

**Media Contacts:**

Kate Catlin  
MMI Public Relations  
(919) 233-6600  
[kate@mmipublicrelations.com](mailto:kate@mmipublicrelations.com)

Patty Briguglio  
MMI Public Relations  
(919) 233-6600  
[patty@mmipublicrelations.com](mailto:patty@mmipublicrelations.com)

**St. Louis And Bollinger Of Laser Spine Institute To Speak  
At Orthopedic Centers Of Excellence**

*Dotty J. Bollinger And Jimmy St. Louis Presenting At Industry Conference*

TAMPA, FLA. – Bill Horne, CEO of Laser Spine Institute, (<http://www.laserspineinstitute.com>) the leader in minimally invasive spine surgery, has announced that Jimmy St. Louis, MBA, PMP and senior vice president of corporate operations, and Dotty Bollinger, RN, JD, LHRM, CHC, CASC and senior vice president of medical operations, are speaking at the Orthopedic Centers of Excellence conference on Thursday, Sept. 30 and Friday Oct. 1 in Chicago.

St. Louis will present on Thursday, Sept. 30 from 2 p.m. to 3:15 p.m. to discuss Laser Spine Institute's continued growth. He will offer attendees best practices and tips on how to evaluate opportunity and develop results cycles to guarantee success.

Bollinger will present on Friday, Oct. 1 from 3:15 p.m. to 4:15 p.m. on how healthcare operations today must differentiate themselves in the marketplace by providing exceptional customer service as well as top notch quality care. Attendees will learn how to adopt hospitality initiatives to help attract discerning customers, integrate those concepts into traditional settings, and motivate staff to become customer service focused.

**QUOTES:**

"We are proud to have Jimmy and Dotty share our best practices for expansion and success with attendees at the Orthopedic Centers of Excellence conference," said Horne. They have each made a significant impact in our growth and can offer tremendous insight."

"We have introduced several industry-unique initiatives and programs related to our business and medical operations functions," said St. Louis. "I am excited to present some of these key initiatives and gain collaborate feedback from our industry peers."

"Customer service and quality care are imperative to the success of any healthcare operation," said Bollinger. "I look forward to providing attendees with tips on how to prioritize and improve those areas for continued success."

**NEW MEDIA CONTENT:**

Laser Spine Institute blog  
<http://blogs.laserspineinstitute.com>

Laser Spine Institute on Twitter  
<http://www.twitter.com/laserspine>

Laser Spine Institute on Facebook  
<http://www.facebook.com/laserspine>

Laser Spine Institute on YouTube  
<http://www.youtube.com/user/LaserSpineInstitute>

**ABOUT LASER SPINE INSTITUTE:**

Laser Spine Institute offers a safe and effective alternative to open back and neck surgery, by using the latest techniques in minimally invasive procedures, alleviating the painful symptoms of sufferers from around the world. The leader in endoscopic spine surgery, Laser Spine Institute treats a variety of spinal conditions, including spinal stenosis, degenerative disc disease, pinched nerves, bone spurs, bulging/herniated discs and sciatica. Laser Spine Institute's renowned medical team provides treatment at three accredited surgical centers in Tampa, Fla.; Scottsdale, Ariz. and Philadelphia, and consultation at facilities in San Diego, Beverly Hills, Calif., The Villages, Fla., and Fort Lauderdale, Fla. For more information, visit <http://www.laserspineinstitute.com>.

Kate Catlin  
MMI Public Relations  
(919) 233-6600  
[kate@mmipublicrelations.com](mailto:kate@mmipublicrelations.com)  
<http://twitter.com/MMIPR>  
<http://www.mmipublicrelations.com>

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