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| |  |  | | --- | --- | | Contact | [Hospital PR/CDI Program director] | | Telephone | [Company Phone] | | Cell | [Cell Phone] | | Email | [Company E-mail] | | Website | [Website] | | FOR IMMEDIATE RELEASE[Date] |

**[Name of Hospital]** Celebrates National Clinical Documentation Improvement Week

Professionals celebrate the Wild West: New Frontiers in Clinical Documentation Improvement

**[City], [ST], [Date]– [Hospital name]** will host a number of events this week to celebrate the work of its clinical documentation improvement (CDI) specialists in honor of this seventh annual week of professional recognition.

CDI specialists decipher complex medical records and communicate between a variety of licensed healthcare providers across multiple disciplines to ensure the information included in the patient’s record accurately captures the care provided by the physician and hospital.

[**{Insert a quote from the CDI program director/manager or hospital administration regarding the importance of CDI efforts such as:**  
“Effective communication regarding patient care begins with the documentation in the medical record. With this documentation being used for a wide-range of reasons—from payment to quality assurance—these professionals are instrumental in ensuring that every record includes the most specific and appropriate documentation possible.”]

The growth of the CDI specialist profession has mirrored the healthcare industry’s increased focus on compliance with regulations, managed care profiles, payment for services rendered, and liability exposure. All these factors increasingly depend on the integrity of complete and specific clinical documentation in the medical record. This week of national recognition sponsored by the Association of Clinical Documentation Improvement Specialists (ACDIS) helps us to:

* Recognize the unique skills and expertise of CDI specialists
* Increase public awareness of the CDI profession
* Positively affect the personal and organizational

performance of CDI specialists

* Provide broader education on the importance of the quality connection of documentation of care

“The CDI profession has come a long way since ACDIS first began in 2007,” says ACDIS Director Brian D. Murphy. “Today, documentation in the medical record is parsed for a wide-range of reasons—not the least of which is the government’s efforts to ensure payment for the quality of the care provided. CDI specialists play an important role in that regard and we’re glad to have an opportunity during this time to acknowledge their efforts.”

[Insert your company's boilerplate message.]

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If you would like more information about this topic, please contact [Hospital PR/CDI Program director] at [Company Phone] or email at [Company E-mail].