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321 San Anselmo Ave. San Anselmo, CA 94960  
800/850-1711 ~ Fax 415/459-5162  
<http://www.byrumfleming.com>

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## THE ROLE OF MEDICAL CODING IN HEALTH CARE ADMINISTRATION

### NEW TO MARKET

In the vast bureaucracy of the health care industry, these professionals involved in health records administration are responsible for documenting a patient's medical history, including all diagnoses, medications, treatments and medical visits. They are familiar with medical terminology and medical coding, and handle financial, insurance and even legal issues relating to patient care. They have purchased books and educational materials and are an important market for sellers of products, services, software, and educational programs offering improved knowledge and efficiency. Select by specific interests.

### Total Database - 42,077

Selects available:

ROI (Release of Information) within HIM Department	3,283
HIM (Health Information Management) Coding Professionals	20,231
PFS (Patient Financial Services)	1,601
CDI (Clinical Documentation Improvement)	16,962

### Terms and Pricing

List Rental	\$95/M	Recency Select (3 mos)	\$20/M	Gender or title	\$5/M
Minimum Order	3,000	Recency Select (6 mos)	\$15/M	Geography	\$5/M
Email shipping	\$50	Recency Select (12 mos)	\$10/M	Employee size	\$5/M

*Brokers Welcome*