

NEWS RELEASE

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LIVE, CODE AND PROSPER IN YOUR PRIVATE PARADISE

Windsor, California – How would you like to have a job that you can perform while living anywhere you choose? Like Hawaii ... or on your favorite mountain with a breathtaking view ... or on the shore of your favorite lake? Here's more – you can be your own boss working from home, and make a good (or great) income while performing a highly-respected profession. Sound too good to be true? Well, it is true and this dream of a profession/life style is being lived today by independent medical coders around the United States and in other countries.

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* sounds like a condition that would result in excellent compensation for those on the supply side. That is also true. 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, Second 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, Second 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 or 1-800-852-4890.

INDEPENDENT MEDICAL CODING, Second Edition: The Comprehensive Guidebook
for Career Success as a Medical Coder
by Donna Avila-Weil, RHIT, & Rhonda Regan, CCS, CCS-P
448 pages, 7x9 layflat softcover, bibliography, index, appendix, glossary
ISBN 978-1-877810-15-2 LCCN 2006052004 \$44.95

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[See SIDEBAR on reverse]

SIDEBAR:

Why are coders important?

In layman's language, each health care treatment involves 1) a diagnosis of the patient's problem and 2) a treatment to try to remedy the problem. To arrive at a diagnosis, such things as lab tests, scans, and x-rays are necessary. Treatment involves hospitalization, doctor visits, prescription drugs, surgery, therapy or other options. In order to accurately pay doctors, hospitals, pharmacies, labs, ambulance companies and the myriad other health care providers (and to track diagnoses and treatments for national and international health care statistical databases), it is necessary for each element of the diagnosis and each part of the treatment to be assigned a specific multi-digit code chosen from an extensive system of codes standardized by the health care industry. The person selecting the code for each step is the "coder," whose accuracy, conscientiousness and ethics are crucial to proper payment by private and government insurers.

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