

MMDI's Rebound HRD(R) Receives Separate Reimbursement Procedure Coding for Laparoscopic Inguinal Hernia Repair

MINNEAPOLIS, Minn. (SEND2PRESS NEWSWIRE) – Minnesota Medical Development, Inc. (MMDI) today announced that the Centers for Medicare & Medicaid Services (CMS) have agreed to create seven new ICD-9-CM reimbursement procedure codes for its new Rebound HRD (Hernia Repair Device). The new coding will become effective October 1, 2008. The Rebound HRD was recently FDA 510(k) cleared and is intended to assist in the repair and/or reinforcement of hernia or other soft tissue defects where weakness exists and where the support of a nonabsorbable material is preferred.



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The new coding options will delineate from the existing codes to identify the Rebound HRD as an inguinal hernia repair device which can be used specifically for laparoscopic hernia repair. Previously, CMS coding did not recognize the surgical differences between “open incisional” and “laparoscopic” types of hernia repair.

The Rebound HRD is a self-expanding Nitinol framed/surgical mesh medical device designed for the laparoscopic repair of both inguinal and ventral hernias. The super-elastic Nitinol frame allows the device to be folded and inserted laparoscopically. Once deployed, the device fully unfurls or “rebounds” back to its original shape – ready for quick and easy placement over the hernia defect. The Rebound HRD conforms to the anatomy while providing stability; eliminating the need for anchoring, which in turn, minimizes patient post-op discomfort and the risk of nerve/blood vessel injury. Although the Rebound HRD is ideally suited for laparoscopic surgery it may also be placed via an open incisional approach.

Mary Corkins, co-founder of The Reimbursement Group in Chicago, counseled MMDI with regard to the reimbursement and coding of the Rebound HRD. “In the early stages of our conversations with Mary, it became evident that the unique laparoscopic usability of the Rebound HRD was also an opportunity to influence the creation of separate codes for laparoscopic inguinal hernia repair,” said MMDI Chief Marketing Officer, Steve Nuss. “We are very pleased that we have seized this opportunity. Establishment of these new codes acknowledges the groundbreaking technology and engineering behind the Rebound HRD,” he added.

In 2006, The Society of Laparoendoscopic Surgeons (SLS) recognized the Rebound HRD as one of the “2006 Innovations of the Year.” The SLS acknowledged the Rebound HRD as part of its 15th International Congress and Endo Expo 2006, held September 6-9 in Boston, Massachusetts.

Additional information can be obtained by contacting Steve Nuss, Chief Marketing Officer at 763-354-7105 or snuss@2mdinc.com. You may also visit our website at: www.2mdinc.com.

The SLS does not endorse or approve any products.

About MMDI

MMDI was established in 2001 and is based in Plymouth, Minnesota. Located in the heart of Minnesota’s “Medical Alley,” MMDI has access to some of the world’s finest medical product development, manufacturing and marketing resources. The Company’s primary objective is to identify, develop, patent and manufacture unique medical devices that provide significant clinical benefits and market opportunities.

All trademarks acknowledged.

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