

THE BUSINESS OF SPINE

Reimbursement Strategies for Spine Surgeons: *Developing Your Concierge Practice*

The Education Series Exclusively for Spine Surgeons and Executive Level Staff



March 14, 2014
New York, NY

Presented by:
Barbara Cataletto, MBA, CPC
Chief Executive Officer

Guest Speaker:
Nicola Hawkinson, DNP, RN
CEO, SpineSearch, LLC

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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, March 14, 2014

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 2/1/14:** \$555.00 per attendee
2/1/14 - 2/28/14: \$595.00 per attendee
3/1/14: \$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.

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Reimbursement Strategies for Spine Surgeons: *Developing Your Concierge Practice*

What's on the Agenda

Is Concierge Medicine Right for You?

Making the Move into Concierge Medicine

The practice of concierge medicine is growing due to various pressures placed on physicians. As practices decide to depart from contracting with insurance carriers, they must decide whether the concierge model is the right fit for them. Instead of taking on additional patients to offset increased costs, physicians are turning to the concierge medicine business model where fewer patients are seen, but the fee is greater. The patient is paying a higher fee to visit your practice and therefore will expect an increased level of service. This section will help you decide whether the Concierge business model is the right fit for your practice.

Presentation, Location, and Service

With the concierge business model comes changes to the appearance of your practice and staff, and the level of service you offer. The office must be clean and well maintained, and the staff should appear professional both in appearance and demeanor. In addition, it will be expected that the physician will be more available to the patient. There is a certain "look" and level of service that is associated with concierge medicine that patients will come to expect.

Developing Fee Structures and Reimbursement Expectations

Concierge medicine allows the physician to charge a fee where the greater financial responsibility falls on the patient. It is up to the practice to determine the fee structures and reasonable expectations in order to become a successful practice. This topic will go in depth about how to develop fee structures and what you should expect for your reimbursement as a concierge practice.

Transform the Architectural Design of your Revenue Cycle

The concierge medicine model calls for an entire transformation of your revenue cycle management protocols in order to adapt to the new needs of the practice. This session will discuss what challenges will be faced with regard to your revenue cycle and how to make changes in your protocols in order to work through your new business model while remaining efficient and profitable. Discussion points include staff roles and responsibilities, the importance of continued education, your current reimbursement protocols versus your new concierge protocols, the transition and much more.

Overcoming the Challenges of Out-of-Network Reimbursement and Appeals

Understanding the potential challenges you may face and how to navigate through them is of utmost importance. With the concierge model, different challenges will arise which you may not encounter in your current business model. This session will address the challenges you may face with the concierge business model and how to prepare your practice to work through these challenges.

Course Agenda

9:00am – 9:30am.....	On-site Registration
9:30am – 9:45am.....	Introduction
9:45am – 10:45am.....	Is Concierge Medicine Right for You?
10:45am – 10:50am.....	Break
10:50am – 11:50am.....	Presentation, Location, and Service
11:50am – 12:50pm.....	Developing Fee Structures and Reimbursement Expectations
12:50pm – 1:40pm.....	Lunch
1:40pm – 2:50pm.....	Transform the Architectural Design of Your Revenue Cycle
2:50pm – 4:00pm.....	Overcoming the Challenges of Out-of-Network Reimbursement and Appeals

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

• 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 •

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Reimbursement Strategies for Spine Surgeons: *Developing Your Concierge Practice* Registration Form

Course Fees

Before 2/1/14: \$555 per attendee per seminar

2/1 - 3/1: \$595 per attendee per seminar

After 3/1/14: \$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 470A
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

March 14, 2014
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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