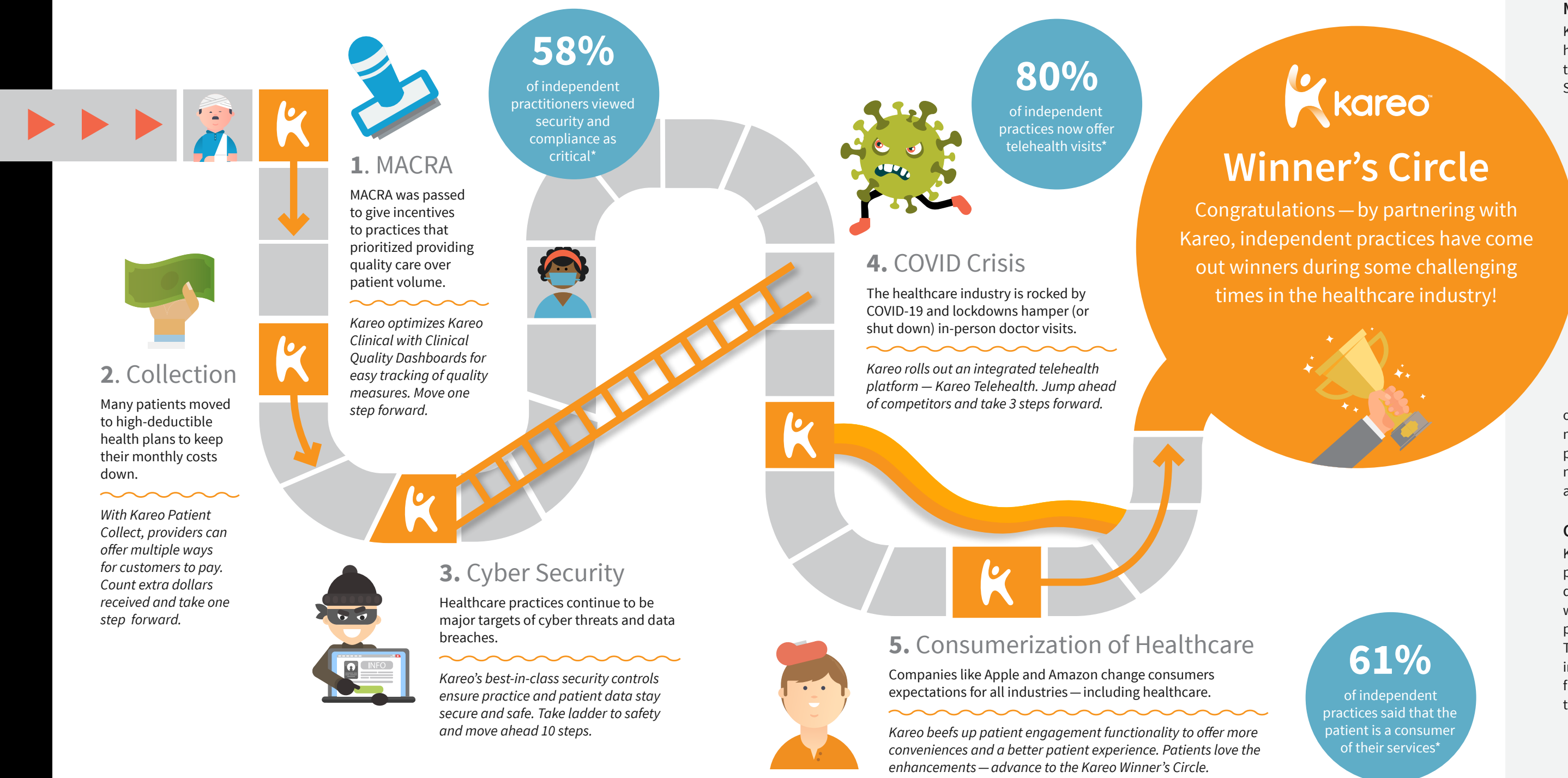


How to Win the Healthcare Game



How Kareo Evolved to Help Customers Win at the Healthcare Game

Since 2015, the healthcare industry has seen its share of changes, which impacted the way services are delivered, regulated, paid for, and protected. To respond, Kareo rolled the dice and made investments to help independent practices navigate these changes successfully. Here are 5 ways Kareo responded to healthcare challenges, trends, and regulations to give customers a winning hand:

MACRA

Kareo optimized EHR functionality to help independent practices earn points towards Merit-based Incentive Payment System (MIPS), without spending additional time on administrative tasks. This included patient documentation, e-prescribing, and re-care reminders. Our updates minimized human error and give providers more time to provide quality care to their patients, while earning incentives!

Collect

Kareo offered multiple ways for patients to pay including digital payment methods, automatic reminders, and simplified, electronic statements. Kareo Patient Collect was also introduced, offering easy-to-use text, email and mailed patient statements — helping providers collect more, faster. Lastly, a new card-on-file feature gave patients an easier way to pay for future visits.

Cyber Security

Kareo continued to take steps to protect independent practices against data breaches caused by ransomware, weak entry points, gaps in cyber threat protection, and out-of-date software. To ensure a top level of security, Kareo implemented best practice security frameworks, using both in-house and third-party tools and services.

Covid Crisis

Kareo rolled out Kareo Telehealth, which connects providers with patients anywhere, anytime with simple, secure, streamlined HIPAA-compliant video visits that are fully reimbursed by private payers. The product offers screen-share, with waiting room and coming soon, high-volume group therapy appointments up to 100 participants.

Healthcare Consumerism

Kareo responded to patients' new expectations of wanting more choice, flexibility, and conveniences. Improved functionality included online appointment scheduling, online patient intake with in-office kiosk option, texting capabilities, and customizable, automated patient reminders. These tools offer simple, more seamless ways to drive greater patient satisfaction and retention.

Choose Kareo As Your Winning Partner

If you have been away awhile or haven't considered Kareo before, now is the time to take a closer look. Kareo has been winning at the healthcare game since 2004 and is committed to independent practices and its billing company partners — not just today but for the future. By partnering with Kareo, the results will be higher earnings today, more efficiency, and better outcomes for your practice!

Visit us at [Kareo.com](https://www.kareo.com) or call us at 888-775-2736

*According to Kareo's 2021 State of the Independent Practice Report