

New Pocket Guide to Medicare Documentation Guidelines

One of the most popular tools developed by *Family Practice Management* is the *FPM* “Pocket Guide to the Documentation Guidelines.” This cleverly designed folding pocket reference card gives family physicians the cues they need to make sure their chart documentation meets Medicare requirements—requirements that commercial insurers follow as well. The AAFP has sold more than 30,000 pocket guides to physicians since the product was introduced in 1995. Sales have been especially impressive considering that the pocket guide has been published three times in the pages of *FPM*, which is distributed to 105,000 family physicians. Given the continuing popularity of the pocket guide, *FPM* has completely redesigned it. Why?

- The new guide is more compact and convenient for physicians.
- It will be printed in full color and use color coding to identify the key elements of documentation.
- Its shape fits easier into the user’s pocket.
- It includes valuable documentation tips.
- Best of all, the new version can be printed on almost indestructible synthetic material that folds like paper but wears like iron.

Benefits to Supporter

The new Pocket Guide can be distributed by mail or by pharmaceutical detail reps, since it does not carry CME credit. One possibility includes distributing it to the *FPM* circulation, polybagged with an issue of *FPM*.

It will carry an acknowledgment that “Distribution is made possible by a grant from [name of organization.]”

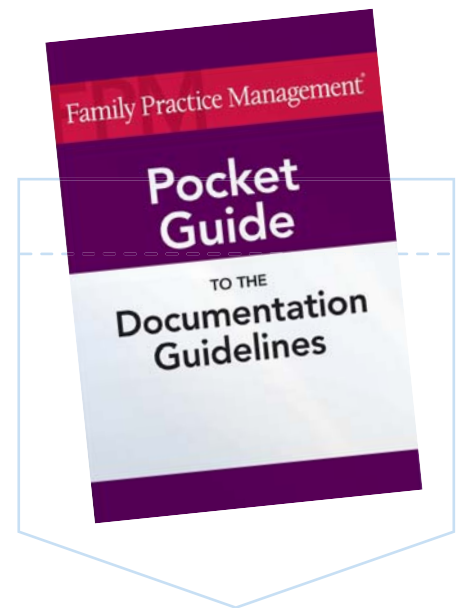
Because the new Guide is both useful and durable, the supporter’s name on it will gain high and long-term visibility.

The guide will be of interest to all primary care physicians and many other nonsurgical specialists, not just family physicians.

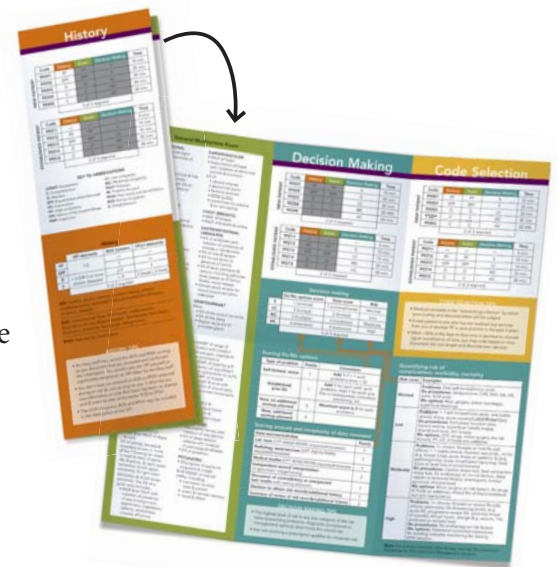
Grant Support

The level of support required depends on the size of the target group of physicians and the method of distribution.

Call the AAFP/FPM Advertising Sales Team for additional information at 201-288-4440.



Folds to 3-3/4" x 5-1/4"
to easily fit in a pocket



Opens to 11-3/8" x 11-1/8."
Each easy-to-read panel is organized
in a step-by-step order to quickly
determine the proper code for a visit.