

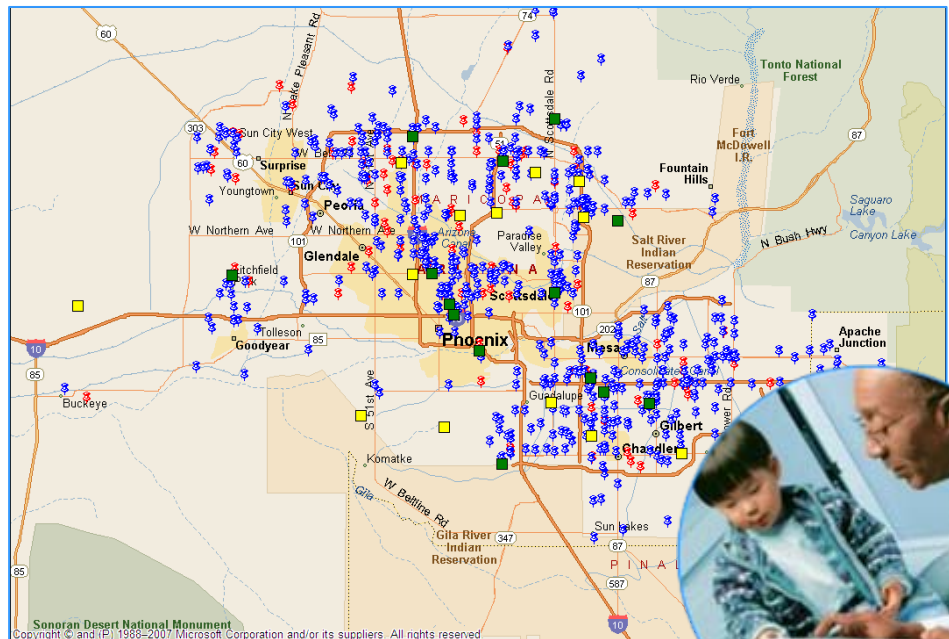
McKesson Physician Alliance Program

A Winning Strategy for Driving Community-wide EHR Adoption

The McKesson Physician Alliance ProgramSM enables hospitals and health systems to strengthen their relationships with the physicians in the community by implementing a physician office electronic health record (EHR) program without expending capital resources. The program provides a unique opportunity for hospitals to work with McKesson and McKesson premium value-added reseller (VAR) partners to perform marketing, sales, implementation and support functions alleviating the burden from the hospital. The program also supports hospitals interested in leveraging Stark Relaxation to subsidize the EHR for physicians.

The Physician Alliance Program leverages a network of certified McKesson VARs nationwide. These companies have a contractual relationship with McKesson and possess the expertise to sell, implement and support McKesson's EHR and practice management systems for small, independent practices. By pairing our premium VARs with our strategic hospital customers, McKesson provides a resource hospitals can trust and who can help shoulder the burden of executing on a community EHR strategy.

Government and payor incentives, recent regulatory changes and heightened physician awareness have provided hospitals with an opportunity to align with community physicians through the deployment of an ambulatory electronic health record. However, many have taken a “wait and see” attitude recognizing they do not have the resources to invest in infrastructure, sales and marketing efforts, implementation or technical support for physicians in their practice.



Physician alliance maps can be developed to highlight existing McKesson and VAR relationships with physicians in and around the community.

McKesson Physician Alliance Program

Solutions for Physicians

- **Practice Partner®:** A fully integrated Practice Management and EMR system leveraging a single database to address the needs of independent practices of all sizes. Practice Partner has received 2006, 2007, and 2008 CCHIT certification for ambulatory EHR and has also received CCHIT certification for ambulatory Child Health.
- **RelayHealth® Consumer Solutions:** Secure messaging for physician's office for routine non-urgent communication such as patient appointments, lab results, online consultations and referrals.

McKesson Provider Technologies

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Alpharetta, GA 30005

<http://www.mckesson.com>

McKesson Value-Added Resellers

VARs are trained and certified by McKesson to implement and support our practice management, EMR and RelayHealth solutions for practices. VARs provide a local presence with personnel experienced in the day-to-day work of supporting physicians in their adoption and use of technology. They also bring existing physician relationships in the community since they have been selling and supporting McKesson's practice management systems and accompanying technologies for many years.

Community Promotion

Hospitals leveraging the McKesson Physician Alliance Program will endorse the EHR initiative in their community and coordinate marketing efforts with McKesson and the VAR. Marketing programs could include hosting an EHR fair at the hospital, sending letters to medical staff and more.

Benefits to the Hospital

Hospitals engaging in the McKesson Physician Alliance Program will:

- Drive greater alignment with community physicians
- Promote EMR adoption with minimal capital outlay
- Enable higher utilization of hospital lab and radiology services
- Promote hospital reputation as a physician champion
- Protect market share in competitive markets

For More Information

For more information about the McKesson Physician Alliance Program, please contact your McKesson client executive or call 1-800-981-8601.

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