

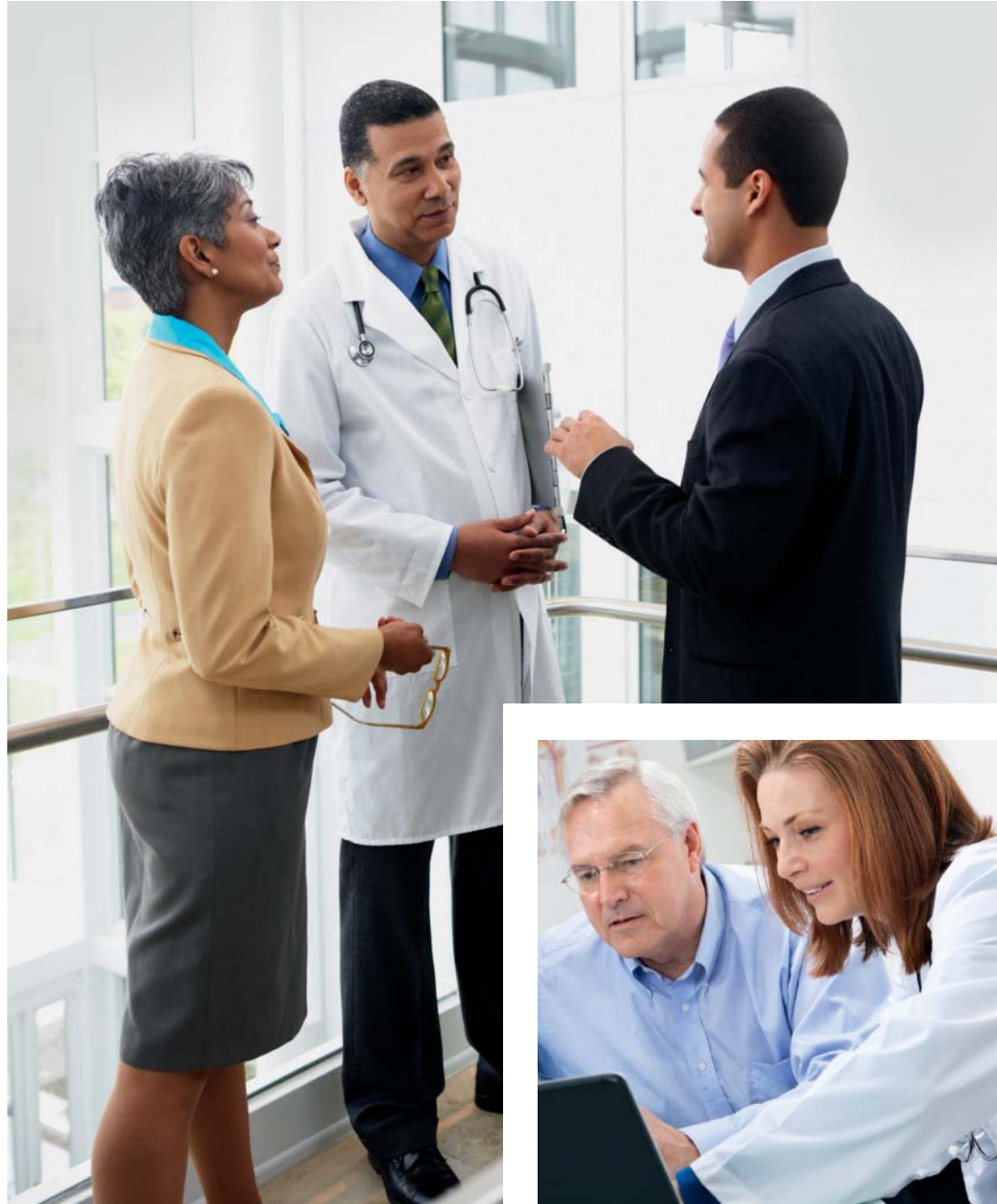
# ProDisc Reimbursement Assistance.

Building positive coverage for total disc replacement (TDR).

Case-by-Case,  
Insurer-by-Insurer

Contact us:  
1-800-895-7764  
Monday-Friday  
9 am–8 pm EST

[www.synthesprodisc.com](http://www.synthesprodisc.com)



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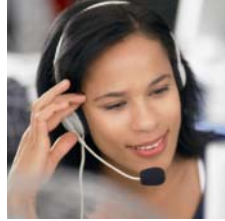
As a newer treatment option available in the U.S., total disc replacement (TDR) is not yet universally covered by all health insurance providers. Synthes is working to increase coverage of TDR by providing a multi-dimensional reimbursement support program to patients and physician practices.

- **The ProDisc Patient Assistance Line (PAL)** works on behalf of patients to petition insurance providers to cover TDR procedures, case-by-case.
- **The Payer Relations team** identifies insurers who have reviewed multiple TDR appeals and works with local surgeons to help them effectively advocate for coverage policies with those insurers.

Through this program, we're making progress. One-by-one, insurers are issuing positive TDR coverage policies. Learn how you and your patients can utilize this unique support service and **help keep the momentum going.**

## A Multi-dimensional Approach

### PAL



Case-by-case

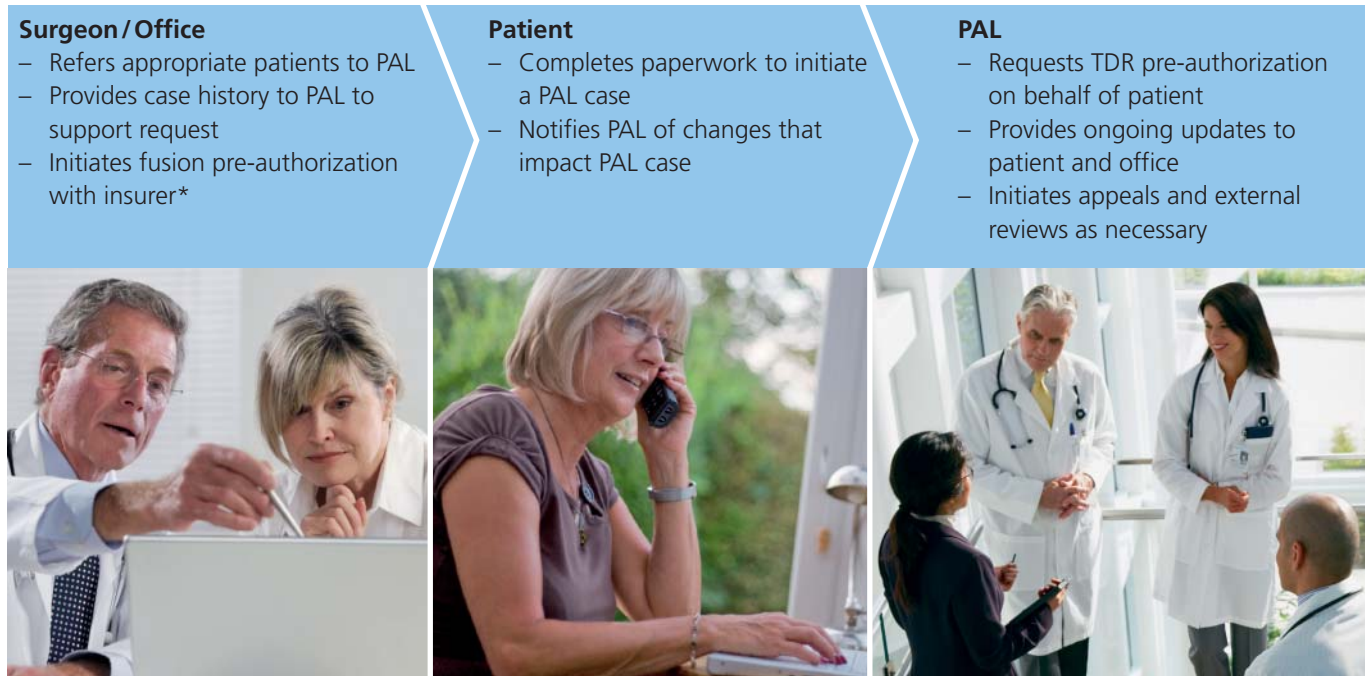
### Payer Relations



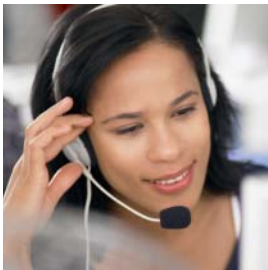
Insurer-by-insurer

Access to TDR

## PAL: At a Glance



\*The medical office is encouraged to submit the appropriate fusion pre-authorization request at the time that the patient initiates a TDR request through PAL. Most insurers will process the claims simultaneously and independently of one another.



## Patient Assistance Line (PAL)



### On Behalf of Patients

Gaining coverage one call at a time.

Synthes PAL focuses on the legal rights of patients to work with their insurance providers to obtain coverage for medically necessary treatments. PAL has obtained positive TDR coverage decisions for patients from more than 100 regional and national insurers in the U.S.

PAL professionals work on behalf of qualified patients to:

#### 1. Request coverage.

PAL will make the initial request for preauthorization of the TDR treatment. They will work with the medical office to obtain and submit the patient documentation the insurer requires to process a request.

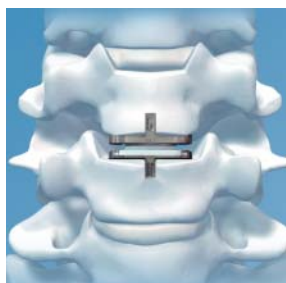
#### 2. Appeal coverage denials.

If the initial request for coverage is denied, the patient may pursue an appeal. At the direction of the patient, PAL will aggressively pursue each patient's case until a positive coverage decision is reached or all levels of internal appeals and external review are exhausted.

Synthes PAL helps by coordinating communications with each patient's insurance provider. Once a patient initiates a PAL case, the office provides PAL with relevant patient documents to support the TDR preauthorization, and if necessary, the appeals process\*.

More than half of patients who followed through the PAL appeals process had their denied coverage decision overturned.

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## Payer Relations Team



### **In Partnership with Surgeons**

Advocating with evidence.

The Payer Relations team capitalizes on the individual successes of PAL to build a compelling case for insurance providers to issue positive TDR coverage policies. This experienced team employs a simple, yet effective strategy to advocate for patients collectively:

#### **1. Work with insurers.**

The Payer Relations team reviews PAL information, along with market and appeals data to identify insurers who will advocate for positive TDR coverage policies.

#### **2. Engage surgeon advocates.**

The team works to identify and engage local surgeons who are passionate about giving qualified patients the option to have TDR surgery. They provide these surgeon advocates with the most up-to-date clinical evidence and help them prepare to discuss TDR with the insurer's medical reviewers.

#### **3. Facilitate TDR policy reviews.**

Payer Relations contacts the insurer to request a review of the current TDR policy and provide relevant clinical and financial data. They schedule and attend meetings between surgeon advocates and insurer medical directors to facilitate TDR policy reviews.

Approximately two-thirds of insured patients have access to cervical TDR and one-third have access to lumbar TDR. Those numbers are continuously increasing due to surgeon and patient commitment to and partnership with Synthes PAL.

## An Appealing Strategy

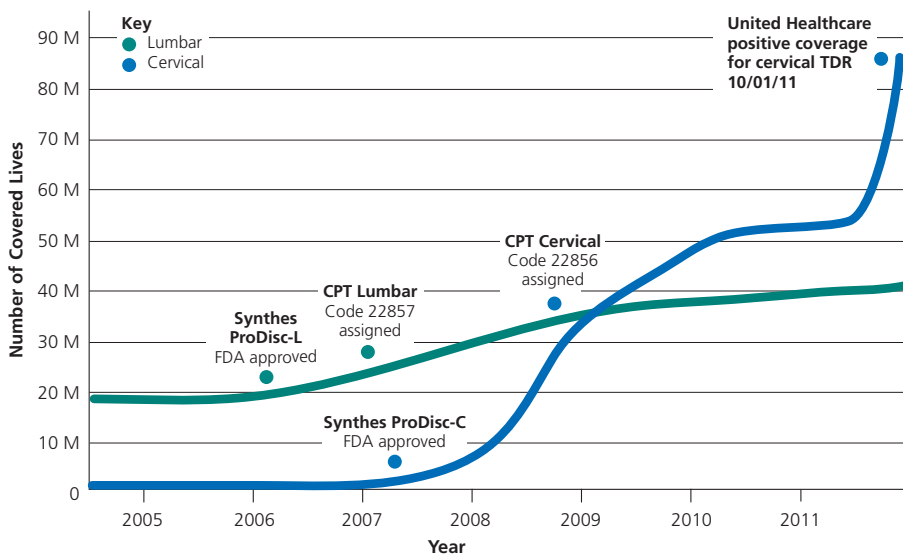
### Making the most of the appeals process

Appealing a denied TDR coverage decision through PAL offers a straightforward method for obtaining an unbiased case review. Internal appeals and external reviews are generally conducted at the expense of the insurer. The insurer provides the resources required to conduct internal reviews. If the case progresses to external review, they pay fees to an independent external reviewer to review the claim and provide an unbiased, binding decision.

Encourage your qualified patients to work with PAL. Each request for coverage can bring patients one step closer to gaining universal access to TDR.

## Gaining Momentum

### Covered Lives (U.S.)\*



\* Data compiled by Synthes, Inc. from the Atlantic Information Service (AIS) Directory of Health Plans 2010 and individual published medical coverage policies.

Reimbursement is dynamic. Coding, coverage and payment are subject to change. Synthes cannot guarantee reimbursement for any procedure associated with the use of its products. Providers should contact their specific payers if they have questions regarding coding, coverage or payment.



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