

athenahealth is a growing company that provides cloud-based services for organizations in the healthcare industry. Based in Watertown, Massachusetts, athenahealth has developed a number of solutions to streamline the many aspects of modern healthcare. Some of athenahealth's most innovative services include its electronic health record (EHR) software, and Epocrates (clinical decision support).

Mission Statement

athenahealth seeks to support healthcare organizations with leading medical technology in order to increase efficiency and improve the quality of care. The company strives to "let doctors be doctors," focusing on their patients rather than their paperwork ("Cloud-based").

Injecting Innovation

For Louisville to maintain its attractiveness to outsiders, its top industries must continue to innovate. Louisville has a strong healthcare presence, with large organizations such as Norton (Gascon). However, groups such as Norton are not continually modernizing and are seeing the repercussions. A good deal of hospital revenue is lost to outdated technology (Mearian). athenahealth can solve this issue.

athenahealth was ranked #5 on Forbes' "Most Innovative Growth Companies" list. Combined with Louisville's increasingly educated population and growing tech presence, this cloud-based medical services company can bring the change needed for the city's healthcare industry to thrive (Ryan).

Not Just a Bandage

Aside from the advantages to healthcare organizations, the potential benefits for employees and patients cannot be overstated. With a population of 1.4 million, a 4.5% unemployment rate, and an increase in educational attainment, the people of Louisville are looking for worthwhile careers ("Demographics," "Louisville," Advantage"). athenahealth, which has branched out to many similar metropolitan areas, provides great benefits such as health insurance and leadership training.

There are also the benefits that would be realized by Louisville patients in need of quality care. According to athenahealth, 50% of physicians believed their current medical software systems interfered with patient care ("Cloud-based"). Attracting athenahealth to Louisville would mean more time with patients, and better decisions to save lives. In turn, this would mean a happier, healthier Louisville.

Works Cited

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