



THE BUSINESS OPPORTUNITY

Atlantic Custom Collar

PATENT PENDING

Sales / Billing

The Atlantic Custom Collar is the only custom cervical collar available on the market that can be easily produced in 15 minutes while the patient waits. In addition to being the most supportive and comfortable cervical collar available today, there are tremendous business advantages to incorporating the Atlantic Custom Collar into your practice.

- Dramatically increase profits on cervical collars by using HCPCS code L0170 (see side 2 of this page for state-by-state reimbursements).
 - By providing two Atlantic Custom Collars per week as opposed to providing an L0172 or L0174 product, your net profits will increase by approximately \$40,000 to \$50,000 annually.
 - By providing five Atlantic Custom Collars per week as opposed to an L0172 or L0174 product your net profits will increase by approximately \$95,000 to \$120,000 annually.
- Physician notes are NOT required.
- Start order does not need to state “custom”, it can state “cervical collar”.
- Additional cash revenue can be earned via sales of replacement pad sets to the patient for hygienic purposes.

Significant Points to Consider

- In January 2014, Medicare changed the description of off-the-shelf cervical collars from “custom fit” to “prefabricated/off-the-shelf”. These codes were not split into “custom fit” and “prefabricated” as was done with L1832, L0637 and the 21 other split codes. The descriptions of off-the-shelf cervical collars were changed for a reason – AOPA and many others believe that reimbursement for the off-the-shelf L codes will be significantly reduced in the near future and then become subject to competitive bidding. However, HCPCS code L0170 does not risk being labeled as off-the-shelf and becoming subject to competitive bidding since the word “custom” is in the description.
- The Atlantic Custom Collar is molded to a patient model which satisfies Medicare policy for billing L0170 as the appropriate HCPCS code.
- When Medicare reduces the allowed amounts for prefabricated collars, physicians will likely stop providing their own collars to patients as it will not make financial sense to do so. As a result, referrals for cervical collars to outside sources will increase. O & P providers will have a marketable solution to increase their income while meeting the needs of referring physicians and their patients.
- The Atlantic Custom Collar will be sold exclusively to O & P professionals.

The Atlantic Custom Collar is an ideal marketing tool for developing stronger relationships with neurosurgeons and orthopedic spine specialists—it will prove to be an invaluable treatment option for these professionals. The enhanced O&P relationship with such specialists will also result in increasing referrals for other spine products such as TLSOs and LSOs.

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PATENT PENDING

2014 Medicare Allowable

STATE	L0170	L0172	L0174	STATE	L0170	L0172	L0174
AK	\$753.83	\$143.10	\$385.56	NC	\$665.00	\$134.84	\$242.22
AL	\$665.00	\$134.84	\$242.22	ND	\$568.65	\$116.40	\$283.32
AR	\$603.13	\$124.27	\$242.22	NE	\$579.50	\$113.20	\$256.38
AZ	\$751.78	\$140.35	\$322.96	NH	\$725.13	\$111.95	\$322.96
CA	\$751.78	\$140.35	\$322.96	NJ	\$568.65	\$129.04	\$242.22
CO	\$568.65	\$116.30	\$283.32	NM	\$603.13	\$124.27v	\$242.22
CT	\$725.13	\$111.95	\$322.96	NV	\$751.78	\$140.35	\$322.96
DC	\$568.65	\$123.30	\$242.22	NY	\$568.65	\$129.04	\$242.22
DE	\$568.65	\$123.30	\$242.22	OH	\$758.20	\$133.55	\$262.61
FL	\$665.00	\$134.84	\$242.22	OK	\$603.13	\$124.27	\$242.22
GA	\$665.00	\$134.84	\$242.22	OR	\$669.87	\$120.90	\$254.54
HI	\$806.09	\$153.02	\$412.27	PA	\$568.65	\$123.30	\$242.22
IA	\$579.50	\$113.02	\$256.38	PR	\$560.15	\$116.86	\$189.89
ID	\$669.87	\$120.90	\$254.54	RI	\$725.13	\$111.95	\$322.96
IL	\$758.20	\$133.55	\$262.61	SC	\$665.00	\$134.84	\$242.22
IN	\$758.20	\$133.55	\$262.21	SD	\$568.65	\$116.30	\$283.32
KS	\$579.50	\$113.20	\$256.38	TN	\$665.00	\$134.84	\$242.22
KY	\$665.00	\$134.84	\$242.22	TX	\$603.13	\$124.27	\$242.22
LA	\$603.13	\$124.27	\$242.22	UT	\$568.65	\$116.30	\$283.32
MA	\$725.13	\$111.95	\$322.96	VA	\$568.65	\$123.30	\$242.22
MD	\$568.65	\$123.30	\$242.22	VI	\$568.65	\$129.04	\$242.22
ME	\$725.13	\$111.95	\$322.96	VT	\$725.13	\$111.95	\$322.96
MI	\$758.20	\$133.55	\$262.61	WA	\$669.87	\$120.90	\$254.54
MN	\$758.20	\$133.55	\$262.61	WI	\$758.30	\$133.55	\$262.61
MO	\$579.50	\$113.20	\$256.38	WV	\$568.65	\$123.30	\$242.22
MS	\$665.00	\$134.84	\$242.22	WY	\$568.65	\$116.30	\$283.32
MT	\$568.65	\$116.30	\$283.32				