

THE BUSINESS OF SPINE



Spinal Implant Rep Course

In this course industry professionals are given this unique opportunity to understand the physician and hospital financial structure in order to provide insight into the issues faced daily, while working through the spine reimbursement process.

This series provides the spinal implant representative with the resources and tools needed to expand their knowledge of spine coding, and reimbursement issues with topics including:

Reimbursement Hurdles for New Technology ***FREE***

New designs and approaches equal an increased challenge in coverage. The industry is not likely to embrace technologies if surgeons, unsure of reimbursement, are hesitant to perform new procedures. Developing technologies should involve open discussions about medical necessity, CPT® applications, and reimbursement issues during the research and development phase to reduce the possibility of undesirable or unacceptable coding and reimbursement results.

This webinar will discuss the reimbursement hurdles of new technologies and the required commitments from industry, physicians, patients, and insurers if we are to continue the process of improved medical treatments and medical successes.

Run Time: 15 minutes

Introduction ***FREE***

In this video we will discuss what the spine consultant will learn in our Spinal Implant Representative course. View this video free-of-charge, by logging into your TBOS online account.

History of Spinal Instrumentation

Understanding the history of spine instrumentation will assist you in your efforts with clients; therefore enabling you to be a better representative. In this webinar we will provide you with an overview of the history of spinal instrumentation and how to use this information to relate to your clients.

Understanding the DRG System

This webinar provides a basic understanding of the DRG categories relative to spine cases, products and reimbursements. This webinar will give you a better understanding of DRGs and their importance to your work.

Understanding the Physician and Hospital Revenue Track

This webinar discusses the physician and hospital financial structure and will provide insight on how reimbursement is set, calculated and how different contracting methodologies and opportunities are used.

Marketing Materials Matter

This webinar will dramatize the effect of marketing materials, discuss how positioning impacts a product launch and how this can enhance or hinder the campaigns success.

Total Run Time: 2 hours 18 minutes