

## Code of Ethics / Professional Conduct Statement

**Summary:** Coastal Medical Billing holds all employees and representatives to high standards of ethical conduct and professional integrity in every aspect of our medical billing operations.

### Code of Ethics & Professional Conduct — Coastal Medical Billing

**Effective Date: May 5, 2026**

**Last Revised: May 5, 2026**

#### Purpose

This Code of Ethics and Professional Conduct establishes the standards of behavior expected of all employees, contractors, and representatives of Coastal Medical Billing. Our commitment to ethical conduct is foundational to the trust placed in us by the healthcare providers and covered entities we serve.

#### Core Principles

**Integrity** We conduct all business activities honestly and transparently. We do not engage in, tolerate, or condone fraudulent billing practices, misrepresentation of services, or falsification of records.

**Accuracy** We are committed to accurate and compliant coding, billing, and claims submission. We follow current CPT, ICD-10, and HCPCS coding guidelines and payer-specific requirements. We do not upcode, unbundle, or submit claims for services not rendered.

**Confidentiality** We protect the confidentiality of all protected health information (PHI) and proprietary business information entrusted to us. We comply with HIPAA, the HITECH Act, and all applicable state and federal privacy laws. We access PHI only as necessary to perform authorized job functions.

**Respect** We treat all clients, colleagues, patients (to the extent of any interaction), vendors, and business partners with dignity, courtesy, and professionalism. We do not discriminate on the basis of race, color, national origin, sex, age, disability, religion, or any other characteristic protected by law.

**Compliance** We comply with all applicable federal, state, and local laws, regulations, and industry standards. We maintain awareness of regulatory changes and adapt our practices accordingly.

**Accountability** We accept personal responsibility for our work and our decisions. When we identify errors, we report and correct them promptly. We cooperate fully with internal and external audits and investigations.

#### Conflicts of Interest

Employees and representatives must avoid situations in which personal interests conflict, or appear to conflict, with the interests of Coastal Medical Billing or its clients. Any actual or potential conflict of interest must be disclosed promptly to management.

#### Gifts and Inducements

Employees may not solicit or accept gifts, gratuities, or other inducements from clients, vendors, or other parties that could influence, or appear to influence, professional judgment or business decisions. This policy is consistent with the Anti-Kickback Statute (42 U.S.C. § 1320a-7b(b)).

### **Reporting Ethical Concerns**

Any employee, contractor, or client who becomes aware of a potential violation of this Code of Ethics is encouraged to report the concern promptly and without fear of retaliation to:

**Emilee Usry** Coastal Medical Billing Phone: (912) 355-8188 | Toll-Free: 1-866-581-8246

Email: [eusry@coastmedbill.com](mailto:eusry@coastmedbill.com)

All reports will be reviewed and addressed in a timely and confidential manner.

### **Enforcement**

Violations of this Code of Ethics may result in disciplinary action, up to and including termination of employment or contract, and referral to the appropriate regulatory or law enforcement authorities where warranted.

### **Revision History**

Date	Version	Description
May 5, 2026	1.0	Initial publication