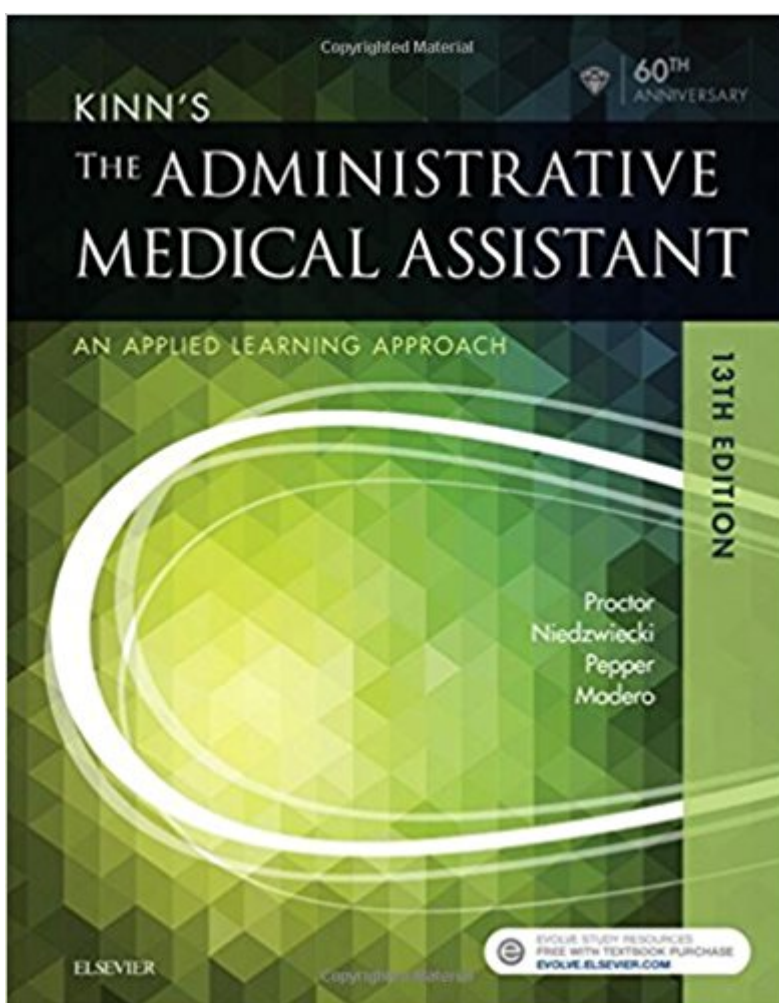


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Administrative Medical Assisting begins with Kinn! Elsevier's Kinn's The Administrative Medical Assistant, 13th Edition provides you with the real-world administrative skills that are essential to working in the modern medical office. An applied learning approach to the MA curriculum is threaded throughout each chapter to help you further develop the tactile and critical thinking skills necessary in today's healthcare setting. Paired with our adaptive solutions, EHR documentation, ICD-10 coverage and, detailed procedural videos, you will learn the professional and interpersonal skills of modern administrative medical assisting! Professionalism in applicable procedures teaches you how to properly interact with patients and coworkers. Professional behavior boxes provide guidelines on how to interact with patients, families, and coworkers. Step-by-step procedures explain complex conditions and abstract concepts. Patient education and legal and ethical issues are described in relation to the Medical Assistant's job. Critical thinking applications test your understanding of the content. Threaded case scenarios help you to apply concepts to realistic administrative situations. Portfolio builder helps you demonstrate proficiency to potential employers. NEW! Chapter on The Health Record reviews how you'll be working with a patient's medical record.

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