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## News and Events

### **CROSSCURRENT INC. SIGNS PARTENRING AGREEMENT WITH THE BUSINESS OFFICE, INC.**

*CrossCurrent Offers Reimbursement Management Solutions to Spine, Neuro, and Orthopedic Surgeons through our Seattle-based Out-Sourced Billing Partner—The Business Office, Inc.*

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CrossCurrent announced today that it has signed a deployment partnering agreement with The Business Office, Inc. (TBO) to offer the INCISIVE RS (revenue services) platform to neuro, spine and orthopedic customers. TBO offers advanced out-sourced billing services to CrossCurrent's target market—neuro, spine and orthopedic customers utilizing CrossCurrent's flagship INCISIVE RS platform.

This agreement allows TBO to combine the INCISIVE RS platform--a fully integrated planning, coding and billing system-- with TBO's team of reimbursement experts. Historically, many advanced surgical practices have maintained in-house billing departments. Partially due to the specialization required to do an effective job. However, by leveraging the INCISIVE RS platform, TBO can achieve levels of orthopedic specialization no in-house billing team could achieve.

"The INCISIVE RS platform changes the economics of out-sourcing the billing process," says Tom Johnson, President of The Business Office. "For the first time TBO has found an integrated practice management platform that can combine the details of coding, billing and contract management. This allows my team to monitor surgical claims from the earliest stages of the coding cycle through dispute management. The key features and processing synergies INCISIVE delivers have allowed us to improve reimbursements by a minimum of 15% vs. insurer allowable amounts, while reducing accounts receivable days outstanding to the lowest levels we have ever achieved for our clients."

TBO and CrossCurrent deployed their first clinic in early 2008. Both companies expect to build rapidly on this success as they begin marketing this solution more broadly. Unlike other competitors, this unique combination of specialized orthopedic domain expertise and flexible, out-sourced billing experience is difficult to replicate with an in-house billing department. "Having spent more than 25 years in the coding and billing world I continue to see the coding rules and contract terms increase in complexity. Without domain specific systems, even expert billing teams have no hope of capturing all the potential work RVU's and underpaid claim lines," says Barbara Balcom, TBO Co-Founder.

Both companies will be previewing their integrated solution at the NASS Annual Conference, October 14<sup>th</sup> - 18<sup>th</sup>, 2008 in Toronto, Canada.

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#### **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

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coding, reimbursement rules, carrier contract terms is helping surgeons across the country increase their operational efficiencies and reimbursements.

CrossCurrent's INCISIVE™ reimbursement software provides 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.crosscurrentinc.com](http://www.crosscurrentinc.com) for more information.

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### **About The Business Office, Inc.**

Founded in 1983, The Business Office, Inc. (TBO) provides a broad range of professional medical billing services and practice management solutions to clients in the Pacific Northwest and – through its partnership with CrossCurrent, Inc. – in multiple states throughout the country.

TBO's core competencies include providing turn-around solutions for difficult billing and A/R challenges, and significantly improving client financial results through proactive strategies in collecting aged account balances. TBO has developed metrics driven processes to measure performance and identify opportunities for operating efficiency improvement. Reimbursement management services also include contracting/credentialing support. TBO also has established expertise in providing audit consulting, data reconciliation, and full service accounting services.