

FPM Pocket Guide

to the Documentation Guidelines

A compliant, exclusive sponsorship opportunity for a resource that doctors depend on daily.

One of the most popular tools developed by *Family Practice Management* is the *FPM* "Pocket Guide to the Documentation Guidelines." This cleverly designed, folding 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.

- Compact and convenient for physicians.
- Printed in full color and uses color coding to identify the key elements of documentation.
- Fits into the user's pocket.
- Includes valuable documentation tips.
- Printed on almost indestructible synthetic material that folds like paper but wears like iron.

Benefits to Sponsor

The *FPM* 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 carries an acknowledgment that "This *FPM* Pocket Guide provided courtesy of [Company], makers of [Product]."

Because the *FPM* Pocket Guide is both useful and durable, the supporter's name gains high and long-term visibility.

The guide is useful for all primary care physicians and many other nonsurgical specialists, not just family physicians.

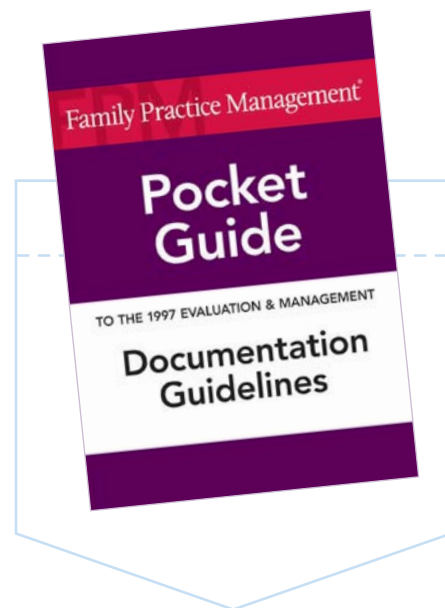
Costs

Sponsorship costs depend on the number of *FPM* Pocket Guides purchased:

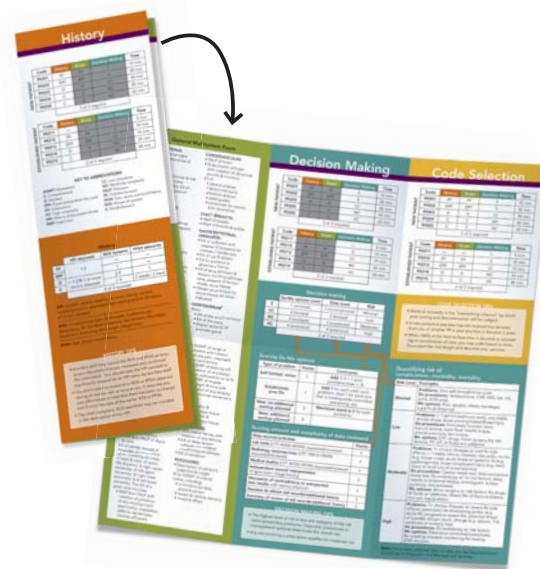
- 5,000 - 9,999 at \$4 each
- 10,000 - 49,999 at \$3.20 each
- 50,000 - 99,999 at \$2.60 each
- 100,000+ at \$2.20 each

Shipping charges are not included in the prices above. These prices are effective as of October 2010.

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.**