



## RxRevu and athenahealth Partner to Bring Prescription Price Transparency to the Point of Care

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DENVER, Oct. 14, 2020 /PRNewswire/ -- RxRevu, the nation's leading provider of prescription decision support solutions, has partnered with athenahealth, a leading supplier of network-enabled software and services for medical groups and health systems nationwide, to deploy SwiftRx® Direct™ – RxRevu's Real-Time Prescription Benefit solution – within athenahealth's electronic health record (EHR). This partnership will bring patient-specific prescription pricing information to athenahealth customers, allowing providers to view cost-effective medication options and coverage information for their patients.

athenahealth's cloud-based EHR, athenaClinicals, enables providers to access patient records and complete the electronic prescribing process on any device. In partnership with RxRevu, all athenaClinicals customers will now have access to the industry's most accurate prescription pricing information and coverage details. Patient-specific information will allow for improved conversations with patients around cost and reduce the need for administrative tasks like prior authorization clearance and pharmacy callbacks.

"With athenahealth and RxRevu working together, we can reduce prescribing friction at the point of care," said Benton Barney, senior vice president of strategic partnerships, RxRevu. "Thousands of additional providers across the nation will now be able to easily view and leverage real-time benefit information to support patient conversations and drive positive health outcomes."

Since its founding, athenahealth has offered its EHR service to health systems and ambulatory practices to better coordinate care, improve clinical efficiency and documentation, and allow for seamless patient encounters. By displaying data from RxRevu's pharmacy benefit manager network directly in the prescribing workflow, athenahealth will enable providers to share accurate prescription costs with their patients and select the pharmaceutical regimen that is optimal for the patient from both a clinical and financial perspective.

"For more than twenty years, athenahealth has recognized that providing actionable patient intelligence to physicians at the point of care helps them make the best possible decisions, leading to improved results for care quality, safety and costs," commented Paul Brient, chief product officer, athenahealth. "Having accurate patient-specific prescription pricing available at the point of prescribing improves the patient's experience, increases medication adherence, and makes healthcare more sustainable for all."

For those health systems using athenahealth, please contact your designated customer representative to turn on the Real-Time Prescription Benefit functionality. EHR vendors interested in adding SwiftRx Direct to their EHR service, and health systems interested in learning more about Real-Time Prescription Benefit, should [reach out](#) to discuss partnership potential.

### About RxRevu

RxRevu is a Denver-based company on a mission to improve healthcare through more informed, consistent, and frictionless prescription decisions. RxRevu's Prescription Decision Support technology promotes condition-appropriate prescribing and patient cost transparency to improve safety and satisfaction. The SwiftRx® platform helps clinicians quickly and easily find affordable alternatives to more costly medications specific to a patient's health needs and out of pocket cost. It also enables health systems to holistically manage and measure clinicians prescribing performance. For more information about RxRevu, its solutions and innovative advancements, visit [rxrevu.com](http://rxrevu.com).

### About athenahealth, Inc.

athenahealth partners with medical organizations across the country to drive clinical and financial results. Our vision is to create a thriving ecosystem that delivers accessible, high-quality, and sustainable healthcare for all, and we are pursuing this through our medical record, revenue cycle, patient engagement, and care coordination service offerings. Our expert teams build modern technology on an open, connected ecosystem, yielding insights that make a difference for our customers and their patients. For more information, please visit [www.athenahealth.com](http://www.athenahealth.com).

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