

THE BUSINESS OF SPINE

Revenue Cycle Dynamics for the Spine Reimbursement Specialist Education Series

The Exclusive Training Program of Business Dynamics RCM
The Leaders in Spine Revenue Cycle Management



**The Foundation
The Framework
The Fusion
SRS Boot Camp**

**March 23- March 26, 2015
New York City, NY**

Presented by:

Barbara Cataletto, MBA, CPC
Chief Executive Officer

Mauro M. Cataletto, MD
Medical Director

THE BUSINESS OF SPINE



Conference Venue: TKP New York
109 West 39th Street
New York, NY 10018
Phone: (212) 444-7342
<http://tkpny.com/>

Dates: March 23 – March 26, 2015

Time: 8:00 a.m. to 5:00 p.m.

Tuition: \$495.00 per person per session – Early Registration through 2/1/15
\$1,195.00 per person for three day sessions – Early Registration through 2/1/15
\$1,595 per person for all four day sessions – Early Registration through 2/1/15

Note: Prerequisites for sessions include: Completion of Pre- Test

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

Testimonials

I keep coming because I always learn something new. I may not get it the first or second time, and you get the wonderful book and all the materials to refer to back to. After I came last time, I can tell our revenue went up. (This was the third time she has taken it and left saying “see you next year!”)

Linda Taylor, Tulsa Brain and Spine

I’m new to spine and Barbara immediately put me at ease. The course is very informative.

Kim Noren, Long Island Spine Specialists

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 20 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.

Every spine business is looking for staff that is dedicated and knowledgeable in the area of spine coding and reimbursement.

Put yourself ahead of the pack!

Commit to achieving a higher level of competence by completing our education series
Revenue Cycle Dynamics for the Spine Reimbursement Specialist

THE BUSINESS OF SPINE

Executive Biographies

Barbara Cataletto, MBA, CPC

Chief Executive Officer

Business Dynamics, Inc.

Subsidiaries: Business Dynamics RCM

The Business of Spine

Barbara Cataletto, the nation's subject matter expert in spine coding and reimbursement, is a dedicated and dynamic individual with more than 25 years of expertise in spine services. Barbara Cataletto has personally raised the bar in revenue cycle management for surgeons, hospitals and implant companies in the spine industry. Business Dynamics RCM has emerged as the nation's leading revenue cycle management firm in spine. This is a direct result of Barbara's innovative and operation driven systems where she has been able to create a dramatic new way for surgeons to realize great revenue recovery. The Business of Spine provides only the highest level of spine specific education and consulting services to the market.

Barbara Cataletto received her MBA from Adelphi University in Garden City, New York. She is a Certified Professional Coder (CPC), and in addition to being nationally recognized as the subject matter expert, is also a national lecturer in all areas of Spine Coding and Reimbursement. Barbara sits on the board of Adelphi University's Robert B. Willumstad School of Business Board of Advisors and is the 2013 Chair of the International Society for the Advancement of Spine Surgery Educational Symposium, in addition to being one of four non-surgeons serving on their International Coding Task Force. She has been recognized as one of the 50 Most Influential Women in Business on Long Island, received a national Stevie Award for outstanding women entrepreneur, recognized as a finalist by the national ATHENA Leadership Award Committee and received a Trailblazer Award from the National Association of Women Business Owners. Barbara is an affiliate of the North American Spine Society, the Medical Group Managers Association, the International Society for the Advancement for Spine Surgery, the AAPC, the Better Orthopedic Network Exchange, the National Association of Healthcare Consultants, Who's Who of Women Executives, Who's Who of Business Executives, and the National Association of Female Executives.

Mauro M. Cataletto, MD

Medical Director

Business Dynamics, Inc.

Subsidiaries: Business Dynamics RCM

The Business of Spine

Dr. Mauro M. Cataletto is the Medical Director of The Business of Spine and is a retired Orthopedic Spine Surgeon. He was Board Certified by the American Board of Orthopedic Surgery and is a diplomat of the American Board of Forensic Examiners. He was a recipient of the National Leadership Award by the National Republican Congressional Committee, and was a Fellow of the American College of Surgeons, the American Academy of Orthopedic Surgeons, and the International College of Surgeons. In addition, Dr. Cataletto is a member of the North American Spine Society, the American College of Physician Executives, and the American Association of Orthopedic Surgeons. He serves on the International Coding Task Force of the International Society for the Advancement of Spine Surgery.

Dr. Cataletto's roles as the Medical Director for Business Dynamics Inc. and its subsidiaries is of significant importance and draws heavily on his experience as a Spine Surgeon. As Medical Director of Business Dynamics RCM he is actively involved in evaluating and defending surgeons and facilities against insurance denials, reimbursement difficulties and those issues that continue to infringe upon the financial positions of Spine Surgeons throughout the United States. His participation in discussions with insurance carriers and medical directors has had a direct impact on the success of Business Dynamics RCM. As a leader in education, his 25 years of managing a progressive spine practice incorporates the many strategies often discussed and recommended to our clients and provided through various lectures and conferences. His contributions to the Revenue Cycle Dynamics for the Spine Reimbursement Specialist education series (SRS) and his discussion of the anatomy of the spine, which are based on his hands on knowledge, have provided additional value to the course.

THE BUSINESS OF SPINE



The Foundation: Monday, March 23, 2015

The Foundation provides your "foundation" for the spine coding and reimbursement process with topics covered including spinal anatomy and diseases, as well as spine procedures as they pertain to your reimbursement. Other topics include The Four Elements of Spine Coding, Spine Coding for the Reimbursement Specialist, Mastering Modifiers and Coding Applications.

What's on the agenda:

Spinal Anatomy

Learn how a basic understanding of spinal anatomy can improve coding, promote clear operative report dictations and enhance the reimbursement process.

Spinal Disease and Surgical Procedures

Learn about the different spine diseases and identify the surgical procedures commonly used.

Intro to Spine Coding for the Reimbursement Specialist – Part 1, The Four Elements

This course will discuss the process of coding, breaking it down into four elements.

Spine Coding for the Reimbursement Specialist – Part 2

This course will begin with analyzing the CPT book for spine coding and application.

Mastering Modifiers

Learn the definition, category and proper use of CPT modifiers along with their impact on reimbursement.

Coding Applications Test Review

Case presentations and explanation of the pre-test and correct coding applications.

“The Foundation” Agenda March 23, 2015

8:00am – 8:30am.....	On-site Registration
8:30am – 8:40am.....	Introduction
8:40am – 9:45am.....	Spinal Anatomy
9:50am – 10:00am.....	Break
10:00am – 11:10am.....	Spinal Disease & Surgical Procedures
11:15am – 12:30pm.....	Intro to Spine Coding for the Reimbursement Specialist – Part 1: The Four Elements
12:30pm – 1:15pm.....	Lunch
1:15pm – 3:00pm.....	Spine Coding for the Reimbursement Specialist – Part 2
3:05pm – 3:15pm.....	Break
3:15pm – 4:10pm.....	Mastering Modifiers
4:10pm – 5:00pm.....	Coding Applications Test Review

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

THE BUSINESS OF SPINE



The Framework: Tuesday, March 24, 2015

The Framework includes a hands-on coding session and auditing session to help build the "framework" needed to maximize reimbursements through correct coding for claims and payment auditing. Topics covered include Coding Scenarios, The Anatomy of An Operative Report, Advanced Modifier Calculations, Mind your "P"s and "E"s (Primary and Exempt Codes), Developing an Auditing Process, Medical Policy Guidelines and your Reimbursement.

What's on the agenda:

Coding Scenarios for the Spine Reimbursement

Specialist - Coding a series of spine cases from basic to complicated and evaluating real life operative reports for proper documentation and coding applications.

Coding Workshop - Teams of coders will work through a series of cases identifying the procedure in the body of the operative reports. Each team will have the opportunity to review and correct coding errors further enhancing their ability to identify procedures in the op notes and employ appropriate coding guidelines.

Surgeon's Compensation, Documentation & Reimbursement Process

Part 1: The Anatomy of an Operative Report. This first section involves the continued evolving process of understanding the language in the operative report – its design and language relative to spine surgery documentation.

Part 2: Advanced Modifier Calculations – Mind Your "P"s and "E"s. The need to understand how the reimbursement protocols are dictated through national coding and reimbursement guidelines begins with the greater understanding of their applications to spine surgery.

Part 3: Medical Policy Guidelines. Understanding medical policy guidelines is a crucial factor in maximizing reimbursement. This section will review these guidelines from national to carrier specific.

Developing an Auditing Process This section will present and discuss auditing surgical claim reimbursements; utilizing the National Coding Guidelines, carrier specific guidelines, and the effect of CCI edits on the reimbursement process.

Auditing Workshop

Attendees will be auditing cases to identify minimum expected payments, reimbursement hours, and appeals.

"The Framework" Agenda March 24, 2015

8:00am – 8:30am.....	On-site Registration
8:30am – 8:45am.....	Introduction
8:45am – 10:15am.....	Coding Scenarios for the Spine Reimbursement Specialist
10:15am – 10:30am.....	Break
10:30am – 12:00pm.....	Coding Workshop
12:00pm – 1:00pm.....	Working Lunch: Guest Speaker Nicola Hawkinson
1:00pm – 2:00pm.....	Surgeon's Compensation, Documentation & Reimbursement Process Part 1, Part 2 and Part 3
2:00pm – 2:15pm.....	Break
2:15pm – 3:30pm.....	Developing an Auditing Process
3:30pm – 3:45pm.....	Break
3:45pm – 5:00pm.....	Auditing Workshop

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

THE BUSINESS OF SPINE

The Fusion: Wednesday, March 25, 2015

The Fusion includes topics such as The Appeals Process and Current Industry Controversies, while also incorporating work sessions that "fuse" the previous lessons and apply them to real-life spine cases. Students have the opportunity to audit payments and build appeal claims. **All attendees are invited to bring examples of their toughest cases to work through.** Our experts will be on-site and available to provide immediate feedback to questions and concerns.



What's on the agenda:

Surgeon's Compensation, Documentation & Reimbursement Process

Part 5: The Appeals Process. Developing the proper format for successful results in the appeals process will be discussed in great detail.

Part 6: Case Presentation and Practical Application. A presentation of real spine surgical cases from basic to complicated. This course continues from Session 1: The Foundation and moves into more difficult cases.

Current Industry Controversies

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

The Appeals Workshop

Identify the specific appeal as it applies to specific case presentations.

Attendee Case Presentation

At this point all attendees will have the opportunity to present cases for open dialog relative to the case documentation, coding, and reimbursement.

SRS Certification Test

All attendees that meet the criteria for certification are required to sit for this exam at this time.

"The Fusion" Agenda March 25, 2015

8:00am – 8:30am.....	On-site Registration
8:30am – 8:40am.....	Introduction
8:40am – 10:00am.....	Part 5 – The Appeals Process
10:00am – 11:10am.....	Part 6 – Case Presentation and Practical Application
11:10am – 11:25am.....	Break
11:25am – 12:00pm.....	Current Industry Controversies
12:00pm – 1:00pm.....	Lunch
1:00pm – 2:00pm.....	The Appeals Workshop
2:00pm – 2:15pm.....	Break
2:15pm – 4:00pm.....	Attendee Case Presentation
4:00pm – 5:00pm.....	SRS Certification Test

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

THE BUSINESS OF SPINE

SRS Boot Camp: Thursday, March 26, 2015

Advanced training course for those who have successfully completed the Revenue Cycle Dynamics for the SRS certificate program in the past OR who will be attending the 2015 series. It will allow attendees to use what they have learned and ask any questions they may have, while covering more advanced cases and working claims through the entire revenue cycle in workshop groups.

Attendees will have the opportunity to submit cases directly related to their practice prior to the event to be discussed during SRS Boot Camp.

What's on the agenda:

The SRS Boot Camp will feature a full day of in-depth case work. Spine cases will be worked through every step of the entire revenue cycle in order to develop skills in the following areas:

- Spine Coding
- Claims Auditing
- Payment Evaluation
- Appeals Protocols

Attendees can submit their cases prior to the event to be worked though during this day. Cases must be submitted in advance to be sure we remain in compliance with HIPAA.

To submit your cases please email to contact@thebusinessofspine.com or fax to 516-704-2397 with the subject "Case for SRS Boot Camp".



"Bootcamp" Agenda March 28, 2015

- 8:00am – 8:30am.....On-site Registration
- 8:30am – 8:40am.....Introduction
- 8:40am – 11:00am..... Coding Session
- 11:00am – 11:15am.....Break
- 11:15am – 1:15pm.....Auditing Session
- 1:15pm – 2:00pm.....Lunch
- 2:00pm – 3:00pm..... Appeals Session
- 3:00pm – 3:10pm.....Break
- 3:10pm – 5:00pm.....Real Life Case Studies

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

THE BUSINESS OF SPINE

Registration Form – Revenue Cycle Dynamics for the Spine Reimbursement Specialist

COURSE FEES

Early Registration through 2/1/15

The Foundation: March 23.....	\$595 \$495
The Framework: March 24.....	\$595 \$495
The Fusion: March 25.....	\$595 \$495
SRS Boot Camp: March 26.....	\$595 \$495
SRS Series: March 23 – March 25.....	\$1,495 \$1,195
(The Foundation, The Framework and The Fusion)	
SRS Series + Boot Camp:	
March 23 – March 26.....	\$1,995 \$1,595

NOTE: In order to receive an SRS certificate, The Foundation, The Framework, and The Fusion must be successfully completed

First Name		Last Name	
Title			
Company Name			
Address			
City		State	Zip
Phone		Email	

Registration Information

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

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
225 Old Country Road
North Wing, Suite 2
Melville, NY 11747

Online: To register online or for more information [click here](http://www.thebusinessofspine.com) or visit:
www.thebusinessofspine.com and click on Education Series.

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.

ATTENDEE REGISTRATION

Attendee Name	The Foundation	The Framework	The Fusion	SRS Boot Camp	SRS Series	SRS Series/ Boot Camp
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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	