



For Immediate Release

**For more information, go to
www.alternativelink.com, or contact
dale.miller@alternativelink.com**

15 Minutes of Your Time Protects a Critical Strategic Option for Your Organization

Albuquerque, NM. May 14, 2003. Fifteen minutes of your time will ensure your organization is not locked out of a critical strategic option that could have profound implications for your bottom line and competitive position. Please immediately register at www.alternativelink.com to secure your rights to use and evaluate ABC codes in HIPAA transactions—with specified categories of trading partners—over the next two years. Major categories of registrants and trading partners are listed below. If you already registered, please return to the site immediately to identify your desired trading partners – a new government requirement.

May 29, 2003 is the U.S. Department of Health and Human Services' (HHS') cutoff date for securing these rights. If you do not register by that date, you will lose your rights. More than 10,000 organizations and individuals have already registered and are ready to adopt ABC codes. They and you must identify all categories of potential trading partners by the HHS registration cutoff date or lose rights to use ABC codes in electronic commerce and related application with all unspecified categories of potential partners.

Among those already registered/positioned to use and evaluate ABC codes are

- top 20 and other commercial health plans;
- leading Medicare Plus Choice, Medicaid and military health plans;
- healthcare organizations, such as hospital systems, subacute care facilities, preferred provider organizations and independent practice associations;
- administrative and claims-related businesses;
- fully and self-insured employers;
- academic institutions with integrative healthcare programs;
- software developers in both the healthcare and automotive/personal injury industries; and
- thousands of alternative medicine, nursing and other integrative healthcare practitioners.

We are prepared to help you and your organization identify all potential trading partners before the registration cutoff date, so you do not miss this critical HHS deadline. So we can assist you with this, please immediately go to www.alternativelink.com and follow the registration instructions that apply to your type of organization. Once you have registered and identified the categories of trading partners that will be relevant to your business over the next two years, please forward this message to all your professional colleagues, so they, too, can meet the government deadline for securing rights to use and evaluate ABC codes.

Registration for ABC codes is free and non-obligatory. At the registration site, you will learn more about why HHS established this requirement for ABC codes. You will also learn about tools available to help you capitalize on the areas of healthcare addressed by ABC codes.

We look forward to supporting your continuing success and welcome your questions, comments and/or suggestions at userregistration@alternativelink.com or 505-875-0001 x 206.



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YOUR CODING COMPANY FOR INTEGRATIVE HEALTHCARE

Sincerely,

Dale Miller
Sales and Marketing Manager