

**FOR IMMEDIATE RELEASE**

**ACOM Healthcare Business Consulting Group to Deliver C.E.-Accredited  
Chiropractic Seminar October 30; Focuses on Proving Medical Necessity**

MT. VERNON, Ohio, September 18, 2008 – The ACOM [Chiropractic Consulting](#) Group will deliver a one-day seminar for chiropractors entitled “Case Management that Proves Medical Necessity” in suburban Cleveland, Ohio on October 30, 2008, it was announced today by Senior Consultant Bharon Hoag. Hoag will lead the seminar, supported by fellow ACOM Consultant Dr. Jeff Brown, D.C.

The seminar has been designed to allow doctors to earn 8 hours of continuing education credits for their participation. It will run 8:00 a.m. to 5:00 p.m. at the Embassy Suites Hotel located at 3775 Park East Drive in Beachwood, Ohio. Breakfast and lunch will be provided and the \$300.00 charge covers both the seminar and course materials for the first doctor and staff. There is a \$35.00 fee for each additional doctor from the same office attending for credits. ACOM is also offering a \$50.00 discount if doctors register before October 15, 2008.

According to Hoag, the program agenda will address vexing practice problems faced by chiropractors today, focusing on how to get paid ethically and fairly for all services performed. Areas of discussion will include, among others:

- How to avoid common pitfalls made by new doctors
- The critical importance of a comprehensive E/M
- Best practice [CPT coding and documentation](#) techniques
- The relationship between documentation and the E/M
- How to maximize insurance reimbursements, avoid rejections
- How to apply relative value units (RVUs)
- How to run the practice in a business-like manner

“The seminar will furnish new doctors with guidance that will set them off on the right path early in their careers,” Hoag said. “Experienced doctors can benefit enormously as well, particularly those who find their revenues flattening while their workloads continue to increase. With a few modifications in their policies and procedures they can usually turn their vocational worlds around. Still other physicians will find the seminar to be a valuable refresher that enables them to fine-tune their clinical

processes and business operations and confirm the efficacy of their existing coding and documentation practices.”

Regardless of the depth of their professional commitment, doctors must recognize that their clinics are also small businesses, and that if the business aspects are neglected or deficient, the clinical side will probably be impacted negatively, Hoag noted.

“It all relates to case management,” he said. “Far too many doctors enter practice with sterling skills and credentials in their profession but with an inadequate understanding of the operational and financial aspects of [chiropractic practice management](#). This seminar addresses both, emphasizing the proper and complementary relationship between services provided and revenues derived.”

To reserve a seat at the seminar, doctors can register online at [www.acomconsulting.com/seminar](http://www.acomconsulting.com/seminar) or call (866) 286-5315, extension 216. For hotel reservations, call (216) 765-8066.

**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. The Group’s chiropractic consultants diagnose practice problems and provide options for improving chiropractic office operations and addressing the critical coding and document issues that are unique to the profession.

For more information:

- Call: (866) 286-5315, ext. 216
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- Visit: <http://www.acomconsulting.com>

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