



UnifiMD Partnership Program

*A summary of the best channel ever built.

Branding & Positioning

The strategic decision was made to integrate UnifiMD exclusively with Lytec and Medisoft Practice Management systems. We believe this branding and market positioning approach enhances future Lytec and Medisoft sales.

Direct Sales Model

Our initial sales model was 100% direct. This provided the data and common sense required to evaluate and develop our product, implementation plan and support model. Once achieved, we embarked on the next phase of our sales strategy - partnering with 3rd parties to reach a wider base of providers.

3rd Party Sales Channel

We partnered with billing service owners in our own customer base. Positioning owners to compete with the Athena, eCW and AdvancedMD's of the world by offering a full EMR, Meaningful Use, MIPS reporting and medical billing service solution. CHS provided services such as marketing, sales, and support. This empowered owners to protect their customer base and compete for "white space".

Industry Opportunities

Interest in UnifiMD is growing tremendously due to consistent marketing, satisfied customers and recent decisions by EMR vendors to sunset products. Our research determined providers are working with a Lytec or Medisoft VAR, therefore we felt this was the right time to expand our sales model and include VARs. To date we have completed over 1/2 dozen VAR based UnifiMD sales.

Partnership Program Design

The CHS UnifiMD Partnership Program is not just another VAR channel. This is an opportunity for the successful healthcare VAR to join a marketing, sales, support, and development organization where you are valued.

Partnership Program Goal

The goal of our Partnership Program is to equip VARs with the product, support and resources required to build their own business. We realize intruding the UnifiMD Solution to your customer base must fulfil a demand, solve a problem and build recurring revenue.

Growth Model by VAR Selection

Selective- Flooding the territory with resellers does not promote a healthy organization.

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