

THE BUSINESS OF SPINE

“Reimbursement Strategies for Spine Surgeons”

**The Education Series Exclusively for Spine Surgeons
and Executive Level Staff**



**November 8, 2013 in Houston, TX
December 6, 2013 in New York City, NY**

Presented by:

Barbara Cataletto, MBA, CPC
Chief Executive Officer

Guest Speaker:

Nicola Hawkinson, DNP, RN
CEO, SpineSearch, LLC

THE BUSINESS OF SPINE

Reimbursement Strategies for Spine Surgeons

The Education Series Exclusively for Spine Surgeons and Executive Level Staff

Spine surgeons today face many challenges with regard to their reimbursement. Reimbursement for surgeries and procedures is decreasing rapidly and overall industry profitability is down. Most spine surgeons and hospitals are not getting paid for approximately 30% of the work they are performing. The bottom line: Spine Surgeons are working harder, and making less money every year.

The Business of Spine focuses on the issues that you face daily when working through your spine revenue cycle. We understand the challenges you face when dealing with insurance carriers with regard to pricing, contract negotiations, patient volume, insurance payment and payment issues. Our goal is to provide a foundation that will enable you to develop strategies that will increase revenue throughout your practice, putting you ahead of the insurance game.

Seminar Information

Dates: Friday, November 8, 2013

Conference Venue: The Norris Conference Center
816 Town & Country Lane, Suite 210
Houston, Texas 77024
Phone: (713) 590-0950

Time: 9:00 a.m. to 4:00 p.m.

Dates: Friday, December 6, 2013

Conference Venue: The New York Executive Conference Center
1601 Broadway
New York, NY 10019
Phone: (212) 903-8060

Time: 9:00 a.m. to 4:00 p.m.

Tuition: **Before 9/15:** \$555.00 per attendee
9/15/2013-10/15/2013: \$595.00 per attendee
Before 10/15: \$695.00 per attendee

Registration includes: Educational Handouts, Resource Materials, Breakfast, Lunch, Other Free Gifts.

THE BUSINESS OF SPINE

About Us

Since its inception in 1998, *Business Dynamics* has emerged as a leading spine coding and medical reimbursement firm serving spine practices, spine product manufacturers and numerous organizations throughout the United States. Based in New York and Texas, *Business Dynamics* continues to successfully seek new ways to develop and expand knowledge within the spine industry to ensure maximum reimbursement for the spine specialist.

In order to fill the void in training and education for the spine professional, *Business Dynamics* developed *The Business of Spine*, our spine specific education and consulting company. With over 25 years of experience in the field of spine coding and reimbursement, *The Business of Spine* brings the business mindset into focus by combining many years of spine coding knowledge and experience to assist clients in maximizing reimbursement and increasing office efficiency.

The Business of Spine provides a full range of spine-specialized consulting services performed by seasoned experts in Practice Management, Spine Coding & Billing, and Hospital Financial Management. This extensive list offered to spine specialists nationally includes *The Business of Spine's* Education Series for the Spine Industry *Claims Review and Audit Services, Comprehensive Billing Office Assessment, "The Spinal Cord"*, a hotline service offering real time coding advice, *Web-based Spine Specific Courses*, along with onsite educational *Lectures and Seminars* for Physicians, Facilities, and Manufacturers.

OUR MISSION

At *The Business of Spine*, our mission is to provide the Spine Industry with professional development, training and customized education through spine specific consulting services, training programs and educational tools.

We aim to raise the bar in the spine industry through increased business and financial awareness for all spine professionals, while promoting national compliance within industry and Federal standards.

OUR PURPOSE

At *The Business of Spine*, we understand the need to fill the void in training and education among professional spine practices, a complicated and often misunderstood field.

As a result, we have developed programs that focus on the business concerns of the spine industry, assisting in the development of skill enhancement and increasing office efficiency.

Our Goal is to keep you educated, updated and informed in this complex and ever-changing field of spine specific healthcare, enabling growth and development in your specific role in the spine industry.

THE BUSINESS OF SPINE

Executive Biographies

Barbara Cataletto, MBA, CPC
Chief Executive Officer
Business Dynamics, Inc.

Barbara Cataletto is the Chief Executive Officer and Managing Director of Business Dynamics, Inc., a company dedicated to revolutionizing the business of spine. At its foundation, her expertise stems from years of hands on coding and reimbursement along with coaching, consulting, and collaborating with spine specialists nationwide. She thoroughly reviews the billing and collection procedures used by her clients, and offers recommendations to help improve the process, thereby allowing the physician or practice to maximize their surgical revenue. Barbara has taken the concept of coding and brought it to the next level with the production of the first, web- based spine coding and auditing applications such as CaseCoderSuite.

As Managing Director of Business Dynamics RCM, Barbara Cataletto demands only the highest level of service for her clientele, which includes spine specialists, medical groups, neurosurgical and orthopedic centers, product manufacturers, Fortune 500 companies, and various organizations within the medical community.

A leader in education, Mrs. Cataletto founded The Business of Spine, a company dedicated to education and consulting in the spine industry. Its goal is to ensure that the spine specialist's billing office utilizes the most current and efficient methods of revenue collection. By developing a variety of courses, she is able to share the expert techniques implemented by the Business Dynamics RCM team with other professionals in the field.

A dedicated and dynamic individual with over 25 years of expertise in the spine industry, Barbara Cataletto has personally raised the bar on revenue management systems for both physician and implant companies in the spine industry. Through her innovative and operation driven systems, she has been able to create a dramatic new way for physicians to realize greater revenue generation.

Barbara has received numerous awards for her knowledge, leadership and management of Business Dynamics RCM , including the coveted Stevie Award, an International business award for Female Entrepreneur of the Year-Business Services, One of the 50 Most Influential Women In Business on Long Island, The Trail Blazer Award from the International Society of Women Business Owners, as well as being recognized as a finalist for the inaugural Long Island ATHENA award – having demonstrated excellence, creativity and initiative in her business and profession, providing valuable service to improve the quality of life for others in their community and actively assisting women in achieving their full leadership potential.

Recognized for her business acumen Barbara, has been appointed to Adelphi University's Robert B Willumstad School of Business Board of Advisors which is accredited by AACSB International—The Association to Advance Collegiate Schools of Business. Her advanced knowledge of spine coding and reimbursement has led to her appointment to the International Society for the Advancement of Spine Surgery (ISASS) Coding & Reimbursement Task Force, where she is one of only four non-surgeons represented.

Barbara maintains affiliations with the following: North American Spine Society (NASS), International Society for the Advancement of Spine Surgery (ISASS), Better Orthopedic Network Exchange, National Association of Healthcare Professionals, Who's Who in Women Executives, Who's Who in Business Executives and the National Association of Female Executives.

- The Business of Spine • 16955 Walden Road, Suite 114 • Montgomery, TX 77356 •
 - Phone: 888-337-8220 Option #7 • www.thebusinessofspine.com •
- Affiliate of Business Dynamics, Inc • 200 Old Country Road, Suite 470 • Mineola, NY 11501 •
 - Phone: 516-294-4118 Option #7 • Fax: 516-294-9268 • www.businessdynamicsrcm.com • contact@businessdynamicsrcm.com •

THE BUSINESS OF SPINE

Reimbursement Strategies for Spine Surgeons

Course Agenda

9:00am – 9:30am.....On-site Registration

9:30am – 9:45am.....Introduction

9:45am – 10:20am.....Controversies in Spine

10:20am – 11:15am..... Importance of Op
Note Documentation for
your Reimbursement

11:15am – 11:20am.....Break

11:30am – 12:45 pm.....Insurance Dependency

12:45pm – 1:30pm..... Working Lunch: Guest
Speaker Nicola
Hawkinson: The Financial
Benefits of NPs and PAs

1:30pm – 2:45pm.....Contract Negotiations

2:45pm – 4:00 pm..... Non-Contracted
Positioning For Your
Spine Business

***Continental Breakfast and Lunch
will be served!***

What's on the agenda:

Controversies in Spine

The discussion will focus on trends and the coding and reimbursement field that have a direct impact on the practice.

Importance of Op Note Documentation for Your Reimbursement

Understanding how the operative note relates to the coding and reimbursement process is important not only for the reimbursement specialist, but also for the surgeon. This session focuses on the importance of understanding the design and language in an operative report as well as how its language relates to the coding and reimbursement process.

Insurance Dependency

Overview of insurance carrier integration within the practice, practical analysis of the patient base and reporting that permits the practice to make informative decisions.

Contract Negotiations

This course will examine different methods for negotiating with insurance carriers, determining acceptable rates, patient population and political relationships.

Non-Contracted Positioning Considerations for Your Spine Business

This course will examine the benefits and risks of out-of-network/non-contract insurance positioning as it relates to your spine business.

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Reimbursement Strategies for Spine Surgeons – Registration Form

Course Fees

Before 9/15/13: \$555 per attendee per seminar

9/16/13-10/15/13: \$595 per attendee per seminar

After 10/16/13: \$695 per attendee per seminar

Registration Information

To register for this event, please fill out all information in the form to the right.

Online:

Visit www.thebusinessofspine.com, click on Education Series and select Reimbursement Strategies for Spine Surgeons. Click on register and complete the information.

Fax: Please fax completed registration form to:

(516) 704-2397

Check: Please mail the completed registration form and full payment to:

**The Business of Spine LLC
200 Old Country Road
Suite 470
Mineola, NY 11501**

Phone: To register by phone or for more information please call:

888 337 8220 Option #7

Cancellation/Refund Policy

Due to conference constraints, no refunds or cancellations accepted; however, with prior notice, you may designate another attendee in your place.

PLEASE PRINT

First Name Last Name

Title

Company Name

Address

City State Zip

Phone Email

SESSION REGISTRATION

November 8, 2013 December 6, 2013
Houston, TX New York, NY

PAYMENT METHOD

Check (Make Payable to The Business of Spine, LLC)

Credit Card    

Name On Card

Card Number Exp. Date

Company Name (If applicable)

Billing Address (If different from above)

Billing City State Zip

Total Amount Charged

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