

FPM POCKET GUIDE TO E/M DOCUMENTATION GUIDELINES

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

One of the most popular tools developed by *Family Practice Management (FPM)* is the "Pocket Guide to E/M Documentation Guidelines." This folding reference card gives family physicians the cues they need to make sure their chart documentation meets Medicare requirements. The AAFP has sold more than 30,000 pocket guides to physicians since the product was introduced in 1995.

Benefits to Sponsor

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

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.

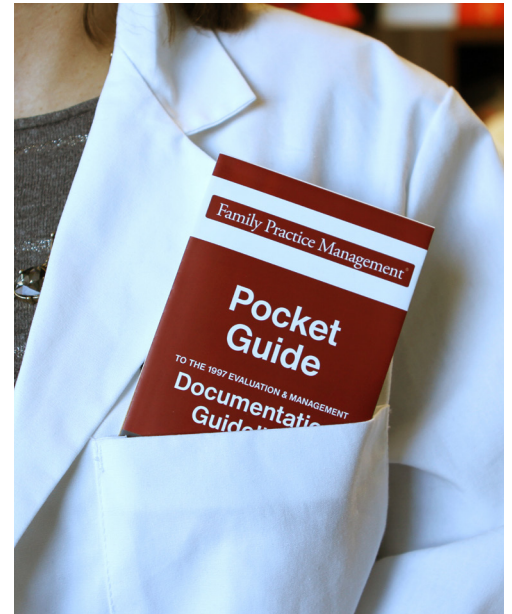
The Guide is useful for all primary care physicians and any other nonsurgical specialist, not just family physicians.

Costs

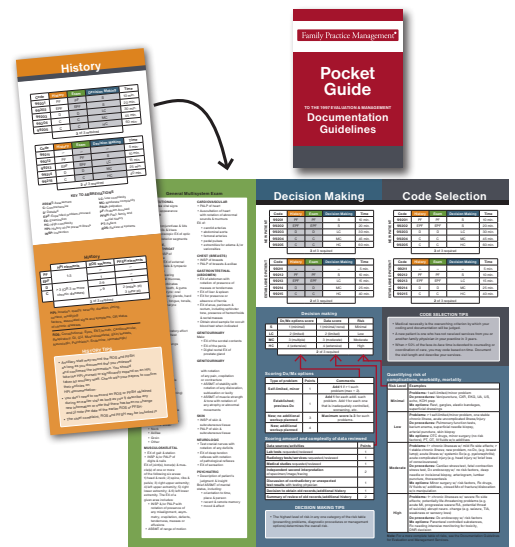
Sponsorship costs depend on the number of *FPM* Pocket Guides purchased:

- 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.



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.

Contact the **AFP/FPM Advertising Sales Team** for pricing and additional information at (201) 288-4440 or AAFP_NJ@aafp.org.