

# **THE BUSINESS OF SPINE**

## **Revenue Cycle Dynamics for the Spine Reimbursement Specialist**

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



### **The Foundation The Framework The Fusion**

**April 17, 2013 - April 19, 2013  
New York City, NY**

#### **Presented by:**

**Barbara Cataletto, MBA, CPC**  
Chief Executive Officer

**Mauro M. Cataletto, MD**  
Medical Director

#### **Guest Speaker:**

**Nicola Hawkinson, DNP, RN, RNFA**  
CEO of Spine Search

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## The Foundation

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.

## The Framework

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.

## The Fusion

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.

## Who should attend?

**Spine Surgeons & Professionals  
Certified Coders & Business Office Staff  
Administrators, Office Management  
& Billing Staff**

## Testimonials

This course was captivating from the first to the last session. Barbara and Dr. Cataletto present a dynamic course from basic spinal anatomy through complex reconstructive coding. I found it to be a very potent lesson in spine and look forward to more.

*Julie Maggio, North Institute*

The seminar was very informative and has been a great foundation to grow on and learn from. The seminar was a great introduction to coding. I found the information supplied to be something I use on an everyday basis. It is easier for me to pick up on the language and codes used because of hearing about them first hand at the seminar. I would highly recommend this course.

*Maria Giardina, South Island Orthopedic Group*

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# THE BUSINESS OF SPINE

## About Us

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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

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**Barbara Cataletto, MBA, CPC**  
*Chief Executive Officer*

*Business Dynamics, Inc.*

**Subsidiaries: Business Dynamics RCM  
The Business of Spine  
CaseCoder**

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.

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# THE BUSINESS OF SPINE

## Executive Biographies

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**Mauro M. Cataletto, MD**  
*Medical Director*

*Business Dynamics, Inc.*

**Subsidiaries: Business Dynamics RCM**  
**The Business of Spine**  
**CaseCoder**

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 Spine Reimbursement Specialist Course (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” AGENDA

**April 17, 2013**

8:00 a.m.	8:30 a.m.	On-Site Registration and Welcome Continental Breakfast	
8:30 a.m.	8:40 a.m.	Introduction	
8:40 a.m.	9:45 a.m.	<i>Spinal Anatomy</i>	Learn how a basic understanding of spinal anatomy can improve coding, promote clear operative report dictations and enhance the reimbursement process.
9:50 a.m.	10:00 a.m.	Break	
10:00 a.m.	11:10 a.m.	<i>Spinal Disease &amp; Surgical Procedures</i>	Learn about the different spine diseases and identify the surgical procedures commonly used.
11:15 a.m.	12:30 p.m.	<i>Intro to Spine Coding for the Reimbursement Specialist - Part 1 The Four Elements</i>	This course will discuss the process of coding, breaking it down into four elements.
12:30 p.m.	1:15 p.m.	Lunch Prime Dining Room	
1:15 p.m.	3:00 p.m.	<i>Spine Coding for the Reimbursement Specialist - Part 2</i>	This course will begin with analyzing the CPT book for spine coding and application.
3:05 p.m.	3:15 p.m.	Break	
3:15 p.m.	4:10 p.m.	<i>Mastering Modifiers</i>	Learn the definition, category and proper use of CPT modifiers along with their impact on reimbursement.
4:15 p.m.	5:00 p.m.	<i>Coding Applications Test Review</i>	Case presentations and explanation of the pre-test and correct coding applications.
		<i>Closing Comments</i>	

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

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# THE BUSINESS OF SPINE

## “THE FRAMEWORK” AGENDA

*April 18, 2013*

		<b>April 18, 2013</b>	
8:00 a.m.	8:30 a.m.	On-Site Registration and Welcome Continental Breakfast	
8:30 a.m.	8:45 a.m.	Introduction	
8:45 a.m.	10:15 a.m.	<i>Coding Scenarios for the Spine Reimbursement Specialist</i>	Coding a series of spine cases from basic to complicated and evaluating real life operative reports for proper documentation and coding applications. This section continues from <i>Session 1: “The Foundation”</i> and reviews all cases in order to locate any problems or issues in the coding process and to correct these issues in our daily work.
10:15 a.m.	10:30 a.m.	Break	
10:30 a.m.	12:00 p.m.	<i>Coding Workshop</i>	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.
12:00 p.m.	1:00 p.m.	<i>Lunch Break</i>	Guest Speaker Nicola Hawkinson C.E.O of Spine Search Topic: “Update and Improve your Resume”
1:00 p.m.	2:00 p.m.	<p><i>Surgeon’s Compensation, Documentation &amp; Reimbursement Process</i></p> <p><i>Part 1: The Anatomy of An Operative Report</i></p> <p><i>Part 2: Advanced Modifier Calculations</i> <i>Mind your “P”s and “E”s</i></p> <p><i>Part 3: Medical Policy Guidelines</i></p>	<p>Part 1: 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.</p> <p>Part 2: 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.</p> <p>Part 3: Understanding medical policy guidelines is a crucial factor in maximizing reimbursement. This section will review these guidelines from national to carrier specific.</p>
2:00 p.m.	2:15 p.m.	Break	
2:15 p.m.	3:30 p.m.	<p><i>Surgeon’s Compensation, Documentation &amp; Reimbursement Process</i></p> <p><i>Part 4: Developing an Auditing Process – Case Study Presented</i></p>	Part 4: 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.
3:30 p.m.	3:45 p.m.	Break	
3:45 p.m.	5:00 p.m.	<i>Auditing Workshop</i>	Attendees will be auditing cases to identify minimum expected payments, reimbursement hours, and appeals.
Closing	Comments	<i>Networking Cocktail Reception</i>	

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

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# THE BUSINESS OF SPINE

## “THE FUSION” AGENDA

**April 19, 2013**

8:00 a.m.	8:30 a.m.	On-Site Registration and Welcome Continental Breakfast	
8:30 a.m.	8:40 a.m.	Introduction	
8:40 a.m.	10:00 a.m.	<i>Surgeon's Compensation, Documentation &amp; Reimbursement Process</i>  <i>Part 5: The Appeals Process</i>	Part 5: Developing the proper format for successful results in the appeals process will be discussed in great detail.
10:00 a.m.	11:10 a.m.	<i>Surgeon's Compensation, Documentation &amp; Reimbursement Process</i>  <i>Part 6: Case Presentation and Practical Application</i>	Part 6: Case Presentations. 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.
11:10 a.m.	11:25 a.m.	Break	
11:25 a.m.	12:00 p.m.	<i>Current Industry Controversies</i>	The discussion will focus on trends and the coding and reimbursement field that have a direct impact on the practice.
12:00 p.m.	1:00 p.m.	<i>Lunch Break</i>	Guest Speaker: Nicola Hawkinson “Improving your Interview Style”
1:00 p.m.	2:00 p.m.	<i>The Appeals Workshop</i>	Identify the specific appeal as it applies to specific case presentations.
2:00 p.m.	2:15 p.m.	Break	
2:15 p.m.	4:00 p.m.	<i>Attendee Case Presentation</i>	At this point all attendees will have the opportunity to present cases for open dialog relative to the case documentation, coding, and reimbursement.
4:00 p.m.	5:00 p.m.	<i>SRS Certification Test</i>	All attendees that meet the criteria for certification are required to sit for this exam at this time.
		<i>Closing Comments</i>	

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

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# THE BUSINESS OF SPINE

## Seminar Information

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

**Dates:** April 17-19, 2013

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

**Tuition:** \$595.00 per person per session  
\$1,495.00 per person for all three -day sessions

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

### Registration includes:

- Educational Handouts
- Resource Materials
- Breakfast
- Lunch
- Other Free Gifts

### Educational Products Available Include:

- Anatomy Flip Books
- Anatomy Posters
- The Business of Spine's Coding Handbook for Spine Surgery
- The Business of Spine's Coding Scenarios Handbook for Spine Surgery
- The Business of Spine's Pain Management for Spine - Coding Handbook
- The Business of Spine Web-Based Education Series



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# THE BUSINESS OF SPINE

## REGISTRATION FORM

To register for this event, please fill out the form below and fax to: (516) 704-2397.

If you wish to pay by check, please mail the completed form and full payment to:  
The Business of Spine, LLC, 200 Old Country Road, Suite 470A, Mineola, NY 11501

<b>First Name</b>	
<b>Last Name</b>	
<b>Title</b>	
<b>Company Name</b>	
<b>Address</b>	
<b>City</b>	
<b>State</b>	
<b>Zip code</b>	
<b>Phone</b>	
<b>E-mail</b>	

### Check which of the following you wish to attend

<b>The Foundation</b>	<b>April 17, 2013</b>	<b>\$595.00</b>	
<b>The Framework*</b>	<b>April 18, 2013</b>	<b>\$595.00</b>	
<b>The Fusion**</b>	<b>April 19, 2013</b>	<b>\$595.00</b>	
<b>SRS Series (The Foundation, The Framework and The Fusion)</b>	<b>April 17-19, 2013</b>	<b>\$1,495.00</b>	

\*Prerequisite pg 4 The Foundation

\*\* Prerequisite pg 5 The Foundation and The Framework

<b>Card Type</b>	
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If you should need assistance, or for more information, please call: 888 337 8220 Option #7

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

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