

**FOR IMMEDIATE RELEASE**

**ACOM Chiropractic Consultant Dr. Jeff Brown, D.C.,  
Adds CPC Certification to Professional Credentials**

MT. VERNON, Ohio, July 10, 2008 – Dr. Jeffrey A. Brown, D.C., who joined the ACOM Healthcare Consulting Group earlier this year, has earned his credential as a Certified Professional Coder (CPC) from the American Academy of Professional Coders (AAPC), it was announced today by Senior Consultant Bharon Hoag. According to Hoag, himself a Certified Professional Coder as well as a prominent [chiropractic consultant](#) and lecturer, Dr. Brown is one of fewer than 10 percent of all chiropractors who have earned the CPC certification.

Poor coding practices remain responsible for many doctors failing to collect fully and fairly for the services they perform, whether through lack of knowledge or by deliberately undercoding to preclude challenges and audits, Hoag said.

“Adding the CPC certification to his professional training and clinical experience provides Jeff with extraordinary qualifications for helping ACOM’s chiropractic clients build more successful practices,” Hoag said. “As a doctor, he understands well the problems and challenges physicians face every day. With this specialized education, he can provide his fellow doctors with concrete guidance on how to code with confidence and improve their practices and incomes.”

Dr. Brown earned a degree from Michigan State University in kinesiology and subsequently graduated summa cum laude from the Sherman College of Straight Chiropractic, after which he practiced for several years. With ACOM, he says, he has the opportunity to teach both in small, highly personal clinic situations and in large seminar settings.

“From my own experience and that of many of my peers, I am well aware of the problems doctors face in collecting for services performed and in defending against reimbursement challenges,” Dr. Brown said. “The truth is that there is no problem in collecting everything that is due as long as you know the codes and the laws and how to use them correctly. Clinical standards of practice are clearly spelled out in the Current Procedural Terminology (CPT) definitions and we teach how to apply them safely.

“Doctors who follow the codes carefully in telling the diagnosis and treatment story clearly demonstrate that they know what they are doing, and they are far less likely to be challenged.”

The AAPC is a 20-year-old organization that was founded to elevate the standards of medical coding by providing certification, ongoing education, network and public and professional recognition.

**About ACOM Healthcare Business Consulting Group**

The ACOM Healthcare Business Consulting Group, a professional services unit of ACOM Solutions, Inc., enables doctors to ethically collect fully for all services performed while protecting themselves against audits, payback demands and possible legal actions. ACOM’s chiropractic consultants diagnose practice problems and provide options for improving chiropractic office operations and address the critical coding and document issues that are unique to the profession. The Healthcare Business Division develops and markets chiropractic software for clinical documentation/reporting and practice management.

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