The 4th Annual Conference
Maximize the Value of Your SPINE CENTER

2008 Featured Sessions

How to Successfully Lower Implant Costs
Eula McKinney
Spine Center Director
UCSF MEDICAL CENTER

Delivering Patient Value & Financial Results
Scott M. Gibbs, MD
Founder & CEO
BRAIN AND NEUROSPINE CLINIC OF MISSOURI
Director of the Regional Brain and Spine Center
SOUTHEAST MISSOURI HOSPITAL

Tracking & Capturing the Elusive Functional Outcome
Edward Lee Spain
Executive Director of Neurosciences
ST. JOHN’S REGIONAL HEALTH CENTER

Vendor Purchasing & Benefit Strategies
MODERATED BY
Stan Mendenhall
Editor & Publisher
ORTHOPEDIC NETWORK NEWS

Finally – a Conflict Resolution Panel with Physicians Who Have Done It
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Associate Professor & Chief, Section of Adult Neurosurgery
Director, Neurosurgery Spine Service Department
MEDICAL COLLEGE OF GEORGIA

Increase Center Productivity with a Cost Efficient Plan for Pain Management
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ORTHOPEDIC SPECIALISTS OF THE CAROLINAS

Neil Boecking, DC
Director
PRO-CARE SPINE CENTER

WORKSHOPS

• Generating Passive Ancillary Income and Outcomes from a Spine Center
• Promoting Your Spine Center Online: Website Design & Internet Marketing Strategies
• Six Sigma in Healthcare: Eliminate Problems, Save Money

2008 Case Studies

• Thomas Jefferson University Hospitals
• University of Colorado
• Heartland Spine and Specialty Hospital
• University of Washington
• St. John’s Regional Hospital
• Cleveland Clinic Florida
• Orthopedic Specialists of the Carolinas
• UCSF Medical Center
• The Medical College of Georgia
• Chicago Neuroscience Institute
• Oregon Health & Sciences University
• Reading Neck & Spine Center
• Brain & Neurospine Clinic of Missouri
• University of Chicago
• Pro-Care Spine Center

September 22-24, 2008 • MGM Grand Hotel & Casino • Las Vegas, NV
Dear Healthcare Professional,

There are huge financial benefits when developing a niche in spine care that you can’t afford to ignore. Being prepared for 2009 means that you have to leverage a strategic plan to capitalize on new technology, lower implant costs, and deliver measurable results.

### Conference Goal
Benchmark with top-of-the-line spine centers and integrate solutions from 15 leaders in spine care to evaluate new technology, manage physician relations, integrate solutions from 15 leaders in spine care to implant costs, and deliver measurable results.

### What are the Top Five Issues Cited by Leading Spine Centers?
- Skyrocketing implant costs
- Managing physician turf wars
- Capitalizing on functional outcomes
- Demonstrating value to payers
- Marketing specialty services on a limited budget

### Our Sessions Address Core Issues
The distinguished speaking faculty and expert panels provide best practices for your top priorities, including how:

- The University of California, San Francisco Medical Center saves millions on implant costs every year by leveraging a 9-step strategic sourcing process
- Cleveland Clinic Florida, Thomas Jefferson University Hospitals, and The Medical College of Georgia bring every clinical discipline to the table to advance patient care and operational management
- St. John’s Regional Hospital quantifies functional outcomes and provides the analysis of the data for payers and patients
- The Medical College of Georgia capitalizes on direct marketing to build physician referrals
- The Heartland Spine & Specialty Hospital strategically evaluates its target audience before launching comprehensive marketing campaigns

### New for 2008!
The faculty examines benchmarking data from top providers, including free-standing spine centers, academic hospitals and community hospitals. Learn how:

- **Reading Neck and Spine Center** increases reimbursement through strategic negotiations with “unsatisfactory” payers
- **Oregon Health & Science University** simplifies outpatient management through patient navigators
- **The University of Colorado** operates a top-of-the-line, cohesive spine center with quantifiable results
- **Brain and NeuroSpine Clinic of Missouri** attracts top doctors and builds physician loyalty
- **The University of Chicago** recognizes and implements advances in spine care and medical technology
- **Chicago Neuroscience Institute** forecasts the future needs of patients and payers

### PLUS! Dynamic Panel Discussions

- **The University of Washington, Orthopedic Specialists of the Carolinas, and Pro-Care Spine Center** team up to share success in leveraging conservative treatments to increase spine center productivity. The panel examines how pain management programs keep surgeons away from non-surgical cases.
- The Editor and Publisher of *Orthopedic Network News* leads a team of experts examining the process of evaluating new technology for your spine center. Learn how to limit the pool of vendors by putting controls in the system, while understanding what is truly an advancement and what is not.

### The Networking
The conference is designed to achieve a balance of delivering high quality content together with networking activities for the exchange of ideas and best practices. Networking activities take place during morning coffee and lunch, as well as during key breaks throughout the agenda. We want you to leave this conference with an action list to develop and expand your Spine Center. We offer both group rates and other discounts.

Register today to start saving valuable healthcare dollars! Call 800-647-7600 or 781-939-2438 to reserve your place.

I look forward to greeting you personally in Las Vegas!

Sincerely,

**Kathryn DiPerna**

Conference Director

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**Testimonials**

**“Great information and content, relative to all spine centers.”**
– Kathleen Foder, Orthopedic Manager, ORANGE COAST MEMORIAL MEDICAL CENTER

**“Candid, timely, excellent.”**
– Ram Mudiyam, MD

**“Speakers were complementary to each other; provided a broad base of experience in Spine Center development.”**
– Deborah Fuller, Assistant Director of Surgery & Anesthesiology, BAYSTATE HEALTH

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**With Special Thanks to Our Advisory Board**

- Mark Lovgren, Service Line Director, Spine Service, OREGON HEALTH & SCIENCE UNIVERSITY
- Sandi Tinch, Administrator, Orthopedics & Neurology, OHIO HEALTH
- Dorla Vinson, Patient Care Manager, CARLE SPINE INSTITUTE

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**Who Should Attend**

From Hospitals, Free Standing Centers and Joint Ventures:

- CEOs, Vice Presidents, Directors, and Administrators of Spine Centers.
- Also, Service Line Managers, Directors and Managers of:
  - **Neurology**
  - **Neurosurgery**
  - **Orthopedics**
  - **Orthopedic Surgery**
  - **Rehabilitation**
  - **Nursing**
  - **Pain Management**
  - **Chiropractic Services**
  - **Inpatient Services**
  - **Psychiatry**
  - **Physical Therapy**
  - **Physiatry**

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**P.S. Sign up today to lock in your seat at this 100% case study-led event!**
8:00  Keynote Presentation

How a Well-Run Spine Center Delivers Patient Value and Financial Results
Eula McKinney
UCSF Medical Center

This stimulating, media-rich presentation demonstrates proven strategies and tactics to create a flourishing Spine Center of Excellence. Learn about the continuum of care — from the routine to the complex. Understand how the proper leadership, vision and mission can cultivate an unstoppable, thriving enterprise. Leave with an actionable plan to deliver the best patient value while creating extraordinary financial results. Highlights include:
- Attracting and retaining best-in-class physicians and surgeons, as well as clinical staff
- The pivotal importance of healthcare “ambassadors”
- Instituting a plan for patient follow-through and satisfaction

11:30  Tracking and Capturing the Elusive Functional Outcome

Haroon Choudhri, MD
Thomas Jefferson University Hospital

Payers and prospective patients demand quantified results. Functional measures of a spine center’s success are important to demonstrating value to payers, diversifying payer mix, and increasing patient flow. It is key to have a system in place that tracks and analyzes clinical outcomes data. This session explores, step-by-step, how functional outcomes were successfully developed within St. John’s Regional Health Center’s Spine Center. Hear what worked, and what didn’t, while examining what to do when you start getting the outcomes worth keeping, including:
- Understanding the key role of functional outcome measures
- Utilizing innovative ways to collect the data
- Forecasting potential problems
- Providing valuable analysis of the elements
- Implementing proven strategies to capitalize on newly collected data and advance your spine center

2:45  Assessing New Technology for Your Spine Center and Maximizing Value — A Cost-Benefit Analysis

Stephen P. Banco, MD
SurGical Institute of Reading

Manufacturers are constantly promoting the next best thing to your spine center and your physicians. You must find a balance between incorporating the newest, state-of-the-art technology and the skyrocketing costs for it. This interactive discussion addresses:
- Putting controls in the system and limiting the pool of vendors
- Determining what is truly an advancement and what is not
- Deciding if it’s best to be an early adopter of new technology or if you should take the “wait and see” approach
- Knowing what physicians will be asking for in near future
- Establishing this year’s most valuable advancements

10:00 Networking Break and Refreshments
4:00 Measuring Patient and Referring Physician Satisfaction to Improve Market Share

Growing market share means reaching out to doctors and offering measured results. This session highlights:
- Increasing market share through direct physician marketing
- Advancing patient & referring physician satisfaction
- Offering specific reasons why patients should stay local or travel to your center

4:45 Develop a Spine “Center of Excellence” with Measured Outcomes

Building a Spine Center of Excellence in an academic institution requires coordination between many disciplines. This presentation offers proven strategies to build a cohesive center with measured outcomes. You learn:
- An actionable checklist for obtaining a spine center of excellence designation
- Hurdles and the politics of the process
- Nuances of an academic practice merging with the private practice world

5:30 End of Day One
In-Depth, Pre-Conference Workshop A  Monday, September 22, 2008

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What should you provide under the roof of a spine center, and what things are better left outside the walls? This workshop examines how to best set up a spine center. You will learn the trap doors to failure experienced by those who try to do too much. You will learn how to:
• Develop a space plan for a spine center geared for the future, rather than the past
• Create a first impression that projects an active approach vs. the passive palliative treatments that employers and payers abhor
• Evaluate internalizing a C-arm – The pros/cons of building a Medicare-certified injection suite related to facility fee reimbursement
• Price by ICD9 (diagnosis) vs. CPT (tasks) – If you do conservative prudent spine care, you can be economically punished by having fewer CPTs to bill and be rewarded for doing less
• Create a Clinical Outcome Report Card – Proving you have quality, that you are different, better, and deserve higher reimbursement

ABOUT YOUR WORKSHOP LEADER:
Bob Reznik, MBA, President of PRIZM DEVELOPMENT, INC. is a nationally recognized expert on Spine Center of Excellence development. Twenty years ago, he directed the development of the first and largest spine center in the nation for its first nine years, Texas Back Institute. For over 22 years he has specialized in the spine niche, working with fellowship-trained spine surgeons, physical medicine physicians and spine specialized therapists to improve the way spine care is provided. He is the author of four successful books on healthcare, including Treat Your Back Without Surgery.

In-Depth, Pre-Conference Workshop B  Monday, September 22, 2008

Promoting Your Spine Center Online: Website Design & Internet Marketing Strategies

The Internet has quickly become the primary tool that consumers use to locate and research products and service providers. Developing an easy-to-find, easy-to-use website can pay big dividends in the form of consistent new patient growth, lower overall marketing costs and improved customer relations.

This interactive workshop examines several proven strategies to help you build a successful website and internet marketing campaign.

You learn:
• Marketing essentials—establishing your brand, profiling your users and communicating your unique message
• The importance of website content, functionality and organization
• Understanding website design & usability — billboard design 101
• Search engine optimization — A very important game
• Internet marketing strategies — the new rules of marketing & PR

ABOUT YOUR WORKSHOP LEADER:
Brody Dorland is the President & Creative Director of SOMETHING CREATIVE, INC. Brody has worked for both advertising agencies and corporations, creating award-winning, integrated marketing programs for companies in a variety of industries.

In 2005, Brody founded Something Creative, Inc., a virtual marketing and interactive agency offering an array of affordable, creative-marketing services for companies throughout the U.S. Most recently, Brody and the Something Creative team completed collaboration with Staples, Inc. to develop and launch www.staplespromotionalproducts.com.

In-Depth, Pre-Conference Workshop C  Monday, September 22, 2008

Six Sigma in Healthcare: Eliminate Problems, Save Money

Health care organizations pursuing a Six Sigma level of operation find when problems are reduced, costs decline and patient and physician satisfaction greatly improve.

Your workshop leader has documented over a five-year period that he can save a health care organization between 4-5% of its annual gross revenues the first year and 1-2% per year in subsequent years!

You learn:
• Essentials of Six Sigma methodology
• Case studies showing what problems were addressed by Six Sigma, how they were solved, and the results of the solutions implemented
• Combining Six Sigma with lean for a lean-sigma approach to operations

ABOUT YOUR WORKSHOP LEADER:
Robert Peterson, PhD, is the Founder and President of TLP, INC. Trained in the Six Sigma processes and tools, Dr. Peterson is a Six Sigma Master Black Belt. He has spent the last two decades helping businesses and organizations improve their products and services. For the more than 10 years, he has been involved with training Six Sigma black and green belts including health care organizations. He is the author of the book Problem Solving: A Structured Approach to Identifying and Solving Problems.

Registration Information

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Fee includes morning coffee, lunch, refreshments, and conference documentation CD-ROM. Please make checks payable to WRG Research, Inc.

TEAM DISCOUNT: Register 3 team members from the same organization at the same time and the 4th team member attends FREE! (Valid only at regular registration rate.)

PAYMENT POLICY/SUBSTITUTIONS/CANCELLATIONS: Registration fees must be paid by September 8, 2008. Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. All cancellations received on or before September 8, 2008 will be subject to a $195 administrative charge. We regret that no refund for cancellations will be made after this date. In case of conference cancellation, World Research Group’s liability is limited to refund of the conference registration fee only.

World Research Group reserves the right to alter this program without prior notice. All cancellations must be submitted in writing on or before 14 days prior to the conference date in order to receive a refund, minus cancellation fee.

SPECIAL RECLOSURES:
• Extensive publicity through direct mail, space ads, web pages, and more
• Promote your company as a sponsor for this event

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Yes! Please register me for the MAXIMIZING THE VALUE OF YOUR SPINE CENTERS CONFERENCE

Also register me for:

- Workshop A
- Workshop B
- Workshop C

I would like to take advantage of the early-early-bird discount by registering before July 11, 2008.

I would like to take advantage of the early-bird discount by registering before August 1, 2008.

I cannot attend. Please send me a Conference Documentation CD-ROM.

Great News! A FREE 13-week subscription to the ONLINE edition of THE WALL STREET JOURNAL – a $25 value – is included as a “thank you” gift with your conference registration. A confirmation email with instructions on activating your free online subscription will be sent to you as soon as your registration is received. No strings. No cost. No obligation. Just enjoy!

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