through a very special partnership that can give you a powerful competitive advantage and drive your billing company growth.

■ DEDICATED TO YOUR SUCCESS

Combining your expertise with award-winning billing software and exclusive program benefits, AdvancedMD is committed to supporting every partner's unique definition of business success: your goals are our aim.

- ▶ We employ a team whose sole purpose (and livelihood) is centered on working alongside you, helping your billing service attract and retain clients.
- ▶ Our unified cloud experience with Amazon Web Services provides stable, secure connection across the globe with infinite growth flexibility for multi-location operations.
- ▶ Our industry-first technology offers a comprehensive A/R management solution that maximizes collections performance and highlights your personalized RCM value-add.



THE FIRST WEB-BASED MEDICAL BILLING SOFTWARE

■ OUR STORY

Back in the mid-90s, a small, home-based reseller of medical billing software emerged marketing practice management solutions to provider clients. The founder was a seasoned medical office manager who understood firsthand the nuances of medical practice workflow and how impactful automation could be on collections outcomes for independent provider groups.

It wasn't long before significant inadequacies in the existing software became apparent. So in 1999, this one-time practice manager teamed with a couple of technology specialists and launched into software development. The goal was to build a best-in-class billing solution for the medical field. And that they did. Within a year, they combined critical workflow knowledge with a never-seen-before, web-based platform to streamline processes and optimize the revenue cycle without on-site servers and time-consuming installs. By early 2000, AdvancedMD was born.

Today, AdvancedMD is a leading ambulatory healthcare technology company that serves an expansive national footprint of 850 medical billing companies and 40,000 practitioners across 13,000 practices. Nearly 9.5M insurance claims are processed monthly on the AdvancedMD cloud billing platform. With over 20 years' experience unifying workflow and driving revenue cycle management results, we've helped our billing clients realize superior business outcomes and deliver best-in-class billing services.





CENTRALIZED BILLING OFFICE

Manage each client, client location, and client provider from a single system with a single sign-on. Automatically run day closes and ease end-of-month processes. Easily create, save, and schedule centralized performance reports. Manage patient communications for clients through a global patient list.



CHARGE CAPTURE

Have charges automatically populate directly from your clients' EHR or use an online charge slip to make the capture process as simple as point and click. Reduce data entry and minimize errors for improved workflow, happier staff, and optimal collections results.



CLAIMS CENTER

Easily manage and automate key claims processes in one place. Get collection worklists, track claim status, and enable batch processing. Submit claims electronically to 1,800 payors through an integrated clearinghouse. Our proprietary Claim Inspector scrubs claims for potential errors, running 3.5 million edits prior to submission with a 95% first-pass acceptance guarantee.

FEATURE-RICH RCM SOLUTIONS

ACCELERATE REVENUE COLLECTIONS



A/R CONTROL CENTER

Gain visibility, identify problems, and leverage staff expertise with intuitive dashboards, automated worklists, denial tracking tools, and easy-to-run reports. Quickly see where collections stand and what needs to be done, then allocate tasks based on staff competencies. Pinpoint and resolve problem accounts using custom reports and collection letter templates.



PATIENT PAYMENTS

Make patient payments more convenient with all-in-one processing solutions to collect more and collect faster. Automatically charge credit cards kept on file or offer our online self-service portal for easy payment. Use bill-pay reminders, online statements, and payment plans to help reduce days in A/R.



REPORTING & ANALYTICS

Turn data into actionable insights with smart dashboards and easy-to-create reports so you can provide strategic guidance and transparency to your clients. Quickly evaluate reimbursement trends, top ten carriers, and other KPIs to identify opportunities, improve decision making, and build client loyalty.



VALUE-ADD TOOLS

DRIVE CLIENT LOYALTY & ADDITIONAL REVENUE

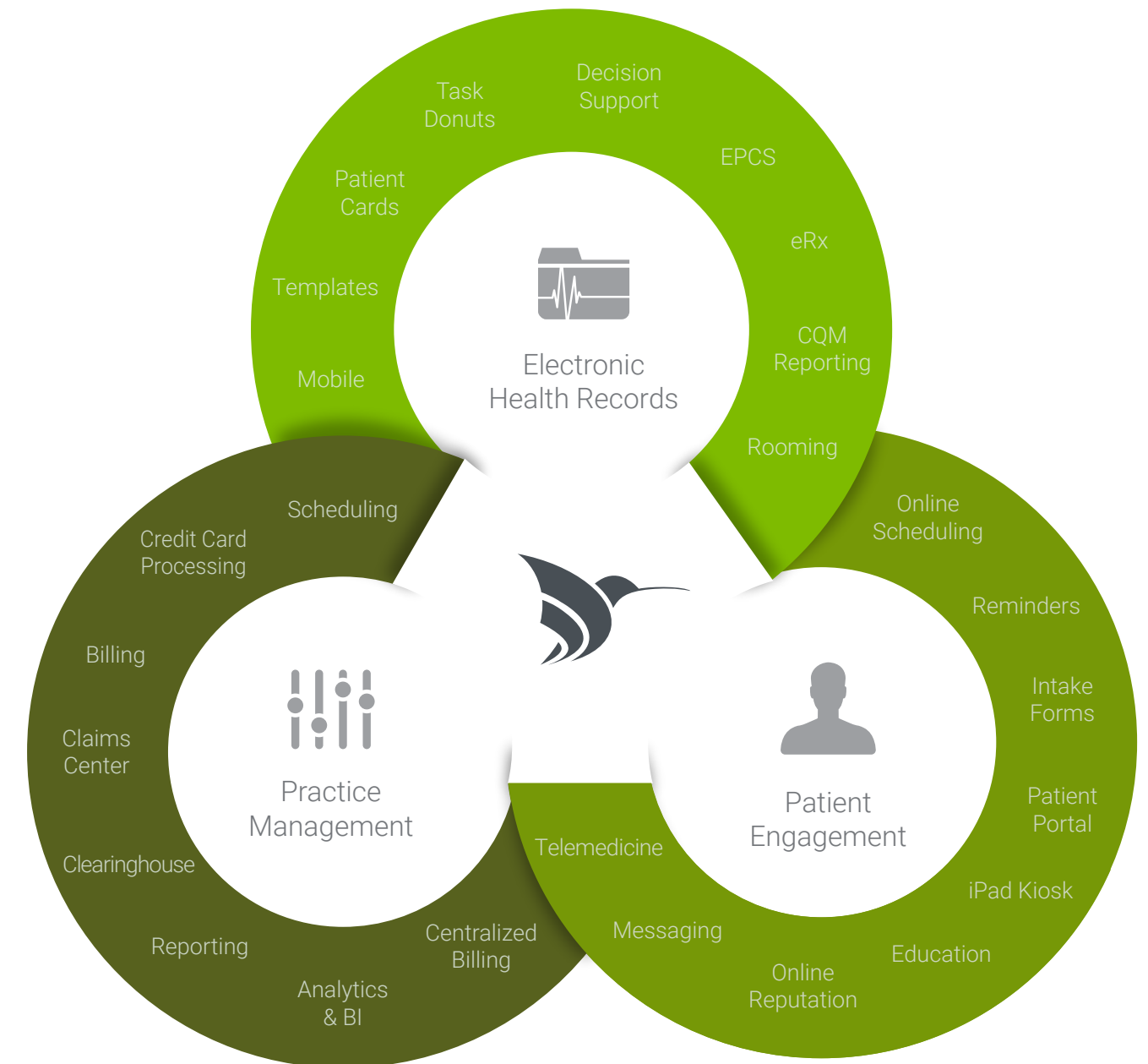
AdvancedMD software provides all the billing, reporting, and analytics tools you need plus an entire platform of optional billable add-ons for your clients. You can delight clients with a fully unified bundle that automates practice workflow for improved clinical efficiency, quality of care, and patient experience. You can also create a stickier, more loyal client relationship with scalable revenue streams for increased profitability.

■ ELECTRONIC HEALTH RECORDS

ONC-ATCB Certified, AdvancedMD EHR is an ideal way to create a paperless office for your clients and provide the most efficient coordination of data exchange. It offers the flexibility of anywhere-access and comes with a variety of clinical features, including prioritized task donuts, smart dashboards, customizable templates, and mobile apps. As an integrated solution, you get faster patient charting, improved quality of care, automated charge capture, and more timely reimbursements.

■ PATIENT ENGAGEMENT

Help your clients optimize the patient experience with easy-to-use, automated engagement tools that drive productivity and patient satisfaction for higher retention, more referrals, and a better bottom line. The online patient portal improves communication and office workflow. Telemedicine provides convenient treatment solutions for housebound and elderly patients. Online bill pay, check-in kiosk, and patient tracking reduce wait times and increase time being seen.





FULLY UNIFIED CLOUD PLATFORM

RELIABLE ACCESS, UNWAVERING SECURITY & SIMPLIFIED
STORAGE WITH AUTOMATIC DATA BACKUP

■ CONVENIENCE & FLEXIBILITY

Hosted on Amazon Web Services, our fully unified cloud platform provides all the tools you need to implement a paperless environment and automated workflow without costly infrastructure. No large equipment is required, no manual upgrades to deal with, and no fees for server licensing or usage. There is only one version of software code and every partner gets real-time access to the latest version. You and your clients get a new level of freedom in an environment with anywhere, anytime access.

■ PRIVACY & COMPLIANCE

Safeguarding medical patient and financial records is a major benefit of our cloud platform. Records are protected by secure data centers in the same manner that banking institutions manage financial data. With improved data security, you and your clients can better support requirements for HIPAA compliance. Privacy requirement changes are incorporated and communicated quickly and efficiently. To minimize risk of data loss, the cloud platform provides hourly automatic data backup.

■ INTEROPERABILITY & PERFORMANCE

Our platform supports interoperability with an open API achitecture (HL7, FIHR, REST, and SOAP). We combine people, processes, and technology to improve speed and ease the burden of connecting your clients' disparate information systems. Our self-service developer portal gives a custom interface that helps convert complex, manual steps into easy-to-manage data flow. We offer professional services through our engineering team to support your connectivity needs with accuracy and efficiency.

EXCLUSIVE PROGRAM BENEFITS

ENGINEERED TO ELEVATE YOUR BRAND



SALES SUPPORT & SERVICE

A dedicated team member is assigned to help you acquire new business and expand client relationships. As you grow, you can qualify for Key Account Support, our most-seasoned experts, to expedite order processing, onboarding, technical issue resolution, implementation, and training. You can also take advantage of specially discounted pricing for custom work and special projects.



ADVANCEDBILLER MARKETPLACE

Your unique listing in our Marketplace community can help improve your website's SEO, get your brand in front of more prospective clients, and give you access to free lead generation. With our strong domain authority, an inbound link from AdvancedMD works to boost search rankings and, in turn, traffic to your website. Your listing also includes a lead request form with automatic email notifications available.



GUEST BLOG AUTHORING

As a guest contributor, you can leverage the popular AdvancedMD blog to position your company as an authority and thought leader in the healthcare industry. Authoring articles can attract organic traffic to your website from backlinks and SEO while boosting your domain authority with external links from AdvancedMD. Articles are also promoted through AdvancedMD social media channels.



CO-BRANDED RESOURCES

We provide free access to brandable promotional tools hosted on the AdvancedMD website to supplement your marketing and sales efforts. Our collateral library consists of masterfully written and professionally designed flyers for use at tradeshow, in email campaigns, and during other prospective client interactions. Each deliverable includes a blank space for your logo and contact information.



		PARTNER \$100K - \$149K ANNUAL FEES TO ADVANCEDMD	BRONZE \$150K - \$299K	SILVER \$300K-\$424K	GOLD \$425K+	PLATINUM TOP 25%
ONBOARDING						
1:1 Web-based Training		15% Discount	20% Discount	25% Discount	30% Discount	35% Discount
Implementation Roadmap		Customizable	Customizable	Customizable	Customizable	Customizable
Workorder Processing		Priority Routing	Priority Routing	Priority Routing	Priority Routing	Priority Routing
Demographic Data Conversion		Standard Pricing	25% Discount	50% Discount, 5-day SLA	50% Discount, 5-day SLA	50% Discount, 5-day SLA
Video Training Library		Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
SUPPORT						
Key Account Support		Yes	Yes	Yes	Yes	Yes
Executive Sponsorship		N/A	N/A	N/A	N/A	Yes
VP Product Leadership Call		N/A	N/A	Annual	Semiannual	Quarterly
Relationship Management		Specialist Level	Specialist Level	Manager Level	Manager Level	Manager Level
Relationship Manager Service Reviews		Annual	Semi-annual	Semi-annual	Quarterly	Quarterly
Onsite AdvancedMD		N/A	N/A	Annual	Semi-annual	Semi-annual
24/7 Access (including emergency)		Fee-based	Fee-based	Fee-based	Free	Free
Product Advisory Group Membership		N/A	By Invitation	By Invitation	Yes	Yes
Local Roadshow (3 hours annually)**		Fee-based	1 Hour, Individual	2 Hours, Annual	3 Hours, Annual	3 Hours, Annual
Evo User Conference***		Fee-based	1 Ticket	2 Tickets	3 Tickets	4 Tickets
Evo Expert Hall Pass**		Fee-based	1 Hour, Individual	2 Hours**	3 Hours**	4 Hours**
Evo General Session (keynote)***		N/A	By Invitation	By Invitation	By Invitation	By Invitation
Evo Breakout Session (training)***		N/A	By Invitation	By Invitation	By Invitation	By Invitation
Product Enhancement Track		N/A	By Invitation	Yes	Yes	Yes
Beta Customer		Optional	Optional	Optional	Optional	Optional
SALES & MARKETING						
Biller Life Documentary Video		By Invitation	By Invitation	Yes	Yes	Yes
Social Media Push		By Invitation	By Invitation	Yes	Yes	Yes
Promote Story to Local Press		By Invitation	By Invitation	Yes	Yes	Yes
Landing Page (Learning Center)		By Invitation	By Invitation	Yes	Yes	Yes
Backlink to Your Website (for SEO)		By Invitation	By Invitation	Yes	Yes	Yes
Cobranded Software with Your Logo*		Fee-based	Fee-based	Optional, Free	Optional, Free	Optional, Free
Webinars		No	No	By Invitation	By Invitation	By Invitation
Grow Roadshows***		1 Ticket	1 Ticket	2 Tickets	3 Tickets	4 Tickets
Cobranded Collateral		Yes	Yes	Yes	Yes	Yes
AdvancedMD Partner Logo Rights		Partner	Bronze	Silver	Gold	Platinum
Partner Newsletter Spotlight		Yes	Yes	Yes	Yes	Yes
Marketplace Listing		By Invitation	By Invitation	Yes	Yes	Yes
Dedicated Page		By Invitation	By Invitation	Yes	Yes	Yes
Backlink to Your Website (for SEO)		By Invitation	By Invitation	Yes	Yes	Yes
Lead Generation from Requests		By Invitation	By Invitation	Yes	Yes	Yes
Blog Authoring on advancedmd.com		Optional	Optional	Optional	Optional	Optional

* Practice management only ** Group or individual *** When applicable

PROGRAM TIERS

DESIGNED FOR SCALABLE GROWTH

The AdvancedBiller Grow program is designed to reward you as you grow. You get cloud software with exclusive program benefits priced as an affordable subscription service. There are no upfront capital expenditures and no servers or software to upgrade and maintain—you pay only as you add new clients. Simply put, the more clients you add, the less you pay per client and the more benefits you get access to.

Being able to scale as you grow allows you to set the right pace for your business and your budget. Along the way, you essentially become a stakeholder in the AdvancedMD evolution, helping make our products, services, and programs better aligned with your needs.



Advanced**MD**

advancedmd.com/grow

