

AOA Members:

As chair of the Eye Care Benefits Committee (ECBC), I would like to personally introduce you to a product being endorsed by the AOA per the recommendation of my committee. In 2006, the Committee identified the fact that as technology advances, as more and more of our practice tools are electronic, and as there is greater complexity in optometric coding and billing, AOA members would want to know what electronic resource can one trust for coding assistance. Consequently, the ECBC coding experts went on a mission to find the best coding product for optometry.

On March 1, AOA introduced AOACodingToday.com, an online coding subscription service available only to AOA members through *Physician Reimbursement Systems* (PRS). As we all know very well, keeping up with the constant changes in claims coding and billing is an uphill battle. The Coding Today product incorporates all information optometrists need to accurately bill private and government payers, from eight different sources, including ICD-9, CPT, and HCPCS. AOACodingToday.com has up to the minute changes from every source and special AOA notes continuously updated for additional help. The bottom line for you is fewer billing errors, faster reimbursement, and less staff time for billing.

This product is only available to AOA members for a subscription fee of \$349 for the first user and \$99 for each additional user. Go ahead and recycle those heavy, old coding books. Everything you need is available at AOACodingToday.com, including free tech support and phone training.

Sincerely,  
Mark Hennen, O.D.  
Chair, AOA Eye Care Benefits Committee