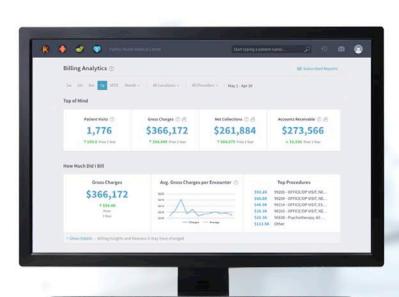
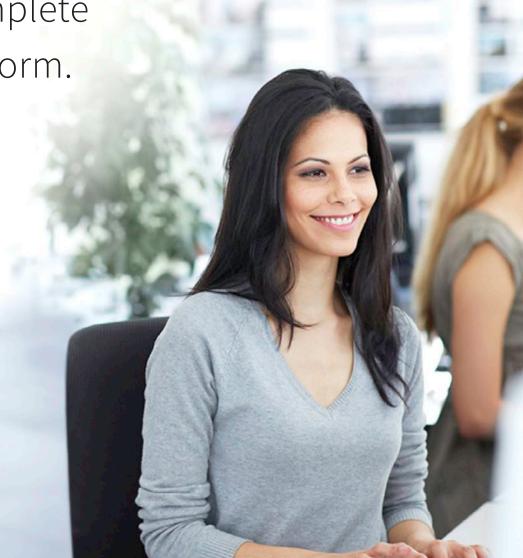
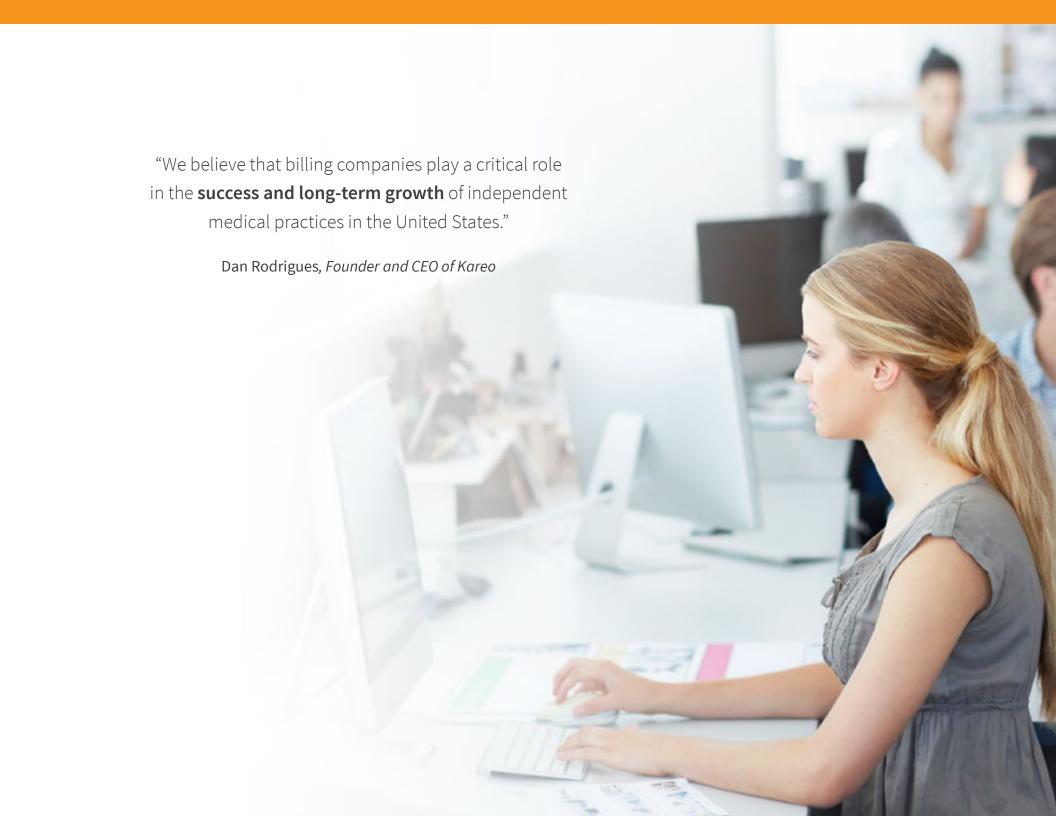


Optimize your billing operations with Kareo's complete business management platform.







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Who Is Kareo?

Kareo makes it easier and more rewarding for you to run a successful billing company. We offer the only cloud-based, clinical and business management technology platform dedicated to helping you serve the unique needs of independent practices. Our software helps you deliver great financial results for your clients. It also helps practices find and engage with patients, run a smarter business and provide better care. Today, over 1,600 billing companies rely on Kareo to serve over 22,000 providers across the United States.

How Is Kareo Different?

Kareo is purpose-built for the workflows and unique needs of independent practices. Founded as a software company dedicated exclusively to serving billing companies, we built a solution with your needs in mind. This includes trusted billing software and a complete, integrated platform to enable growth for you and your clients for years to come.

Kareo Is Friendly, Flexible, and Progressive

We run our company based on business practices that are friendly, flexible, and progressive because we know you rely on us to help you succeed.

As a Kareo billing company customer, you'll feel appreciated due to the many benefits:

- Free training and onboarding including access to your own Success Coach
- Tools to help you introduce your billing company to new potential clients
- VIP access to support via phone, chat, and email at no additional cost



BLACK BOOK #1

Integrated EHR, PM and Billing



OVER 1,600 BILLING COMPANIES

trust Kareo to support their billing process



OVER 22,000 PROVIDERS

rely on a billing company using Kareo



2015 HBMA VENDOR OF THE YEAR

for dedication to HBMA's development



Introducing the Kareo Platform

Kareo is an intuitive, easy-to-use, cloud-based platform designed for billing companies and the practices they serve.

A partner you can trust

Our software platform provides you with the tools and support you need to support and retain your clients.

Built for advantage

We've built the billing expertise from working with over 50,000 providers into our software. The result is a simpler workflow and higher returns.

A platform for growth

Kareo is designed to help you grow and run a more profitable medical billing business. With Kareo Clinical, Kareo Engage and Kareo Marketplace fully integrated, you can enable the growth of your clients. Finally, access to web and mobile applications allows practices to easily manage patients and get just the right amount of visibility to their collections.



Kareo's Four Integrated Modules

Kareo offers four separate but fully integrated modules designed to meet the unique needs of the independent practice.

KAREO BILLING (PM)

There's no better or more trusted software to support your billing process and get your clients paid. Reduce days in A/R with our comprehensive end-to-end claim tracking and use smart checks and balances built right in to your billing process to help you succeed.



KAREO CLINICAL (EHR)

Kareo Clinical helps reduce the pain in patient charting. Providers can work faster with easy look ups and create favorites for tasks they do every day. These include problem codes, medications, and patient education.

KAREO MARKETPLACE

Kareo Marketplace extends the value of Kareo for your clients. We partner with some of the most innovative companies in the world and integrated these functions into Kareo. These include areas as clinical, billing, and business management.

KAREO ENGAGE

With Kareo Engage, your clients get automated marketing and front office tools to help build their brand online and connect with their patients. We make it easy for patients to find them, choose them, promote them, and come back.



KAREO BILLING

Trusted, proven practice management technology

With Kareo, there's no better software to support your billing process.

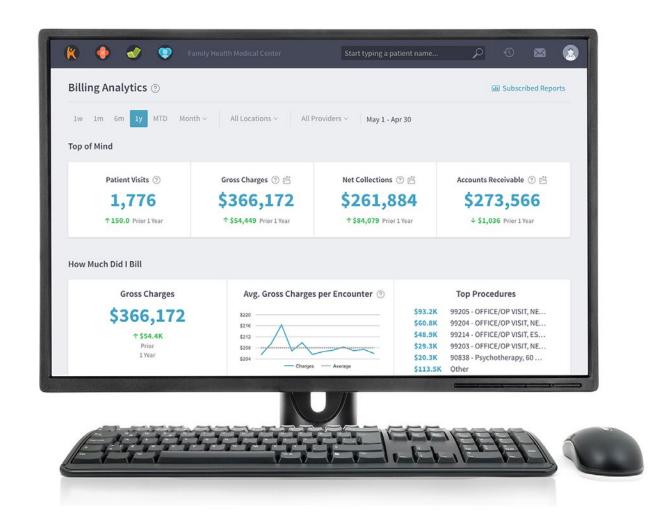
It allows your billers to use robust desktop application that's trusted by more than 1,600 billing companies nationwide. Kareo supports flexible workflows, active A/R management, reporting and analytics with ease.

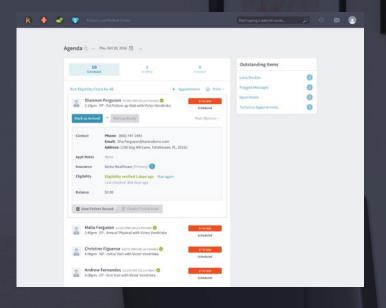
Our web and mobile applications help clients easily manage patients and get just the right amount of visibility to their collections.

INCLUDED FUNCTIONS

- Charge Capture
- A/R Management
- Patient Collections
- Billing Analytics
- Calendar and Scheduling
- Secure Messaging
- Billing Task Management





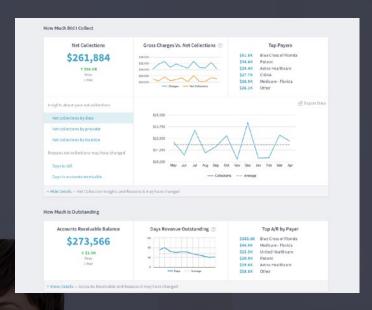


good or bad."
With Kareo, all client billing
is processed electronically
nd they can see how they're

"I don't really know

if my collections are

and they can see how they're doing in real time with the reporting dashboard. As a result, your clients get paid faster and more accurately.



"Patient A/R is growing, and we need a better way to collect that money."

Kareo offers end-to-end patient collections. The software includes the ability to verify eligibility at no extra cost*, process credit cards and post those payments within Kareo, send electronic statements, and save credit cards on file.

* not for transactional customers

"I need to help billers effectively manage their work flow and tasks"

Kareo provides a comprehensive dashboard that shows your billers exactly what tasks need to be completed. Staff can set alerts for things like no-response claims to ensure nothing slips through, allowing you to collect more revenue for your clients.





KAREO CLINICAL

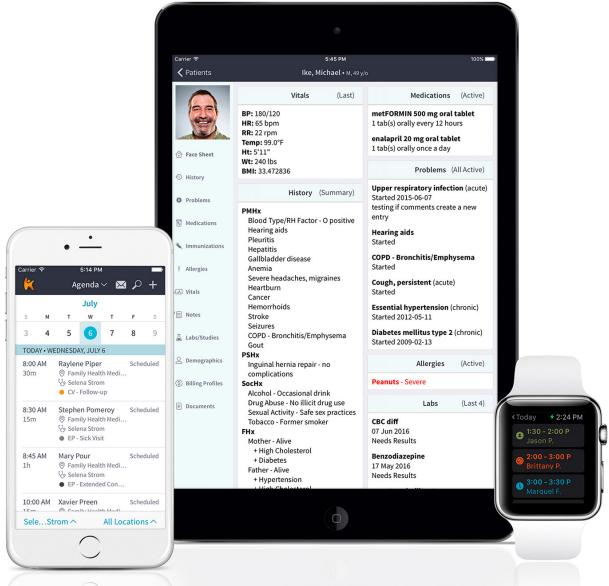
An easy to use and integrated EHR

Show your clients how easy it is to write notes and prescriptions, code encounters, and manage patients in our fully integrated, cloud-based EHR. Help them find information with easy look ups and create favorites for things your client does every day—problem codes, medications, and patient education. Superbills can be created and sent in a few clicks!

INCLUDED FUNCTIONS

- Patient Charting
- Flowsheets
- ePrescribing
- Labs and Imaging
- Electronic Superbills
- Custom Mobile Apps
- Patient Statements
- Calendar and Scheduling
- Appointment Reminders

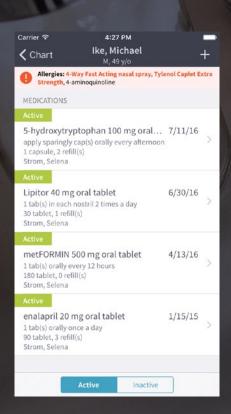


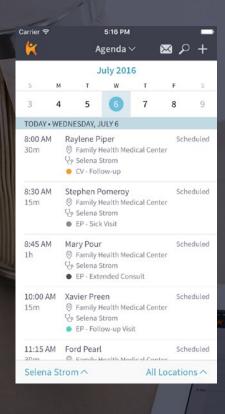


"I want an EHR that is easy to learn and use every day."

Kareo Clinical was designed with independent providers in mind. It has the features you need to be successful and none of the unnecessary extras that can get in the way.

And it's easy to use!



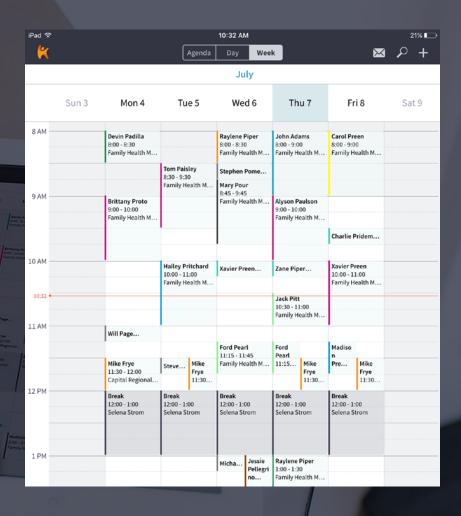


"I want to connect with my patients more and deliver better care."

The flexibility of Kareo means you can use the device and documentation style of your choice. Spend more time interacting with patients and less time worrying about technology.

"I want functions and features that work for my specialty and my practice."

Not only is Kareo intuitive but it can easily be customized to your needs. Filter note types and templates to your specialty and set favorites and shortcuts to save time and focus on patients.





KAREO ENGAGE

Shine online, connect with patients

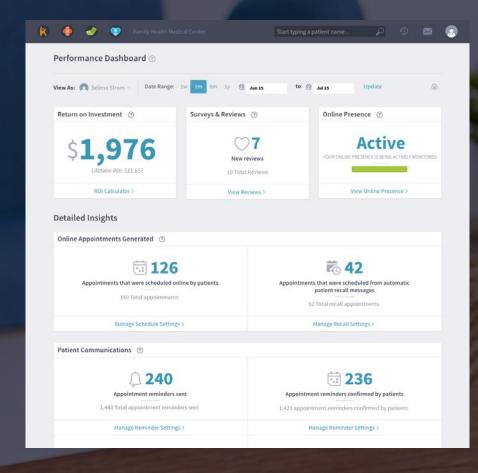
With Kareo Engage, your clients get automated marketing and front office tools to help build their brand online and connect with patients. We make it easy for patients to find them, choose them, promote them, and keep coming back. Kareo Engage helps your client attract new patients, manage their online presence and proactively engage existing patients.

INCLUDED FUNCTIONS

- Online and Kiosk Patient Intake
- Appointment Reminders
- Online Scheduling
- Reputation Management
- Patient Surveys
- Online Provider Profile
- Practice Analytics

For a complete list of functions and features, see page 25



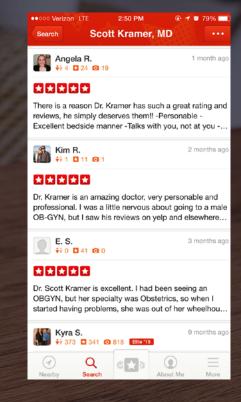


"I want to save time communicating with patients."

Your client can simplify and automate many patient communications with tools like online scheduling, text and email reminders, and patient follow up surveys in Kareo Engage.

"I want to look good online."

Kareo can help your clients update and manage online listings, increase search rankings with a free online provider profile, and drive positive patient reviews to multiple rating sites.





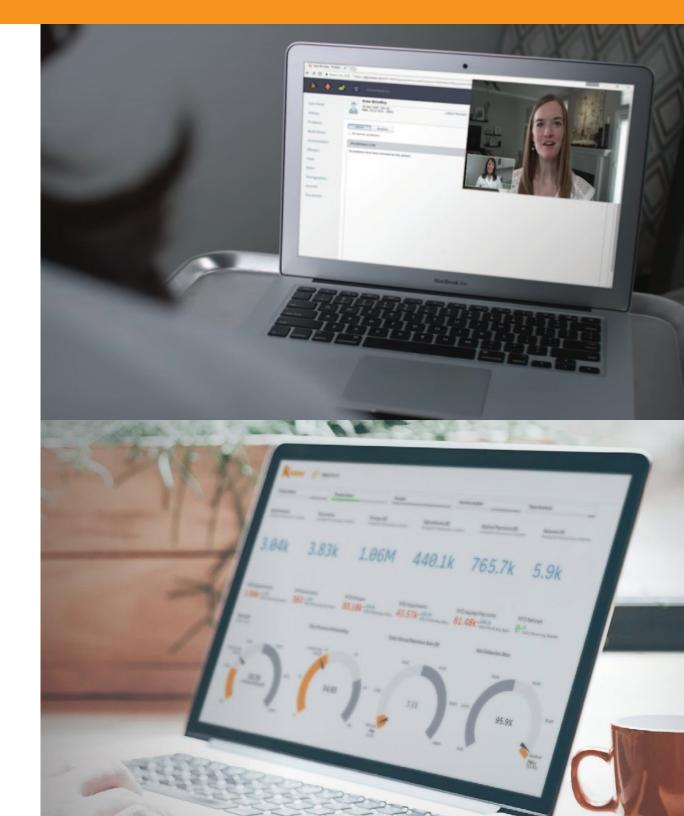
"I want to find more patients and keep the ones I have."

Improve your client's online reputation and presence so more patients can find them. Then, help them use Kareo to keep patients engaged with regular communications like re-care messages and satisfaction surveys.

Plus, with online patient intake, your patients will thank your clients for a stress-free check in process.

Kareo Platform Extensions

In addition to Kareo's award-winning modules, Kareo offers integrated products to further optimize clinical, billing and patient engagement workflows.





KAREO ANALYTICS

Kareo Analytics is a powerful business analytics engine that helps you improve your billing operations. With Kareo Analytics as part of your daily revenue cycle management workflow, you can move forward with confidence knowing that your time and resources are being fully optimized.



KAREO TELEMEDICINE

Kareo Telemedicine makes it easy to offer your patients secure video visits. Patients get added convenience and increased access to care. Practices receive full reimbursement through insurance at the same rate as an office visit.



KAREO PATIENT PAYMENTS

Kareo Patient Payments provides an end-to-end patient payments solution that yields higher revenue while maintaining a positive relationship with your patients.



KAREO PATIENT STATEMENTS

As patient collections continues to increase as a portion of your practice's A/R, it's important to have the right tools to collect what you are owed. Accelerate patient collections and save staff time with Kareo's patient statement mailing service.



KAREO ANALYTICS

Insights that transform data into revenue generating opportunities

Efficiently accessing and interpreting revenue data can be frustrating. All too often, this involves manual data processing that's time consuming and error prone.

To effectively manage your bottom line, you need a powerful business analytics engine that aligns with your billing operations. Kareo Analytics helps you uncover the revenue opportunities that will provide the greatest contribution to your bottom line. With Kareo Analytics as part of your daily revenue cycle management workflow, you can move forward with confidence knowing that your time and resources are being fully optimized.

INCLUDED FUNCTIONS

- Advanced Reporting and Dashboards
- Integrated View of all your Practices and Providers
- Customize Any Reports or Dashboard
- Quick and Responsive user experience
- In-App Definitions of formulas used
- In-App Data Dictionary for quick and confident changes
- Curate data stories for further conversations



For a complete list of functions and features, see page 25





Display current performance of key indicators with benchmarks and averages built in for a seamless overview of business metrics.

Practi Q Name	MTD Encou	Prev. 3 Month Avg. Encounte	MTD Char	Prev. 3 Month Avg. Charges	MTD Adjust	Prev. 3 Month Avg. Adjustmen'
Practice #1	0	0.0	\$0.00	\$0.00	\$0.00	\$0.00
Practice #2	0	0.0	\$0.00	\$0.00	\$0.00	\$0.00
Practice #3	0	0.0	\$0.00	\$0.00	\$0.00	\$0.00
Practice #4	0	0.0	\$0.00	\$0.00	\$0.00	\$0.00
Practice #5	0	0.0	\$0.00	\$0.00	\$0.00	\$0.00
Practice #6	0	413.7	\$6,55	\$103,447.00	\$335.00	\$56,961.44
Practice #7	0	213.7	\$0.00	\$58,453.33	\$7,544.89	\$48,226.05
Practice #8	0	463.7	\$0.00	\$331,571.00	\$3,673.88	\$183,653.46
Practice #9	0	239.3	\$80,9	\$123,950.33	\$1,535.02	\$63,258.38

View all claim lines for the account, or by any of your selections from any other report for a detailed look behind the scenes.

Claim ID Q	Encounter ID Q	Encounter Status Q	Encounter Service Date Q	Procedure Code Q
49250	27273	Approved	5/9/2003	PRP
16773	8981	Approved	3/5/2007	1
11635	6172	Approved	4/16/2007	1
15003	7955	Approved	4/23/2007	1
16772	8980	Approved	9/21/2007	1
12496	6655	Approved	7/9/2008	1
27073	14742	Approved	8/18/2009	64413
13771	7311	Approved	10/20/2009	1
14653	7773	Approved	12/21/2009	Q9966
14652	7773	Approved	12/21/2009	99213

Pull up average encounters for the previous 3 months, MTD encounters, and a chart of encounters over time. Have data at your fingertips when and where you need it.



KAREO TELEMEDICINE

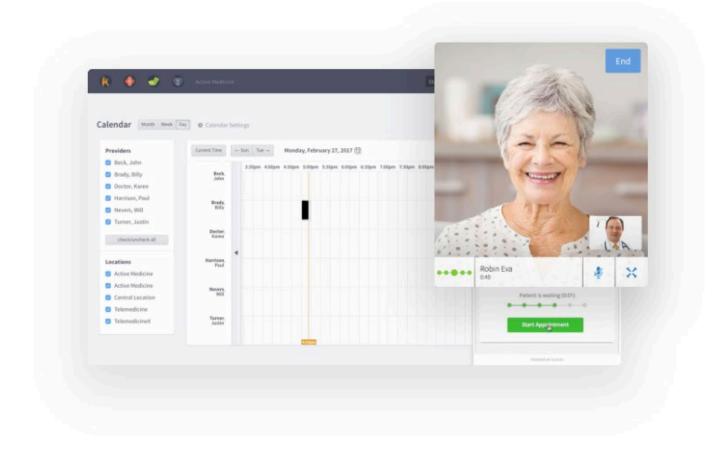
Make every moment matter using HIPAA-compliant video visits

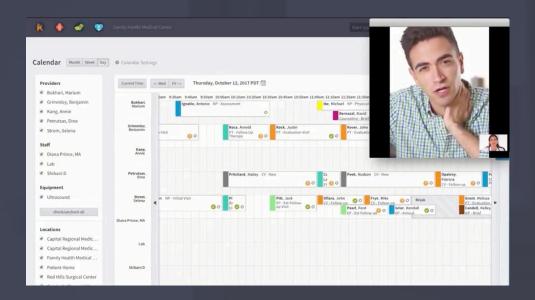
Kareo Telemedicine makes it easy to connect with patients for routine appointments from anywhere. Offer your patients added convenience and increased access to care with Kareo Telemedicine. And receive full reimbursement through insurance at the same rate as an office visit.

INCLUDED FUNCTIONS

- Seamless integration with Kareo Clinical EHR using the regular workflow
- Reliable reimbursement system that earns an average of 10x the provider's cost per visit
- Per-usage pricing that means you only pay for what you use
- Patient and staff education to help facilitate the adoption of telemedicine
- Integrated credit card payments to streamline patient collections

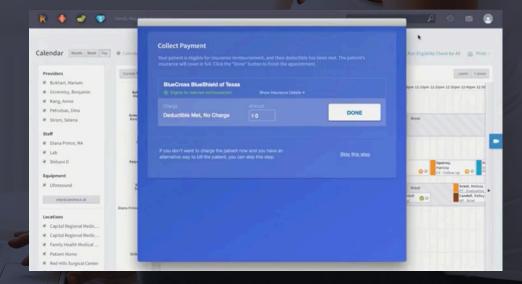






With Kareo Telemedicine, you can connect with patients anywhere at anytime. It's simple, secure and streamlined—and fully reimbursed by private payers.

With seamless integration to the Kareo EHR and practice management software, you can bill like a regular office visit and get fully reimbursed by private payers.





KAREO PATIENT PAYMENTS

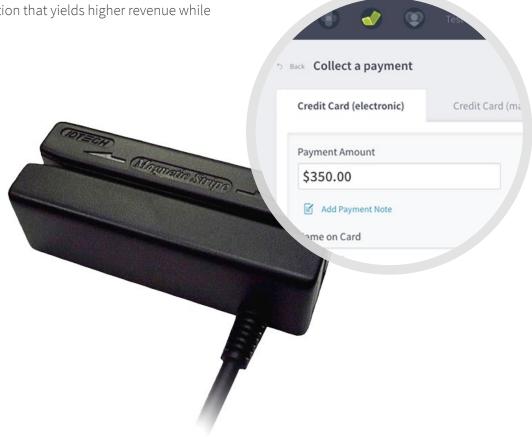
Optimize patient collections and increase revenue

The single most effective method of collecting patient responsibility is to collect at the time of service. Having an integrated self-pay solution in the front office gives providers the ability to do just that. Kareo Patient Payments provides an end-to-end patient payments solution that yields higher revenue while maintaining a positive relationship with patients.

INCLUDED FUNCTIONS

- Simple, secure and integrated point of sale payments using the credit card swiper
- Seamless integration with Kareo Billing using your regular billing workflow
- Shortened revenue cycle, just click and swipe to post a payment and record transactions immediately
- Store credit cards on file and easily capture patient balances for future visits
- Take payments anywhere, easily take payments in person, over the phone, and online

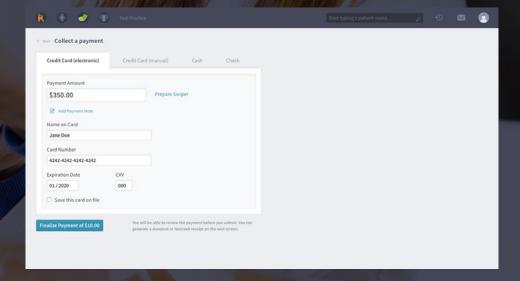






The robust, cost-efficient, reliable and easy-touse swiper technology enables medical groups to process patient payments more efficiently, provide enhanced payment flexibility to patients, and improve overall patient collections.

You can simplify patient billing workflows by storing credit cards on file and easily capturing patient balances for future visits. This feature also helps minimize data entry, free up valuable front office staff and streamline future patient collections.





KAREO PATIENT STATEMENTS

Spend less time billing and increase patient collections

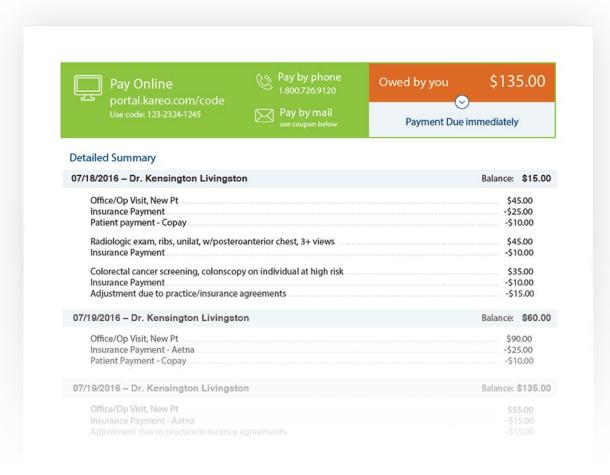
As the patient payments portion of your clients collections continues to grow, it is crucial to collect what's owed by patients. Accelerate your patient collections, save staff time and cut processing costs by using Kareo's patient statement mailing service.

INCLUDED FUNCTIONS

- Automate patient statement delivery and reduce time spent managing patient statements
- Batch process the mailing of patient statements with a few mouse clicks
- Increase patient collections with patient statements that are designed to reduce patient confusion
- Move to a more effective patient statement designed to reduce confusion and improve collections



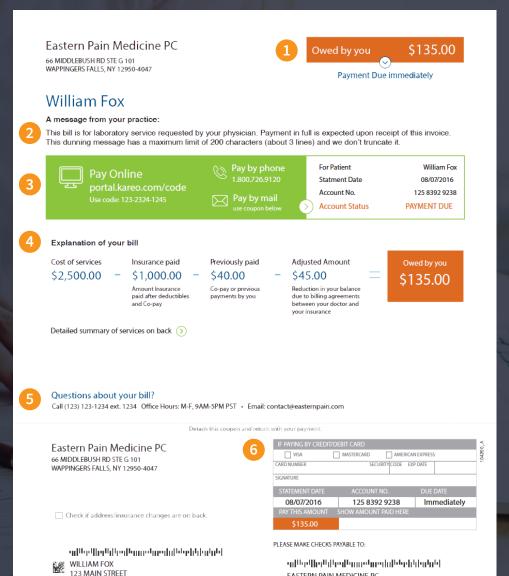
For a complete list of functions and features, see page 25



The Anatomy of an Intuitive Patient Statement

Move to a more effective patient statement designed to reduce confusion and improve your collections.

- 1 Clear amount owed Patient total is derived from the sum of all encounters included in the current statement.
- (2) Friendly instructional message Configure your custom message in Kareo Billing.
- **Convenient payment options** Set up online payments to have the Pay Online option prominently featured in your statements.
- Intuitive explanation of bill at-a-glance Patients can see cost of services, insurance paid, previously paid (by patient) and adjusted amount.
- Quickly get questions answered 5 Set up custom practice contact methods.
- Clear credit card options Set credit cards accepted for pay by mail.



ANYTOWN, NY 12345-1234

EASTERN PAIN MEDICINE PC

66 MIDDLEBUSH RD STE G101 WAPPINGERS FALLS, NY 125904047



KAREO MARKETPLACE

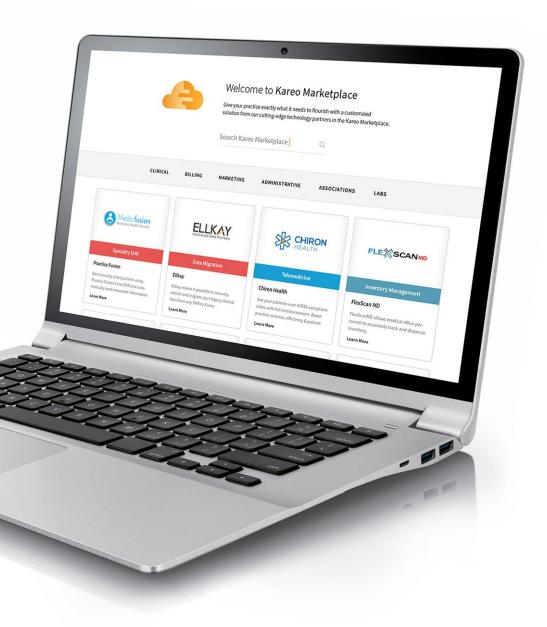
Extending the value of Kareo

Kareo Marketplace allows your clients to add valuable technology to complement and extend the functions already available in Kareo. We partner with some of the most innovative companies in the world and integrate these functions into the Kareo platform experience. These include functions such as clinical, billing and business management.

INCLUDED FUNCTIONS

- Clinical
- Billing
- Business Management

For a complete list of functions and features, see page 25



Our Marketplace Partners

Kareo partners with innovative companies to extend the value of our platform. With Kareo Web Services API, you can establish a real-time data interface between Kareo and a third-party electronic medical records (EMR) system. The result is a seamless and fully integrated system to help you succeed.

Clinical

- Specialized note types
- Telemedicine
- Digital imaging

Clinical partners include:











Billing

- Credit card payments
- Claim acceptance
- Workers compensation

Billing partners include:











Business Management

- Improve interoperability
- Manage practice inventory
- Back-up and store data

Business Management partners include:











For a complete list of available partners in Kareo Marketplace, visit: http://kareo.com/marketplace

The Results: A Positive Experience for Patients and Staff

FIND THE RIGHT PROVIDER ONLINE

While patients still ask for referrals from family and friends, 84% now use online reviews to evaluate physicians.

GET A VISIT REMINDER

Patients want reminders, and your practice needs them. They can cut no shows by 30-50%.

Offering options like text, email, and phone increases success.

PARTICIPATE IN CARE

9 out of 10 patients want shared decisionmaking with doctors. With a mobile EHR, you can use heads-up medicine to engage patients during the visit.



MAKE AN APPOINTMENT ANYTIME

Patients may not have time to call your office during business hours. Give patients the option to schedule online at a convenient time for them.

KNOW WHAT'S OWED

Confirm eligibility to ensure that you can collect co-pays and inform patients about what they will likely owe and the options to pay their bill.

STRESS-FREE CHECK IN

No more clutter and confusion from paper forms. Using online or kiosk patient intake let's you reduce manual data entry errors, eliminate redundant steps and get paid quickly. Patients love it because they can fill out medical intake forms anywhere - in the comforts of their own home or at the office.

GET PATIENT COLLECTIONS TO 100%

Don't lose money from co-pays and deductibles not being collected at the time of service. With Kareo Payments, you'll collect credit card information up front and ensure you get paid!

HAVE PRESCRIPTIONS READY TO GO

Electronic prescriptions reduce errors and ensure that medications are ready to pick up.
So it's no wonder 92% of patients like the use of ePrescribing.

PAY BILLS ONLINE

Make it easy for patients to pay their bills by sending an electronic statement as soon as possible and offering a link to pay bills online.

STAY IN TOUCH

Patients want regular communication from you through email, text, and social media. You can also send a newsletter, blog, and share helpful posts on Facebook.



EASY ACCESS TO TEST RESULTS

Two-thirds of patients say a patient portal makes them more loyal to their provider.

This offers easy access to lab results, medical records, and secure communications.

ASK FOR FEEDBACK

Patients want follow-up communications from providers and, as a result, rate their satisfaction significantly higher. Send a follow-up survey to patients asking for feedback.

SEND HELPFUL RE-CARE MESSAGES

Patients want to stay healthy and now you can help make that easier. Use re-care messages to remind patients to come in for timely care and follow ups.

Platform Functions

Using Kareo, your clients receive the following platform functions at no additional charge:



ONLINE PROVIDER PROFILE

Establish a strong online presence for your providers with a Kareo provider profile. It's a great way to improve their Google search results and will help funnel patients to their practice.



PATIENT PAYMENTS

Allow patients to pay their bill online with secure credit card processing. Your clients can also collect patient balances in-office and offer to store a patient's card on file for future use.



PATIENT REGISTRATION

Make it easy for new patients to find and deliver completed registration paperwork. Your clients can provide patients with immediate access to these forms, claiming back time for their front office staff.



CRITICAL TASKS FOR STAFF

Get full visibility and streamline the day by managing tasks in one, easy-to-use inbox. It couldn't be simpler! And with Kareo Mobile the practice can also complete tasks while on the go.



SCHEDULING AND CALENDAR

Office staff can now schedule smarter. Set up and personalize their schedule, create scheduling rules, and track productivity. They can manage across the web, iPhone, iPad and Apple Watch.



SECURE MESSAGING

Save time and track secure messages within the practice. Our built-in messaging allows the practice to communicate with you, patients and staff. And, it's HIPAA compliant giving you and your client peace of mind.



APPOINTMENT REMINDERS

Reduce lost revenue from open schedule slots and costly patient no-shows. With Kareo, your clients can avoid reduced revenue, wasted front office resources while delivering better patient care and outcomes



REPORTS AND DASHBOARDS

Understand the financial health of your clients and get a clear picture of their performance through built-in reporting. Kareo also offers easy-to-read dashboards, providing updates at a glance.

25

Module Features

Below are the core functions and features for each module.



Charge Capture

- Enter charges
- Capture charges
- Set up common codes
- · Improve claim accuracy

A/R Management

- Submit insurance claims online
- Scrub claims
- · Receive electronic payments
- Resolve billing issues

Billing and Patient Collections

- Track collection status
- Use credit card on file
- Process batch patient statements
- View collection summaries
- Collect payment at point of service

Billing Analytics and Performance Reporting

- Understand practice financials
- Measure performance
- Customize reports
- · Maintain steady cash flow



KAREO CLINICAL (EHR)

Patient Charting

- Easy note creation
- Over a dozen note types
- Use templates and text shortcuts
- Customize to your specialty
- Lab and vital trend flowsheets

Certified ePrescribing

- · Improve prescription accuracy
- Easily create drug favorites
- Look up pharmacies
- Create right from your patient's chart

Comprehensive Labs and Imaging Workflow

- Assign lab and study orders
- Submit labs electronically
- Save frequently used tests
- Share results with patients

Electronic Superbills

- See your frequent codes
- Drag and drop
- · Make notes and comments
- Track status and easily send superbills

Custom Mobile Apps

- See your calendar
- Easily write prescriptions
- · Access labs and test results
- · Send secure messages



KAREO ENGAGE

Online Scheduling

- Book appointments online
- · Send automated reminders
- Fill "open" or "cancelled" appointment slots
- Free up front office staff

Reputation Management

- Send patient surveys
- Share reviews on social media
- Increase search engine traffic
- Monitor online reviews

Patient Communications

- Send appointment reminders
- Send re-care reminders
- Share important news with patients

Practice Analytics

- · Calculate activity value
- Track patient reviews
- · Know your online reputation
- Track key statistics

Online Patient Intake

- Reduce paper usage and manual transcribing
- Improve office efficiency
- Increase patient satisfaction
- Digital consent and medical intake forms
- Seamless in-office intake with Kareo Kiosk



KAREO MARKETPLACE

Clinical

- Get a broad set of specialized note types
- Adopt telemedicine
- · Digital imaging
- Get lab Integrations

Billing

- Process credit card payments
- Improve acceptance of claims
- Handle workers comp needs
- Better access to payer networks
- Automate billing process

Business Management

- Improve interoperability
- Manage practice inventory
- Attract new patients
- · Connect with new patients
- Back-up and store data

Check out the features and benefits for Kareo's platform extensions to further optimize your existing clinical, billing and patient engagement workflows.



Advanced Reporting and Dashboards

- Robust out of the box reports and dashboards
- Customize standard reports or create new reports and dashboards
- Key Indicator Analysis
- Procedure Code Analysis
- Year over Year Analysis

Integrated View of All Your Practices and Providers

- All KIDs, practices, and providers at your fingertips for discovery and analysis
- User experience is quick and responsive
- Easy to uncover revenue opportunities

In-App Data Dictionary

- · Built in dimensions, measures, and charts
- Drag and Drop capability
- Transparency into formulas

Curate Data Stories

- Snapshot any chart or table
- Drop live reports into an in-app presentation
- Facilitate the sharing of information



KAREO TELEMEDICINE

Why Offer Video Visits?

- · Increase staff efficiency
- Improved patient outcomes
- More satisfied customers
- · Scheduling flexibility
- Fewer no-shows
- Generate incremental revenue

Seamless Integration With The Kareo Platform

- Easy scheduling
- Telemedicine eligibility verification
- Streamlined workflow

Satisfying Patient Experience

- Convenient mobile app
- Helpful patient communications
- Online appointment r equests

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KAREO PATIENT PAYMENTS

Streamline Your Workflow

- Simple, secure and integrated point of sale payments
- Streamline the patient self-pay process
- Settle bills quickly and accurately
- Electronically verify insurance eligibility

Collect More, Faster

- Maximize up-front collections
- Reduce collection costs
- Have patients pay on time and in-full
- Take payments in person, over the phone, and online

Future Proof Your Patient Collections

- Upload and save credit cards
- Capture billing contact information



KAREO PATIENT STATEMENTS

Improve Productivity

- Reduce time spent managing patient statements
- Automate patient statements delivery
- Easily batch process patient statements with a few mouse clicks

Get Paid More, Faster

- Increase patient collections
- Reduce patient confusion
- Clearly present payment options
- · Show amounts paid and outstanding

Reduce Customer Confusion

- · Clearly present patient totals
- Configure your custom instructional messages
- Prominently featured "Pay Online" option
- Clear presentation of cost of services, insurance paid, previously paid (by patient) and adjusted amount



