

**FOR IMMEDIATE RELEASE****ACOM Healthcare Business Consulting Group  
Continues to Expand Chiropractic Consulting, Outreach Staff**

Mt. Vernon, Ohio, May 20, 2008 – Expanding its mission of training and support for chiropractors and allied healthcare providers, the ACOM Healthcare Business Consulting Group has added two billing, coding and clinic management consultants and a regional manager to its employee roster, it was announced today by Gregory T. Church, vice president and general manager of the ACOM Healthcare Business Division.

According to Senior Consultant Bharon Hoag, demand for the Group's intensive coding, billing and business management consulting services has accelerated as practitioners become aware of a two-fold requirement for improved coding practices: the urgent need to capture all of the revenue available for treatment provided; and the requirement for greater precision in [chiropractic coding](#) and billing to cope with the increased frequency of Medicare/Medicaid and insurance company audits.

"Our [Chiropractic Consulting](#) Group specializes in precisely the kind of help physicians need to maximize revenues and to contend with audits," Hoag said. "The addition of two experienced coding professionals allows us to maintain our proven high level of service to the healthcare profession, and the addition of our first regional manager enables us to reach out to an ever-broader sector of the professional community."

Consultant Traci Schorr joined ACOM after spending more than 10 years with a medical clinic, where she was responsible for coding and billing, as well as for managing office activities and training other personnel in coding and billing. While at the clinic she earned her license as a Certified Professional Coder. Observing that doctors in her clinic had only a limited grasp of billing and coding intricacies, she decided to leave staff work

and focus on training practitioners and their staffs in the discipline. "I was attracted to ACOM by the Group's strong client orientation and sense of mission," she said. "It also gives me the opportunity to work with doctors and their staffs one-on-one, rather than spend my time on the telephone with insurance company personnel. It represents extremely rewarding vocational change."

Consultant Jeff Brown, D.C. earned a degree from Michigan State University in kinesiology and went on to graduate summa cum laude from the Sherman College of Straight Chiropractic, after which he practiced for about four years. In the course of relocating, he became aware that ACOM was looking to build out its consulting staff. Rather than open a new practice, he joined the Consulting Group, opting to explore the teaching versus treatment side of the profession. "I've always been interested in proper, legal billing," he said. "I knew that ACOM had an excellent reputation and as a chiropractor, I am very familiar with doctors' needs. I've always been attracted to teaching, and with ACOM I have the opportunity to teach both in small clinic sessions and in group and seminar situations as well."

Regional Manager Terri Amador joined the ACOM Consulting Group from Erchonia Medical, a company that provides medical devices to chiropractors and the broader medical community. In that capacity, she not only consistently broke sales records, but also developed a new sales system for the company. Earlier, she was with the Chiropractic Leadership Alliance, where she marketed a complete wellness program to chiropractors. Her background also includes experience as a sales trainer and motivational speaker. "My experience with healthcare professionals underscores the need for the education and training

that our consultants provide,” she said. “My mission is to help doctors understand the value these services can contribute to their growth and profitability and at the same time, help energize the progress of the ACOM Consulting Group.”

### **About ACOM Healthcare Business Division**

The ACOM Healthcare Business Division serves chiropractic and the broader healthcare community with products and services that enhance efficiency, cut costs, increase revenues and propel practice success. The ACOM Consulting group helps professionals build better practices by educating doctors in precise coding and devising procedures and programs for optimizing per-patient income. ACOM’s RAPID software suite simplifies and speeds clinical notes and reporting while supporting compliance, collections and front office operations. The ACOM Medical Billing Service allows doctors to offload billing and collection activities to a skilled third party team of coders and billing managers that support compliance, accelerate collections and reduce the likelihood of payment denials.

For more information on:

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