

# 9th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference

## Improving Profitability and Business and Legal Issues

THE 9TH ANNUAL CONFERENCE FROM ASC COMMUNICATIONS AND THE AMBULATORY SURGERY FOUNDATION

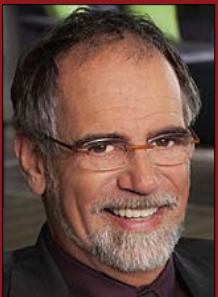
**June 9-11, 2011**

Westin Hotel • North Michigan Avenue • Chicago, Illinois



Coach Mike Ditka

- Keynote Coach Mike Ditka, *Legendary NFL Player and Football Coach*
- Keynote Joe Flower, *Healthcare Futurist, CEO, The Change Project, Inc.*
- **Improve Your Profits Monday Morning**
- Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs



Joe Flower

- 101 Sessions, 134 Speakers
- 30 Physician Leaders as Speakers, 29 CEOs as Speakers
- Focused on Orthopedic Surgeons, Orthopedic Spine Surgeons, Neurosurgeons and Pain Management Physicians, ASC Physician Owners, Administrators and Others
- Immediately useful guidance plus great keynote speakers

- Learn How to Immediately Improve Your Golf Swing
- New and Advanced Procedures for ASCs — Spine, Total Joints, Uniknees and More
- Have an outstanding time in Chicago
- Earn Your CME, CASC, CEU Credits - 15.25 CASC credits and 15 CME and CEU credits
- Big Thoughts Combined with Practical Guidance
- Legal Issues for ASCs and Physician Owned Hospitals
- Great Networking
- Understand the Impact of Healthcare Reform on ASCs
- Orthopedics, Spine and Pain Management
- Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and more

**For more information, call (703) 836-5904 or (800) 417-2035**

**If you would like to sponsor or exhibit at this event, please call (800) 417-2035**

**To register, contact the Ambulatory Surgery Foundation (703) 836-5904  
or fax (703) 836-2090 • [registration@ascassociation.org](mailto:registration@ascassociation.org)**

**Register online: <https://www.ascassociation.org/june2011.cfm>**

# Improving the Profitability of Your Orthopedic, Spine and Pain Management-Driven ASC – Thrive Now and in the Future

This exclusive orthopedic, spine and pain-focused ASC conference brings together surgeons, physician leaders, administrators and ASC business and clinical leaders to discuss how to improve your ASC and its bottom line and how to manage challenging clinical, business and financial issues.

- 101 Sessions
- 134 Speakers
- 25 CEOs as Speakers
- 30 Physician Leaders as Speakers
- Mike Ditka, Legendary NFL Football Player and Coach, and Joe Flower, Healthcare Futurist, CEO, The Change Project
- Great Participants From All Over the Country
- Business, Clinical and Legal Issues

## The Becker's ASC Review/ASC Communications – Ambulatory Surgery Foundation difference:

- 1) Benefit from the combined efforts of Becker's ASC Review/ASC Communications and the Ambulatory Surgery Foundation to attract attendees and speakers that are among the smartest people in the ASC industry today.
- 2) Take discussion and thinking to the highest levels, focusing on the physician-owners, medical directors, ASC administrators and business minded directors of nursing.
- 3) Access expert views from all sides of the ASC world.

## PROGRAM SCHEDULE

### Pre Conference – Thursday, June 9, 2011

11:30am – 1:00pm	Registration
12:00pm – 4:30pm	Exhibitor Set-Up
1:00pm – 5:40pm	Pre-Conference Workshop • Concurrent Sessions A, B, C, D, E, F
5:40pm – 7:00pm	Reception, Cash Raffles and Exhibits

### Main Conference – Friday, June 10, 2011

7:00am – 8:00am	Continental Breakfast and Registration
8:00am – 5:20pm	Main conference, Including Lunch and Exhibit Hall Breaks
5:20pm – 7:00pm	Reception, Cash Raffles, Exhibit Hall

### Conference – Saturday, June 11, 2011

7:00am – 8:00am	Continental Breakfast and Registration
8:10am – 1:00pm	Conference

## Thursday, June 9, 2011

### Track A – Turning Around ASCs, Ideas to Improve Performance, and Benchmarking

1:00 – 1:40 pm	Key Concepts to Fixing Physician Hospital Joint Ventures Gone South - Brent W. Lambert, MD, FACS, Principal & Founder, and Luke Lambert, CFA, CASC, CEO, ASCOA
1:45 – 2:15 pm	How to Determine When to go In Network vs. Out of Network, Thomas J. Bombardier, MD, FACS, Principal & Founder, ASCOA
2:20 – 2:50 pm	How to Add Spine and Orthopedics to an Existing ASC - Best Practices - Mike McKeivitt, Senior Vice President, Business Development and Bo Hjorth, Vice President Business Development, Regent Surgical Health
2:55 – 3:25 pm	10 Statistics Your ASC Should Review Each Day, Week, and Month and What to do About Them - Brian Brown, Regional Vice President, Operations, Meridian Surgical Partners
3:30 – 4:00 pm	Grow Your ASC's Profits 10% or Greater in 1 Year - Chris Bishop, Senior Vice President, Acquisitions & Business Development, Blue Chip Surgical Center Partners, Introduced by Melissa Szabad, Partner, McGuireWoods LLP
4:05 – 4:35 pm	ASC Turnarounds - 5 Key Steps for Success - Kenny Spittler, SVP Development and Robin Fowler, MD, Founder, Interventional Management Services, Introduced by Barton C. Walker, Partner, McGuireWoods LLP
4:40 – 5:40 pm - Keynote	Leadership and Management in 2011 - Mike Ditka, Legendary NFL Player and Football Coach

### Track B – Spine and Orthopedics

1:00 – 1:40 pm	Business Planning for Orthopedic and Spine Driven Centers - Jeff Leland, CEO, Blue Chip Surgical Center Partners
1:45 – 2:15 pm	Key Tips for Success - Orthopedics in ASCs - What Works and What Doesn't - Greg Deconciliis, Administrator, Boston Out-Patient Surgical Suites
2:20 – 2:50 pm	Navigating an Orthopedic Practice and its ASCs Through a Changing Healthcare Environment - David Fitzgerald, CEO, Proliance Surgeons, Inc.

2:55 – 3:25 pm	Minimally Invasive Spine Surgery in ASCs - Greg Poulter, MD, Peak One Surgery Center, and Lisa Austin, RN, CASC, Vice President of Operations, Pinnacle III
3:30 – 4:00 pm	Keys to Successfully Establishing and Growing a Premier Spine Center - Why Partner With a Management Company, Why Partner With a Hospital, Challenges and Opportunities - William Tobler, MD, The Christ Hospital Spine Surgery Center, and Michael Stroup, Vice President Development, United Surgical Partners International, Inc.
4:05 – 4:35 pm	Key Thoughts on Hand and Knee Surgery in ASCs - What Makes Sense Financially - David J. Raab, MD, President, Board of Managers, and Jeffrey L. Visotsky, MD, Member, Board of Managers, Illinois Sports Medicine & Orthopedic Surgery Center

### Track C – Pain Management, Joint Ventures, Legal Issues

1:00 – 1:40 pm	Managing Pain Practice-Protocols, Branding and Other Tips to Improve Profitability - Vishal Lal, CEO, Advanced Pain Management
1:45 – 2:15 pm	Pain Management, The Best Practices in Office and ASCs - Nameer R. Haider, MD, Spinal & Skeletal Pain Medicine
2:20 – 2:50 pm	Best Practices for Pain Management in ASCs - Business and Clinical Issues - Marsha Thiel, RN, MA, CEO, Medical Advanced Pain Specialists
2:55 – 3:25 pm	Interventional Pain Management - New Concepts to Reduce ER Visits, Hospitalizations and Re-Admissions - Scott Glaser, MD, DABIPP, Pain Specialists of Greater Chicago
3:30 – 4:00 pm	Successful Three Party Joint Ventures - Dennis Martin, SVP Client Services and Network Development, Aric Burke, VP Business Development, Health Inventures, LLC, and Troy P. Stockman, CEO, Nebraska Spine Hospital, LLC
4:05 – 4:35 pm	6 Top Legal Issues for ASCs - Scott Becker, JD, CPA, Partner, and Melissa Szabad, Partner, McGuireWoods LLP

### Track D – Valuation and Transaction Issues

1:00 – 1:40 pm	ASC Transactions, Current Market Analysis and Valuations - Greg Koonsman, Senior Partner, VMG Health
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Register Online at <https://www.ascassociation.org/june2011.cfm>

- 1:45 – 2:15 pm  
A Step by Step Plan for Selling Your ASC - How to Maximize the Price, Terms and Results and How to Handle the Process - Luke Lambert, CFA, MBA, CASC, CEO, ASCOA, Introduced by Scott Downing, Partner, McGuireWoods LLP
- 2:20 – 2:50 pm  
Co-Management Relationships With HOPDs - Scott Safriet, MBA, AVA, Principal, Healthcare Appraisers, and Kristian Werling, JD, Partner, McGuireWoods LLP
- 2:55 – 4:00 pm  
Selling Your ASC - A Process and Plan - What Can you Expect? - Evelyn Miller, CPA, Vice President, Mergers & Acquisitions, United Surgical Partners International, Michael Weaver, Vice President Acquisitions & Development, Symbion, Inc., Thomas J. Chirillo, Senior Vice President, Corporate Development, NovaMed, Inc., Jon O'Sullivan, Senior Partner, VMG Health, and Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP
- 4:05 – 4:35 pm  
ASC and Healthcare Transactions - The Year in Review - Todd J. Mello, ASA, AVA, MBA, Principal & Founder, Healthcare Appraisers

#### Track E – Billing, Coding and Contracting for ASCs

- 1:00 – 1:40 pm  
Keys to Transforming Surgery Centers Into a Profitable Business - Jim Freund, Senior Vice President, GENASCIS and Matt Searles, Managing Partner, Merritt Healthcare
- 1:45 – 2:15 pm  
Operational Best Practices - Sarah Martin, MBA, RN, CASC, Regional Vice President, Operations, Meridian Surgical Partners
- 2:20 – 2:50 pm  
Coding Tools to Capture, Code and Improve Billings in the High Volume Orthopedic Center - W. Harwood Runner, CEO, Kerlan-Jobe
- 2:55 – 3:25 pm  
Supply Chain Management - How to Work with Suppliers - Scott McDade, Vice President, Surgery Center Sales McKesson Medical, Jim Ricchini, Marketing Manager, Ambulatory Surgery & Oncology Markets, B. Braun
- 3:30 – 4:00 pm  
How to Combine in Network and Out of Network Reimbursement, Caryl Serbin, RN, BSN, LHRM, Executive Vice President and Chief Strategy Officer, Source Medical Solutions, Inc. and Nancy Easley-Mack LPN, Business Office Manager, Short Hills Surgery Center
- 4:05 – 4:35 pm  
Value Priced Implants for Orthopedic and Spine Surgery - Richard A. Kube, MD, CEO, Founder & Owner, Prairie Spine & Pain Institute, and Blair A. Rhode, MD, Orland Park Orthopedics

#### Track F – Quality, Infection Control, Accreditation, Management

- 1:00 – 1:40 pm  
A Roundtable on Joint Ventures, Allan Fine, Senior Vice President, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary, and Brandon Frazier, Vice President Development & Acquisitions, Ambulatory Surgical Centers of Americas
- 1:45 – 2:15 pm  
How to Effectively Measure and Track Patient Quality - David Shapiro, MD, CHC, CHCQM, CHPRM, LHRM, CASC, Partner, Ambulatory Surgery Company, LLC
- 2:20 – 2:50 pm  
Most Common Accreditation Problems in Orthopedic, Spine and Pain-Driven ASCs - Raymond E. Grundman, MSN, MPA, Senior Director, External Relations, Accreditation Surveyor, AAAHC
- 2:55 – 3:25 pm  
Infection Control in ASCs - Best Practices and Current Ideas - Cassandra Speier, Senior Vice President of Operations, NovaMed, Inc.
- 3:30 – 4:00 pm  
5 Key Questions: 1. Will Evidence Based Medicine Kill Spine? 2. Will Practice Acquisitions by Hospitals Kill ASCs? 3. Should ASCs Employ Physicians? 4. Where are the Profits in Pain Management? 5.

Where do ASCs and Orthopedic, Spine and Pain Practices Fit in ACOs?

Terry Woodbeck, CEO, Tulsa Spine & Specialty Hospital, Robert Zasa, MSHHA, FACMPE, Partner & Founder, ASD Management, R. Blake Curd, MD, Board Chairman, Surgical Management Professionals, Thomas J. Pliura, MD, JD, PC, Physician & Attorney-at-Law, ZChart, moderated by Jeffrey C. Clark, Partner, McGuireWoods LLP

- 4:05 – 4:35 pm  
Infection Prevention - Dotty Bollinger, RN, JD, LHCRCM, CASC, Chief Medical Operations Officer, Laser Spine Institute and Jack Wagner, President & CEO, Micro-Scientific, Inc.

#### 5:40 – 7:00 pm Cocktail Reception, Cash Raffles and Exhibits

## Friday, June 10, 2011

- 7:00 – 8:00 am  
REGISTRATION and CONTINENTAL BREAKFAST

#### GENERAL SESSION

- 8:00 am  
Introductions – Scott Becker, JD, CPA, Partner – McGuireWoods LLP
- 8:15 – 8:55 am - Keynote  
The Changing Face of Healthcare Delivery - What to Expect Over the Next Ten Years - Joe Flower, CEO, The Change Project
- 9:00 – 9:35 am  
The State of The ASC Industry - Andrew Hayek, CEO, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee
- 9:40 – 10:15 am  
The Best Ideas for Orthopedic, Spine and Pain Management-Driven ASCs - Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners, Larry Taylor, President & CEO, Practice Partners in Healthcare, Jeff Leland, CEO, Blue Chip Surgical Center Partners, Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP
- 10:15 – 11:00 am  
Networking Break & Exhibits

#### Track A

- 11:00 – 11:40 am  
Key Priorities for the ASC Association - William Prentice, JD, Executive Director, ASC Association
- 11:45 – 12:30 pm  
Healthcare Reform and Its Impact on ASCs and Healthcare Delivery - Paul Savoca, M.D., Fairfax Colon & Rectal Surgery, Brent W. Lambert, MD, FACS, Principal & Founder, ASCOA, William Prentice, JD, Executive Director, ASC Association, Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

#### Track B

- 11:00 – 11:40 am  
Spine Surgery - The Next Five Years - James Lynch, MD, Surgery Center of Reno, Introduced by Chris Zorn, Vice President, Sales, Spine Surgical Innovation
- 11:45 – 12:30 pm  
Key Concepts to Improve the Profitability of Spine Programs - John Caruso, MD, FACS, Neurosurgeon, Parkway Surgery Center and Jeff Leland, CEO, Blue Chip Surgical Partners

#### Track C

- 11:00 – 11:40 am  
Orthopedics - The Next Five Years - John Cherf, MD, MPH, MBA, President, OrthoIndex
- 11:45 – 12:30 pm  
ACOs - An Overview of What to Expect and How to Prepare - Andrew Hayek, CEO, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee

#### Track D

- 11:00 – 11:40 am  
Keys to a Successful Turnaround of a Physician/Hospital Joint Venture ASC - Robert Carrera, President, PINNACLE III, Peggy Price, Vice President & Chief Operations Officer, Exempla Lutheran Medical Center, Diane Lampron, RN, BSN,

CNOR, Administrator, Lutheran Campus ASC, and Director of Operations, PINNACLE III, Nelson Mozia, MD, President, Board of Managers, Lutheran Campus Ambulatory Surgery Center

- 11:45 – 12:30 pm  
Hospital Within A Hospital Joint Venture - Case Study - Dennis Martin, Senior Vice President of Health Systems, Health Inventures, LLC and, Eric Burke, VP Business Development, Health Inventures, LLC, and Troy P. Stockman, CEO, Nebraska Spine Hospital, LLC

#### Track E

- 11:00 – 12:30 pm  
A 90 Minute Workshop - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits - Robert Westergard, CPA, CFO, Cathy Rudisill, RN, MHA, CNOR, CASC, BSN, Senior Vice President of Operations, and Ann Geier, Senior Vice President of Operations, RN, MS, CNOR, CASC, ASCOA

#### 12:30 – 1:30 PM Networking Lunch & Exhibits Concurrent Sessions A, B, C, D, E, F

- Track A – Orthopedics and Spine**
- 1:30 – 2:00 pm  
Assessing the Profitability of Orthopedics and Spine Cases - Vivek Talaria, Director of Business Development, and Matt Lau, Director of Financial Analysis, Regent Surgical Health
- 2:05 – 2:35 pm  
The Future of Minimally Invasive Spine Surgery - Why a Spine-Focused ASC is Important - Richard Hynes, MD, Orthopedic Surgeon, Melbourne, FL
- 2:40 – 3:10 pm  
Everything You Need to Know to Successfully Perform Spine Surgery in an ASC - Kenneth A. Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center
- 3:10 – 3:40 pm  
Networking Break & Exhibits
- 3:40 – 4:10 pm  
How To Achieve Great Results for Spine Surgery/Neurosurgery in an ASC - Joan F. O'Shea, MD, Neurosurgeon & Orthopedic Spine Surgeon, The Spine Institute of New Jersey
- 4:15 – 4:45 pm  
Minimally Invasive Outpatient Lumbar Fusions and Multi-Level Outpatient Cervical Disk Replacements - Robert Nucci, MD, Citrus Park Surgery Center, Tampa, FL
- 4:50 – 5:20 pm  
TBD
- Track B – Orthopedic and Spine ASC and Clinical Issues**
- 1:30 – 2:00 pm  
Current Issues in Orthopedics and ASCs - John Cherf, MD, MPH, MBA, President, OrthoIndex
- 2:05 – 2:35 pm  
Establishing and Operating Successfully in a Small Market - Robert Zasa, MSHHA FACMPE, Founder, ASD Management
- 2:40 – 3:10 pm  
Handling Complex Spine Cases in an ASC, Clinical and Financial Issues - Marcus Williamson, President, Neospine Division, Symbion, Inc.
- 3:10 – 3:40 pm  
Networking Break & Exhibits
- 3:40 – 4:10 pm  
Key Developments in Cartilage Restructuring - Brian Cole, MD, MBA, Professor, Department of Orthopedics, Department of Anatomy and Cell Biology Section Head, Cartilage Restoration Center at Rush Division of Sports Medicine, Rush University Medical Center
- 4:15 – 4:45 pm  
Biologic Joint Replacement: The Future of Joint Replacement Surgery Using Stem Cells Paste Grafting, Meniscus Allografts, Shell Grafting and Allo and Xenograft Ligaments - Kevin R. Stone, MD, The Stone Clinic
- 4:50 – 5:20 pm  
Hand Surgery in ASCs - Key Concepts for Clinical and Financial Success - R. Blake Curd, MD, Board Chairman, Surgical Management Professionals

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**Track C – Joint Ventures, Co-Management, Orthopedic and Pain Management**

- 1:30 – 2:00 pm  
Role of Workers' Compensation in a Spine Focused ASC - John DiPaola, MD, Orthopedist, Oregon, and Scott Gibbs, MD, Neurosurgeon, Cape Girardeau, MO
- 2:05 – 2:35 pm  
Developing a Spine Driven ASC: The Essentials for Success- Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners
- 2:40 – 3:10 pm  
Getting Started with Endoscopic Spine Surgery: Mitigating the Learning Curve and Risk - Bryan Massoud, MD, Spine Centers of America
- 3:10 – 3:40 pm  
Exhibit Hall Break
- 3:40 – 4:10 pm  
Co-Management Arrangements - Stuart Katz, Executive Director, FACHE, CASC, Tucson Orthopedic Surgery Center
- 4:15 – 4:45 pm  
Sports Performance Training/Testing - Opportunities for Orthopedics - Geoffrey S. Connor, MD, Orthopaedic Sports Surgery, Alabama Orthopaedic Spine and Sports Medicine Associates
- 4:50 – 5:20 pm  
Business and Financial Relationships with Hospitals - Co-Management, Joint Ventures and Employment - Ed Hetrick, President & CEO, Facility Development Management

**Track D – Physician Owned Hospitals, Orthopedic Practices**

- 1:30 – 2:00 pm  
The Best Ideas Now; 3 Ways to Improve Physician Owned Hospital Profits - Tom Mallon, CEO, Regent Surgical Health, Paul Kerens, Senior Executive Officer, Kansas City Orthopaedic Institute, Michael J. Lipomi, Surgical Management Professionals
- 2:05 – 2:35 pm  
Reducing Implant Costs - Terry L. Woodbeck, CEO Tulsa Spine and Specialty Hospital
- 2:40 – 3:10 pm  
Physician Owned Hospitals - A Prognosis and Plan for the Next Four Years - Brett Gosney, CEO, Animas Surgical Hospital
- 3:10 – 3:40 pm  
Exhibit Hall Break
- 3:40 – 4:10 pm  
Key Legal Issues Facing Physician-Owned Hospitals - Scott Becker, JD, CPA, Partner, and Amber Walsh, Partner, McGuireWoods LLP
- 4:15 – 4:45 pm  
Key Ideas for Improving Orthopedic Practice Profits - David Wold, Chief Operating Officer, Illinois Joint & Bone Institute
- 4:50 – 5:20 pm  
Orthopedic Practices - How to Explore Strategic Options - Stay the Course or Sell - Marshall Steele, MD, CEO, Marshall Steele

**Track E – Managed Care, Reimbursement and Syndication Issues**

- 1:30 – 2:00 pm  
Orthopedic and Spine Contracting - A Review of Cost Analysis for Orthopedic and Spine and How to Present and Negotiate with Payors - I. Naya Kehayes, MPH, Managing Principal and CEO, and Matt Kilton, MBA, MHA, Principal and Chief Operating Officer, Eveia Health Consulting & Management
- 2:05 – 2:35 pm  
Best Practices in Physician Syndication - Michelle Trammell, President, and Chase Neal, Vice President, The Securities Group, Larry Taylor, President & CEO, Practice Partners in Healthcare
- 2:40 – 3:10 pm  
Key Concepts for Conducting Internal Investigations - Scott Becker, JD, CPA, Partner, David J. Pivnick, Associate, and Lainey Gilmer, Associate, McGuireWoods LLP

- 3:10 – 3:40 pm  
Exhibit Hall Break
- 3:40 – 4:10 pm  
Improving Managed Care, Contracting Results - A Case Study Step by Step Approach - I. Naya Kehayes, MPH, Managing Principal and CEO, and Matt Kilton, MBA, MHA, Principal and Chief Operating Officer, Eveia Health Consulting and Management
- 4:15 – 4:45 pm  
Billing Process Improvement 101 - Bill Gilbert, Vice President Marketing, AdvantEdge Healthcare Solutions
- 4:50 – 5:20 pm  
10 Ways to Improve an ASCs Coding - Document Deficiencies, Financial Impacts and How to Work with Physicians - Kelly Webb, Director, ASC Billing

**Track F – Reducing Costs, Market Consolidation, Hiring, and Golf**

- 1:30 – 2:00 pm  
Avoiding Critical ASC Mistakes: Hiring Great Staff, Reducing Hours Per Case, Physician Utilization - Joyce Deno Thomas, RN, BSN, Senior Vice President, Operations, and Robert Welti, MD, Senior Vice President, Operations, Regent Surgical Health
- 2:05 – 2:35 pm  
Surgeon Owned Distribution and the Importance of Transparency - Paul Burton, MD, Chairman of the Board, American Association of Surgeon Distributors
- 2:40 – 3:10 pm  
Three Ideas to Streamline Costs and Improve Profits - Jeff Blankinship, President, Surgical Notes, Tom Jacobs, President & CEO, MedHQ, Jon Hamrick, Executive Vice President, Networking and Sourcing, Access MediQuip
- 3:10 – 3:40 pm  
Exhibit Hall Break
- 3:40 – 4:10 pm  
Top Traits of ASC Leaders and How to Recognize Them - Greg Zoch, Partner, Kaye-Bassman
- 4:15 – 4:45 pm  
How to Immediately Improve Your Golf Swing, Aaron Bergman, PGA Golf Pro
- 4:50 – 5:20 pm  
Hiring Winners Not Whiners - Tracy Hoefft-Hoffman, Administrator, Hastings Surgical Center
- 5:20 – 7:00 PM  
**Cocktail Reception, Cash Raffles and Exhibits**

**Saturday, June 11, 2011**

- 7:00 – 8:10 am – Continental Breakfast  
General Session
- 8:10 – 8:55 am  
Leveraging Ideas from Other Industries to Improve ASC Profits - W. Michael Karnes, Chief Financial Officer, Regent Surgical Health, and Michael Rucker, EVP and COO, Surgical Care Affiliates

**Track A**

- 9:00 – 9:45 am  
Buying and Selling ASCs - HOPDs and National Companies, Co Management and ACOs - Current Market Trends - Scott Becker, JD, CPA, Partner, Scott Downing, JD, Partner, and Amber Walsh, Partner, McGuireWoods LLP
- 9:50 – 10:50 am  
How and Why Might Orthopedists and Neurosurgeons Team and Partner to Create Musculoskeletal Centers of Excellence - John Caruso, MD, Neurosurgeon, Parkway Surgery Center
- 10:55 – 11:55 am  
Lessons Learned - What Did I Do Right and What Might I Do Differently When Creating a Spine ASC? - John Caruso, MD, Neurosurgeon, Parkway Surgery Center, Scott Gibbs, MD, Neurosurgeon, Cape Girardeau, MO, Richard Hynes, MD, Orthopedic Spine Surgeon, Melbourne, FL, and John DiPaola, MD, Orthopedist, Oregon, Moderated by Jeff Leland, CEO, Blue Chip Surgical Center Partners

**Track B**

- 9:00 – 9:45 am  
New Advances in Sacroiliac Joint Problems - Richard A. Kube, MD, CEO, Founder & Owner, Prairie Spine & Pain Institute
- 9:50 – 10:50 am  
Pain Management in ASCs - Current Ideas to Increase Profits - Amy Mowles, President & CEO, Mowles Medical Practice Management
- 10:55 – 11:55 am  
Threats to Physicians and Strategies to Protect Your Practice and Investment - Robert M. Schwartz, Executive Director, Proliance Surgeons, Inc.

**Track C**

- 9:00 – 9:45 am  
Clinical Excellence Every day: Director of Nursing 101; Lesson Learned from Overseeing 100 Plus Centers - Linda Lansing, Senior Vice President of Clinical Services, Surgical Care Affiliates
- 9:50 – 10:50 am  
Dealing with Difficult Physicians and Is There a Place for Orthopedics in ACOs? - Michael Redler, MD, The OSM Clinic, introduced by Holly Ramey, VP of Operations, Surgical Care Affiliates
- 10:55 – 11:55 am  
Given the Economic Downturn, Why Now is Actually a Great Time to Develop a Facility - John Marasco, AIA, NCARB, Principal & Owner, Marasco & Associates

**Track D**

- 9:00 – 9:45 am  
The Best Ideas to Immediately Improve ASC Profits - Sandra Jones, MBA, MS, CASC, FHFMA, Chief Executive Officer, Executive Vice President, ASD Management, Monica Ziegler, Administrator, Physicians Surgical Center, Susan Glendon-Bealieu, RN, LHRM, Administrator, Surgical Center for Excellence, Kara Vittetoe, Administrator, Thomas Johnson Surgery Center, ASCOA
- 9:50 – 10:50 am  
Physicians, Hospitals, and Management Companies - What it Takes to Make a Winning Partnership and ASC - Jeff Simmons, Chief Development Officer, and Nap Gary, Chief Operating Officer, Regent Surgical Health
- 10:55 – 11:55 am  
Short and Long Term Strategic Planning and Setting Annual Goals and Objectives - John Goehle, CASC MBA CPA, Ambulatory Healthcare Strategies, LLC

**Track E**

- 9:00 – 9:45 am  
Information Technology for Surgery Centers - Achieving Positive Outcomes and Avoiding Complications - Marion Jenkins, PhD, Founder & CEO, QSE Technologies, Inc., Todd Logan, Vice President Sales - Western Region, and Ron Pelletier, Vice President, SourceMedical
- 9:50 – 10:50 am  
ASC Litigation, Non Competition, Employee Litigation and Other Kinds of Litigation, Key Thoughts - Jeffrey C. Clark, Partner, and David J. Pivnick, Associate, McGuireWoods LLP
- 10:55 – 11:55 am  
Coding Inaccuracies That May Put an ASC or Practice at Risk With the OIG and RACS - Pain Management Medical Necessity/Over-Reporting, Orthopedic Incorrect Reporting on Knees and Shoulders, Spine Overstating Work/Unbundling - Cristina Bentin, CCS-P CPC-H CMA, President Coding Compliance Management

**GENERAL SESSION**

- 12:00 – 1:00 pm  
ASC Safe Harbor Redemptions, Physician Compensation Compliance, Internal Investigations, and Increased Government Investigations - Scott Becker, JD, CPA, Partner, Gretchen Townshend, Associate, McGuireWoods LLP after Associate
- 1:00 pm - Meeting Adjourns

Register by May 1, 2011 and SAVE!

9th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference

# Improving Profitability and Business and Legal Issues

Great topics and speakers  
focused on key business,  
clinical and legal issues  
facing ASCs –

- 101 Sessions
- 134 Speakers

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## Improving the Profitability of Orthopedic, Spine and Pain Management-Driven ASC – Thrive Now and in the Future

- Coach Mike Ditka, Legendary NFL Player and Football Coach
- Brent Lambert, MD, Founder Ambulatory Surgical Centers of America
- Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners
- Tom Mallon, CEO, Regent Surgical Health
- Scott Gibbs, MD, Neurosurgeon, Cape Girardeau, MO
- Jeff Leland, CEO Blue Chip Surgical Center Partners
- David Shapiro, MD, Partner, Ambulatory Surgery Company
- Joan F. O'Shea, MD, Neurosurgeon & Orthopedic Spine Surgeon, The Spine Institute of New Jersey • John Caruso, MD, Neurosurgeon, Parkway Surgery Center
- I. Naya Kehayes, CEO, Eveia Health Consulting and Management
- Robin Fowler, MD, Medical Director, Interventional Management Services
- Kevin R. Stone, MD, The Stone Clinic
- Joe Flower, Healthcare Futurist, CEO, The Change Project, Inc.
- Richard Hynes, MD, Orthopedic Spine Surgeon, Melbourne, FL
- Larry Taylor, CEO, Practice Partners in Healthcare
- Andrew Hayek, President and CEO, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee
- Brett Gosney, MD, CEO, Animas Surgical Hospital
- John Cherf, MD, MPH, President, OrthoIndex, Clinical Advisor, Sg2, Orthopedic Surgeon, Chicago Institute of Orthopedics
- Michael R. Redler, MD, The OSM Center
- Brian Cole, MD, MBA, Professor, Dept. of Orthopedics, Dept. of Anatomy and Cell Biology, Section Head, Cartilage Restoration-Center at Rush Division of Sports Medicine, Rush University Medical Center
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- How to Immediately Improve Your Golf Swing
- Biologic Joint Replacement: The Future of Joint Replacement Surgery Using Stem Cells, Paste Grafting, Meniscus Allografts, Shell Grafting and Allo and Xenograft Ligaments
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