

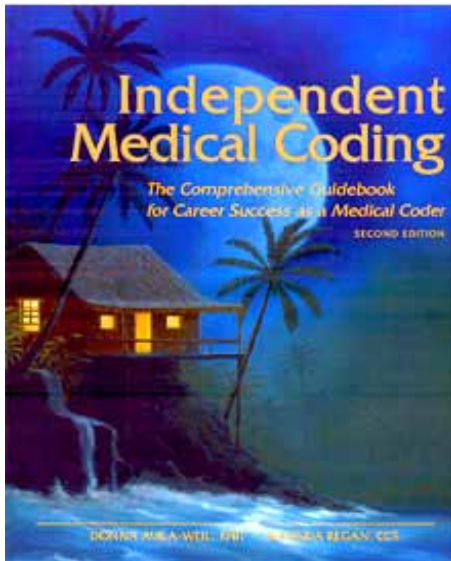
# RAYVE PRODUCTIONS

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## NEW BOOK INFORMATION

Contact: Jeannie Riley  
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Title: **INDEPENDENT MEDICAL CODING, Second Edition**  
Subtitle: *The Comprehensive Guidebook for Career Success as a Medical Coder*



Authors: Donna Avila-Weil, RHIT, & Rhonda Regan, CCS, CCS-P  
ISBN-13: 978-1-877810-15-2  
ISBN-10: 1-877810-15-0  
LC#: 2006052004 List price: \$44.95  
Copyright: 2007 Length: 448 pages  
Dimensions: 7 x 9 Binding: Softcover, Otobind layflat

**How to start and successfully run your own professional independent medical coding business. Step-by-step.**

- ◆ HOW TO BLEND CAREER AND LIFESTYLE, WORKING WHEN AND WHERE YOU CHOOSE
- ◆ HOW TO SAVE TIME AND MONEY USING LATEST TECHNOLOGY AND TECHNIQUES
- ◆ HOW TO ACCESS A GLOBAL CLIENT BASE THROUGH TELECOMMUTING

*"Great introduction to entrepreneurship as a medical coder ... excellent advice ... nuggets of coding and business savvy ... you'll be able to use chapter after chapter of Independent Medical Coding both at the beginning of your venture and for years to come."* —For the Record

*"I felt as if the authors were sitting across from me explaining all the tips of the trade."*  
—ADVANCE for Health Information Professionals

*"Excellent resource."*—Today's Librarian

There is an enormous and growing demand for skilled medical coders, creating a severe shortage in a large variety of coding situations. *Demand greater than supply* can result in excellent compensation for those on the supply side. So, how do you determine if medical coding is the profession for you? If you are already a medical coder, how do you identify and evaluate the rapidly expanding variety of opportunities open to you?

**INDEPENDENT MEDICAL CODING, 2nd edition: *The Comprehensive Guidebook for Career Success as a Medical Coder*** (just published by Rayve Productions) provides answers to these questions and many more, such as *What is Coding?*; *Are You Ready to Go Solo?*; *What is the Future of Coding in Health Care?* The 448-page book also gives extensive information regarding *Medical Coding Education and Experience*; *Continuing Professional Education*; *Becoming Credentialed*; *Medical Transcriptionists as Coding Specialists*; *Salary Projections Based on Survey Data*; *Types of Coding Systems*; *Establishing Your Independent Coding Business*; *Alternative Careers for the Health Care Coding Specialist*; *Establishing Fees*; *Marketing Tips*; *Contracts and Independent Contractors*; *Building a Successful Coding/Consulting Business*; *Professional Ethics*; *Finances*; and much more, including descriptions of the authors' favorite references and resources and the appendix's twenty-three exhibits of helpful forms and documents.

Authors Donna Avila-Weil, RHIT, and Rhonda Regan, CCS, CCS-P, have worked extensively in health information management for decades. Avila-Weil has specialized in coding, in medical transcription, directed medical staff services, and provided extensive consulting services during her 30 year career. Regan has performed medical coding for 20 years. She owns her own independent coding and health information management consulting business. Donna lives and conducts her coding, medical transcription, and consulting business in Hawaii, servicing clients across the U.S. Rhonda lives and has her coding and consulting business in the beautiful wine country of Northern California.

**INDEPENDENT MEDICAL CODING, 2nd edition: *The Comprehensive Guidebook for Career Success as a Medical Coder*** (\$44.95 softcover) can be purchased at traditional and internet bookstores or from Rayve Productions at [www.rayvepro.com](http://www.rayvepro.com) or 1-800-852-4890.

Please visit our website's **Media Room** at [rayvepro.com](http://rayvepro.com) where you will find an electronic version of the **New Book Information** sheet, **graphics of the book's front cover**, and the **News Release**, all of which you are welcome to copy and paste.

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