

News and Events

CROSSCURRENT'S INCISIVE MD SOLUTION WINS PRESTIGIOUS ORTHOPEDIC INDUSTRY AWARD

Orthopedic This Week presents President's Award to CrossCurrent, Inc. in recognition of the potential impact its revenue cycle management application, INCISIVE MD, will have on the orthopedic market--particularly in light of pending healthcare reform.

For More Information Contact

PublicRelations@crosscurrentinc.com

Tel: 503-248-2290, Ext 104

www.crosscurrentinc.com

Portland, OR, November 18, 2009 – CrossCurrent, Inc., makers of INCISIVE MD, the revolutionary revenue cycle management solution designed specifically for orthopedic and neuro surgeons, was the recipient of 2009 Spine Technology President's Award. The Spine Technology awards competition, sponsored by *Orthopedics This Week*, recognizes innovative spine surgery products and the engineering teams and inventors who create them. The selection committee evaluated over eighty innovative submissions from a wide spectrum of medical device and spine technology companies. The winners were then selected through a live voting process by a panel of prominent surgeon judges. The winners were selected and announced at a ceremony held at the Palace Hotel in San Francisco, December 9, 2009. This event preceded the annual North American Spine Society 2009 conference held at the Moscone conference facility.



“The Spine Technology President's Award was created to recognize an innovative technology that have had a special impact on the revenue management barriers for the orthopedic market,” explained Robin Young, editor of *Orthopedic This Week*, and founder of its parent company, RY Publications, LLC. “Given the anticipated reductions in physician reimbursement resulting from national healthcare reform, the team at *Orthopedic This Week* felt INCISIVE MD merited special recognition. With the advent of healthcare reform, it's never been more important for surgeons to be paid correctly for the life-altering services they provide.”

In accepting the President's Award on behalf of the entire company, CrossCurrent, Inc. co-founder Dennis McNannay stated, “It is very gratifying for the entire team to be recognized by such a prestigious publication for our work on behalf of spine, neuro and orthopedic surgeons. Ultimately, our team believes that getting paid for orthopedic surgery should not be harder than performing it.”

INCISIVE MD was designed to help surgeons translate their complex surgical cases into the right combination of diagnosis and billing codes. Once submitted, INCISIVE MD uses a sophisticated contracting engine to review every surgical reimbursement and automatically generate dispute documentation if an underpayment has been detected. Since the reimbursements from surgical

procedures represent 85% of a typical practice's revenue, INCISIVE MD can have the single greatest impact on the organizations revenue.

The 2009 Spine Technology Awards were presented in eight categories: Biomaterials, Device Technologies for Cervical Care, Lumbar Care, Motion Preservation of the Spine, Minimally Invasive Care, Diagnostics and Imaging, Pain Management, and Regenerative Technologies. Surgeon judges evaluated entries for originality, clinical relevance, and the likelihood that the technology will improve current standards of care.

CrossCurrent's Chairman of the Board, Dr. Paul Schwaegler, an orthopedic spine surgeon with the Seattle Spine Institute, described how INCISIVE MD impacted his clinic. "Proper coding and reimbursement is contingent on an incredibly complex and ever changing set of rules. INCISIVE is the first solution capable of combining complex coding rules, Payer contract terms and automate the dispute management process. Without the proper tools, physicians never know whether or not they are being fairly reimbursed."

CrossCurrent, Inc. looks forward to refining our revenue cycle management solutions and continuing to broaden the surgical markets INCISIVE can serve. We are grateful to Orthopedic This Week for providing a forum that recognizes companies focused on inventing the next generation of innovative solutions for the spine market.

About CrossCurrent, Inc.

CrossCurrent provides a technology platform that is redefining how surgeons plan, code and manage the reimbursement for their surgical procedures. Our expertise in transaction management, complex surgical coding, reimbursement rules, carrier contract terms is helping surgeons across the country increase their operational efficiencies and reimbursements.

CrossCurrent's INCISIVE reimbursement solutions provide revenue management solutions designed specifically for orthopedic, spine and neurosurgeons. Our vision for the future is to deploy a system surgeons can trust to document all the clinical details for the surgeries they perform and transparently monitor the resulting reimbursements. Founded in 2002, CrossCurrent is headquartered in Portland, OR, and partners with device distributors and other orthopedic channel partners. Visit www.incisivemd.com for more information.

About RY Publications

###