

Overview

- Introduction to Laser Spine Institute
- Considerations
 - Benefits to adding new procedures
 - Determining demand
 - Reimbursements & ROI
- Staff training
- Common pitfalls to avoid

Intro

- Through a variety of technologically advanced, minimally invasive spine procedures, LSI provides patients a unique solution for relief from neck and back pain. The endoscopic surgical approach gives patients a new option.
- Located in Tampa, Fla.; Scottsdale, AZ; Philadelphia, Pa.; Oklahoma City, Okla.



Intro

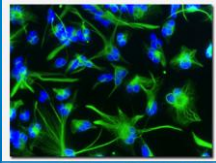
- Previously more than 5 % of patients being referred out for more invasive fusions
 - Laser Spine Institute saw an opportunity to better meet patient needs
- **Minimally Invasive Stabilization Procedures added April 2012**
 - The **Optimum360** procedure is an advanced, muscle-sparing, minimally invasive technique designed to relieve concentrated back pain by treating painful disc-associated problems
 - ACDF (cervical)
 - TLIF (lumbar)



Dr. Mark Flood showcases how he uses the Pathfinder® MIS pedicle screw system* to perform the new procedures at Laser Spine Institute.

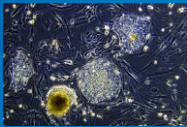
Intro

- RegenaDISC stem cell treatment added April 2012, pioneered by Dr. Mark Flood.
- Identified that 14% of our patients had annular tears, a condition we previously could not treat with endoscopic spine surgery.
- RegenaDISC enables surgeons to potentially heal painful disc problems while promoting regeneration and healing using the patient's own stem cells.



Intro

- **RegenaDISC** uses a low-level laser to stimulate the cells and encourage regeneration. The procedure can treat degenerative, torn, ruptured, herniated or bulging discs and annular tears.
- The procedure involves extracting adult stem cells and disc cells from a patient and transferring them to the affected discs to facilitate pain reduction and tissue regeneration.



Considerations

Considerations

▪ **Benefits**

- Allow surgical team opportunities to innovate & improve surgical processes.
- Surgeon satisfaction
 - Surgeons should have opportunities to improve and invent procedures. Are they vetted and researched? Will they improve patient outcomes?
- Ensure ASCs are able to continue to attract best, pioneering surgeons.



Considerations

▪ **Benefits**

- Become full service and allows your ASC to tailor your services to best meet the needs of your patients.
- May not always translate into higher revenue.
 - Ex. Laser Spine Institute provides laser treatment to facet joints to help patients.
- Patient satisfaction should be driving factor in decision-making process.



Considerations

▪ **Determining demand for new procedures:**

- Analyzing patient database
 - Surveys
 - Face-to-face
 - Data available
 - Caregivers' feedback

▪ **Implementing patient feedback: Ex. Patient Experience Coordinators**

Recommendations: Track and analyze your patients' conditions, symptoms and feedback. In a simple excel spreadsheet if you do not have a formal CRM system. Review for patterns.

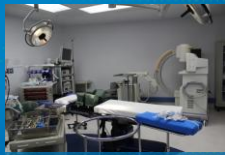
Considerations

- **Determining demand for new procedures:**
 - New procedures, techniques and/or tools may stem from innovations by existing surgeons.
 - Literature
 - Industry meetings
 - Another option is to recruit an expert to bring a specific procedure to your ASC.



Considerations

- **Review procedure in nearby ASC or hospital**
 - Bring another doctor or staff member when observing.
 - Look for somewhere that is highly reputable, accredited and has good outcomes.



Considerations

- **Determining ROI**
 - Differences based on procedure offerings (MIS/RegenaDISC)
 - Develop a financial projection that gauges long-term financial prospects of new procedure
 - Cost structures and staffing model
 - Start-up fees
 - Project estimated return

Considerations

- **Determining ROI continued:**
 - Insurance reimbursements
 - Begin by reviewing all current insurance contracts and ensure new procedure is covered
 - Assess the medical necessity requirements
 - Cost containment



Considerations

- **Feasibility studies**
 - Choose small sample of top payors to perform limited number of procedures prior to full implementation.
 - Look for hidden costs.

Recommendation: Slow & steady! Accelerate once reimbursements have been confirmed.



Staff training

Staff training

▪ **Equipment compliance**

- Federal & state permits & license statements
- Confirm new sterilization techniques with your staff
 - Review every new piece of equipment or device
 - Manufacturers' instructions need to be available
 - Update patient consent if implants are being used
 - FDA regulations and state laws both need to be addressed



Staff training

▪ **Surgeons**

- Cadaver labs
- Videos
- Observing an expert
- One surgeon assisting another
- Fellowship training



Staff training

▪ **Patient safety**

- Ensure that your ASC setting is appropriate for new procedures.
- Limitations and regulations differ for each state.
- Designate a patient safety officer.



Staff training

- Peer review
 - Make sure process is in writing.
 - Review the charts until the peer decides the number can be decreased.
- Review initial cases.
 - Video recording



Staff training

- Infection prevention
 - Role of infection preventionist
 - Hand hygiene
 - Reevaluate procedures with new equipment
 - Standards and processes for tissue and biologics



Common pitfalls to avoid

Common pitfalls to avoid

- Failing to see the big picture
 - Entire ASC team needs to understand implications of new procedures at all steps in the patient experience.
 - There needs to be a team mentality that focuses on the patient first.



Common pitfalls to avoid

- Manage patient expectations
 - Update informed consent.
 - Clearly identify benefits and risks for the procedures.



Thank you!



Questions?



LASER SPINE INSTITUTE
THE LEADER IN ENDOSCOPIC SPINE SURGERY
