

# COMPANY PROFILE

Practice Management Information Corporation (PMIC), headquartered in Los Angeles, California, was founded by James B. Davis in 1986 to publish a single book, the *Report on Medical Fees in Southern California*. The company continued to expand its product line by developing additional directory based publications, printing its own version of *ICD-9-CM*, and creating value-added versions of other publishers works.

By 1989 PMIC had established itself as the dominant force in the coding, billing, and reimbursement areas of medical practice management via a combination of aggressive and innovative marketing, competitive pricing and quality products. In November 1990, PMIC acquired a majority of the titles published by Medical Economics Books.

PMIC was #43 on the October 1993 Inc. Magazine list and #276 on the October 1994 Inc. Magazine list of the 500 fastest growing privately held companies in America. In May 1996 PMIC acquired most of the assets of the McGraw-Hill Healthcare Management Group.

PMIC publishes 25-30 new titles each year and has a backlist of over 175 titles covering the areas of coding, reimbursement, practice management, financial management, medical malpractice, primary care, medical terminology and allied health. PMIC mails over 1.5 million catalogs per year and has a 35 person telephone sales operation located in Downers Grove, Illinois. The company exhibits at 20-25 trade shows per year.

In addition to publishing books, PMIC offers its customers a selection of over 60,000 medical clinical and reference titles via direct mail and the internet. This service gives health care professionals access to any professional book in print from a single source. Customers may place orders by fax, internet, mail or phone. PMIC works closely with medical book wholesalers and other publishers to maintain its database of the most popular medical titles.

PMIC is the major corporate sponsor of Kid Care Los Angeles, a non-profit charity which provides "meals on wheels" to needy pre-school children in the Los Angeles area. A portion of the profit from every order processed by the company is donated to the charity.