



**For Immediate Release**

**For more information, go to  
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**Last Chance – Only Hours Left to HHS Deadline.**

ALBUQUERQUE, NM. March 12, 2003. Daily registration rates double as thousands of healthcare businesses and practitioners rush to meet a U.S. Department of Health and Human Services (HHS) registration deadline of March 16, 2003 and secure the rights to use ABC codes in HIPAA transactions.

All types of healthcare businesses across the healthcare continuum are taking charge to avoid being left out from this historic opportunity to secure competitive advantage and support public health.

Registration is free at [www.alternativelink.com](http://www.alternativelink.com), takes less than ten minutes, does not create any obligations and secures the rights for the registrant to use ABC codes. Registrants can then opt in or out of code set use and evaluation, as they see fit.

ABC codes fill gaps and balance the medical orientation in older code sets that became national standards under the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Many coding experts believe all healthcare codes should be issued objectively and should function like universal product codes (UPCs or bar codes) in the grocery industry, to support more scientific and efficient research, management and commerce. They suggest that limitations in the nation's CPT Category I and HCPCS Level II code sets may be costing thousands of lives and billions of dollars each year.

ABC codes were designed for HIPAA compliance and objectively describe alternative medicine, nursing and other integrative healthcare interventions. The codes meet congressional mandates under HIPAA; support comparisons of the economic and health outcomes of conventional, complementary and alternative care; and ensure health policy decisions can be based on a complete and accurate picture of the care delivered in the U.S.

Registrations are in the thousands and include a broad range of health industry stakeholders including:

- software application developers and other information technology companies;
- administrative and claims-related businesses;
- Medicare/Medicaid and private health plans;
- provider organizations such as hospital systems and subacute care facilities;
- conventional, complementary and alternative medicine (CAM) practitioners;
- government agencies and institutes;
- fully and self-insured employers; and
- academic institutions with CAM programs.



ALTERNATIVE LINK

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YOUR CODING COMPANY FOR INTEGRATIVE HEALTHCARE

ABC codes are maintained by The Foundation for Integrative Healthcare, a non-profit organization, and Alternative Link, a privately held New Mexico company.

The Foundation for Integrative Healthcare ([www.fihc.org](http://www.fihc.org)) manages information on the characteristics and outcomes of care to help health industry organizations and practitioners make rational decisions that improve public health, industry efficiencies and socioeconomic development.

Alternative Link ([www.alternativelink.com](http://www.alternativelink.com)) delivers information products and consulting services that help health industry organizations and practitioners improve public health, business efficiencies and socioeconomic development. For more information call 505.875.0001 (MST).

Individuals and organizations can secure rights to use ABC codes in HIPAA transactions by registering at [www.alternativelink.com](http://www.alternativelink.com) by March 16, 2003.