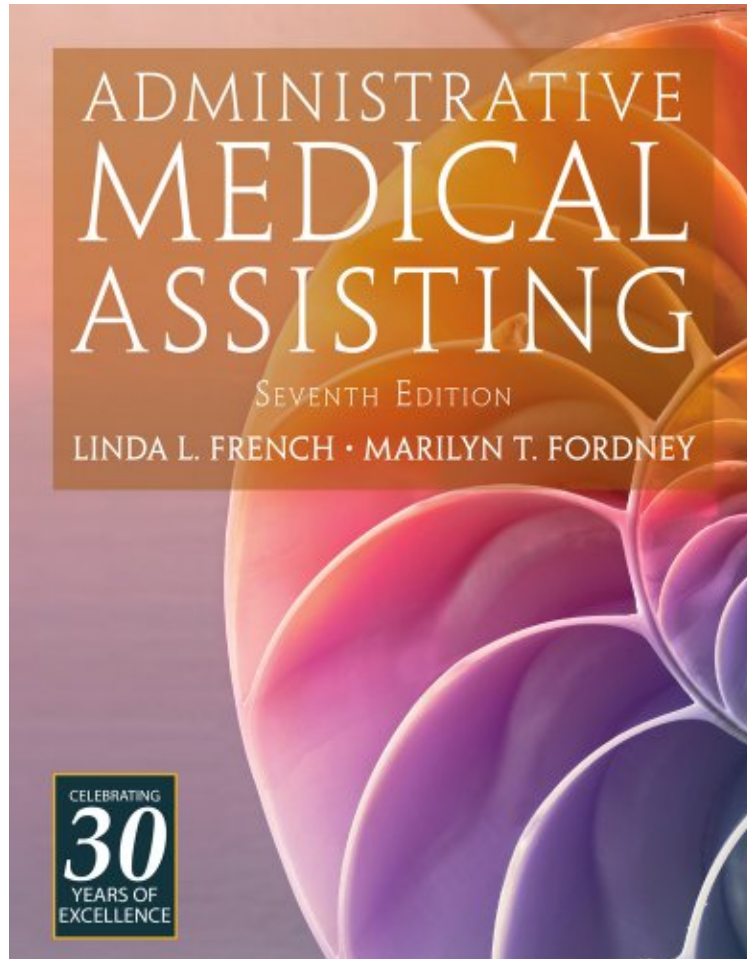


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*Linda L. French, Marilyn T. Fordney*

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ADMINISTRATIVE MEDICAL ASSISTING, 7E, is the most comprehensive learning package available for front-office medical assisting, featuring step-by-step procedures for job skills and the development of critical thinking through real-life scenarios. This proven package includes in-depth coverage of essential administrative competencies including professional and career responsibilities, interpersonal communications, records management, written communications, financial administration, and managing the office. Updated to reflect the latest accreditation and certification standards, this robust resource also features new or updated content in every chapter, including the latest

requirements for skill competency, technology, insurance regulations and health care reform, and legal compliance essential for medical assistants to succeed as 21st-century allied health professionals.

"I have reviewed other texts for my courses and have yet to find a better one for meeting my students' and program needs." Diana Reeder, CMA(AAMA), Medical Assisting Program Coordinator, Maysville Community Technical College, Maysville, KY "I believe that the depth and content of the book meets and exceeds accreditation standards to be used as a resource for training the medical assistant. The information in this book can build transitional skills and provide relevant knowledge that will ensure the development of the administrative medical assistant of any specialty." Sybil Burrell, Instructor, Jefferson State Community College, Birmingham, AL

About the Author Linda L. French, CMA-C (AAMA), NCICS, CPC is a Certified Medical Assistant-Clinical Specialist (AAMA), Nationally Certified Insurance and Coding Specialist (NCCT), and Certified Professional Coder (AAPC). Prior to teaching, she worked for 15 years in a variety of physician office settings as a clinical and administrative medical assistant, medical insurance biller, and office manager. In addition to consulting to physicians and providing customized employee training, Ms. French has spent more than a decade teaching allied health courses at community colleges, adult schools, post-secondary institutions, and private corporations through UCSB-Extend.

Marilyn Takahashi Fordney, CMA-AC has authored and coauthored over 50 textbooks for two major publishers. In 2004, *Administrative Medical Assisting, Fifth Edition* won the William Holmes McGuffey Award in Life Sciences from the Text and Academic Authors Association. Fordney continues to give professional lectures and is a member of a number of professional national associations.