

ASC Communications, Inc. Proudly Presents

# THE 5<sup>TH</sup> ANNUAL Orthopedic, Spine, Neurosurgery and Pain Management Driven ASC Conference & Exhibits

JUNE 14 – 16, 2007  
THE WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS

## OVERALL CONFERENCE OBJECTIVES

- To help orthopedic surgeons, neurosurgeons, pain management physicians and spine surgeons (ortho or neuro) improve the profits and operations of their surgery centers.
- To help such surgeons as well as hospital and management company leaders to assess the latest trends and current issues in ambulatory surgery centers.
- To help such parties understand their choices as to development models, hospitals as opposed to surgery centers, single- as opposed to multi-specialty, and several other key strategic and business issues.
- To enable participants to incorporate innovative business and strategic strategies into their ambulatory surgery centers.
- To identify the key business, clinical and staffing issues involved in an ambulatory surgery center.

## TARGET AUDIENCE

This 2-day conference is designed to provide orthopedic surgeons, neurosurgeons, spine surgeons, pain management surgeons and all physicians and nurses involved in a single- or multi-specialty ambulatory surgery centers the latest information on improving the profitability of and developing and operating ASCs. The conference is also aimed at those in ASC development and business management and hospital leaders involved in assessing and establishing outpatient surgery programs, particularly in the musculoskeletal area.

## ACCREDITATION

**CME ACCREDITATION** – This CME activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) thru the Joint Sponsorship of the Institute for Medical Studies and ASC Communications, Inc.

IMS is accredited by the ACCME to provide continuing medical education for physicians.

IMS designates this educational activity for a maximum of 13.75 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**CASC ACCREDITATION** – This program is approved for 14 hours of AEU credit by BASC Provider #3672.

**BRN** – Nurses may claim credit for activities approved for AMA PRA Category 1 Credits™ in most states, for up to 50% of the nursing requirement for recertification. This course is designated for 13.75 AMA PRA Category 1 Credits™.



# CONFERENCE PROGRAM

## THURSDAY, JUNE 14, 2007

**12:00 – 2:00 pm**

Registration

*Pre-Conference Workshop – Concurrent Sessions A, B, C*

**2:00 – 3:30 pm**

**A. Turning Around an ASC – Tested Methods for Financial Improvement – Case Studies and Analytical Tools**

*Thomas J. Mallon, CEO & Jeffrey Simmons, President Western Region  
Regent Surgical Health, LLC*

*Jim Lynch, MD - Surgery Centers of Reno, LLC*

**B. Establishing an Ortho-Spine-Pain Driven ASC**

*Brent Lambert, MD, FACS, Founder*

*Ambulatory Surgical Centers of America*

**C. Establishing Physician Hospital Joint Ventures for Long Term Success**

*Bill Southwick, CEO – Healthmark Surgical Partners*

**3:30 – 3:45 pm**

Break

**3:45 – 5:00 pm**

**A. Selling Your ASC or Physician Owned Hospital – The Pros and Cons, What to Expect in Terms of Price and Terms, Understanding the Entire Process**

*Scott Becker, JD, CPA, Partner; Scott Downing, JD, Partner; Elissa Moore, Associate & Sarah Abrahams, Associate – McGuireWoods*

**B. A Detailed Blue Print for Developing the Orthopedic Driven ASC**

*Steve Dobias, Founder and Principal – Somerset Financial Services,  
Joseph Zasa, CEO and Principal – Woodrum ASD*

**C. Transitioning to a Physician Owned Hospital – A Primer from A to Z**

*Ajay Mangal, MD, MBA, President; Donald J. Jansen, MHA, VP  
Marketing; Development & Mary Ann Gellenbeck, RN, CASC,  
COO; Michael L. Griffin, CPA, MBA, VP for Finance  
Prexus Health Partners*

**5:00 – 7:00 pm**

Networking Reception & Exhibits

## FRIDAY, JUNE 15, 2007

**7:00 – 8:00 am**

Registration & Continental Breakfast

**8:00 – 8:15 am**

Welcome & Introductions

**8:15 – 8:45 am**

**Orthopedics and Spine – A Forecast for the Next Ten Years**

*John Cherf, MD, SG2*

**8:50 – 9:20 am**

**Key Tips for Retaining and Recruiting Physicians**

*Thomas R. Yerden, CEO – TRY Health Care Solutions, LLC*

**9:25 – 9:55 am**

**Snatching Victory from Defeat, A Case Study View of Turning Around ASCs**

*Brent Lambert, MD, FACS, Founder*

*Ambulatory Surgical Centers of America*

**10:00 – 10:30 am**

**Selling an ASC – A Buyer's Perspective**

*Evelyn Miller, Director of Acquisitions – United Surgical Partners International*

## FRIDAY, JUNE 15, 2007

**10:30 – 10:40 am**

Break

**10:40 – 11:10 am**

**Critical Times in Government – A Washington Update for ASCs**

*Craig Jeffries, Executive Director – AAASC*

**11:15 – 11:45 am**

**Improving Your ASC, The Five Things You Should Do Starting on Monday, June 17th**

*Thomas J. Mallon, CEO – Regent Surgical Health, LLC*

**11:45 – 12:30 pm**

Exhibit Viewing

**12:30 – 1:30 pm**

Lunch

**1:30 – 2:05 pm**

*(Concurrent Sessions A – Orthopedics and Spine, B – Spine and Pain Management, C – Physician Hospital Joint Ventures and Physician Owned Hospitals, & D – Strictly Business)*

**A. Managed Care Contracting for ASCs – Contracting with Commercial Payors for Complex Cases**

*I. Naya Kehayes, MPH, CEO – Eveia Health Consulting & Management, LLC*

**B. Building a Center Around Pain Management**

*Charles Tadlock, MD, Founder – Surgery Center of Southern Nevada,  
CEO – Epiphany Surgical Solutions*

**C. Establishing Winning Physician Hospital Joint Ventures an Ortho Driven Example**

*Caryl A. Serbin, RN, BSN, LHRM, Founder/President  
Surgery Consultants of America, Inc.*

**D. Developing Real Estate Plans for an Ortho Driven ASC, A Case Study Approach**

*Jack Amormino, President, CEO – AMB Development Group  
Steve Goodman, VP New Business Development – Irmscher Construction, Inc.*

**2:10 – 2:45 pm**

**A. Building a Very Profitable Project Around a Top Flight Spine Program**

*Larry Teuber, MD, Founder*

*Black Hills Surgery Center & Medical Facilities Corporation*

**B. Pain Management, Understanding What Works and What Doesn't in ASCs and Practice Offices**

*Amy Mowles, CEO – Mowles Medical Practice Management, LLC*

**C. Turning Around an ASC with Orthopedics, A Case Study**

*Bill Southwick, CEO – HealthMark Partners*

**D. Five Keys to a Successful Relationship and Future with Lenders**

*Ken Seip, Vice President – CitiCapital*

**2:50 – 3:20 pm**

**A. What to Expect When You Convert from an ASC to an Ortho and Surgical Driven Hospital**

*Brett Gosney, Founder/CEO – Animas Surgical Hospital &  
President Elect – Physician Hospitals of America*

**B. A Study on the Safety and Efficacy of Spine Procedures Performed in an ASC vs a Hospital**

*Ken Pettine, MD, Founder – Loveland Surgery Center, LLC*

**C. How to Effectively and Successfully Staff Your ASC – Keeping the ASC Humming Without Breaking the Bank**

*Ann Geier, RN, MS, CNOR, Vice President Operations  
Ambulatory Surgical Centers of America*

## CONFERENCE PROGRAM

### FRIDAY, JUNE 15, 2007

#### **D. How to Cut the Costs of Implants and Expensive Supplies and Equipment in an Orthopedic or Neurosurgical ASC or Hospital**

*Larry Teuber, MD, Founder – Black Hills Surgery Center & Medical Facilities Corporation*

**3:20 – 3:50 pm**

**Break in Exhibit Hall**

**3:50 – 4:20 pm**

#### **A. Bringing a Sense of Urgency to Growing the Orthopedic and Pain Driven ASC**

*William Kennedy, Senior Vice President – Novamed*

#### **B. Five Key Steps to Mixing Spine and Orthopedics for Success – A Case Study**

*Susan Pieper, Chief Development Officer – Neospine, LLC  
Dr. Richard Wohms, MD, MBA, Founder & President – South Sound Neurosurgery*

#### **C. Bringing in a National Partner for Your ASC – Making the ASC and Partnership Successful After the Deal is Closed and Checks are Cashed**

*George Goodwin, VP Mergers & Acquisitions & Michael Weaver, VP Acquisitions & Development – Symbion Healthcare, Inc.*

#### **D. Examining Your Financial Statements to Fine Tune and Improve Your ASCs Results**

*John Goebel, Vice President – Surgery Consultants of America*

**4:25 – 4:55 pm**

#### **A. The Ortho Driven ASC – How to Manage Costs, Egos, Schedules and Improve Profits**

*Rick Pence, President – National Surgical Care*

#### **B. Spine Surgery Centers – Lessons Learned**

*Jeff Leland, Managing Partner – Blue Chip Surgical Center Partners  
Richard Roski, MD, CMO – Blue Chip Surgical Center Partners*

#### **C. Developing a Physician Hospital ASC Around Orthopedics, A Plan for Success**

*Robert Carrera, President – Pinnacle III, LLC*

#### **D. 7 Keys to Cutting Costs**

*Dave Moody, Administrator – Knightsbridge Surgical Center, LLC*

**5:00 – 5:30 pm**

#### **A. Handling Complex Orthopedic Procedures in an ASC, What is Appropriate and What is Not**

*Phillip A. Davidson, MD – Tampa Bay Orthopaedic Specialists*

#### **B. Five Key Legal Issues for ASCs**

*Scott Becker, JD, CPA, Partner; Alison Mikula, Associate & Ronald Lundeen, Associate – McGuireWoods, LLP*

#### **C. Physician Owned Hospitals, a National Legislative Perspective**

*Molly Gutierrez, JD, Executive Director – Physician Hospitals of America  
Brett Gosney, Founder/CEO – Animas Surgical Hospital & President Elect – Physician Hospitals of America*

#### **D. Billing and Collecting, An Aspect of Operations that can Make or Break You**

*Caryl A. Serbin, RN, BSN, LHRM, Founder/President  
Surgery Consultants of America, Inc.*

**5:30 – 7:30 pm**

**Networking Reception & Exhibits**

### SATURDAY, JUNE 16, 2007

**7:00 – 8:00 am**

**Continental Breakfast**

### SATURDAY, JUNE 16, 2007

**8:00 – 8:35 am**

#### **The World's Largest Operator of ASCs, Bringing an Assessment of What Works from a Macro Perspective to an Individual Center Perspective**

*Joseph Clark, President Ambulatory Surgery Division – HealthSouth*

**8:40 – 9:15 am**

#### **How a Higher Acuity Neurosurgery/Spine Program can Achieve Wonderful Clinical and Financial Results for an ASC**

*Jeffrey Simmons, President Western Region – Regent Surgical Health, LLC  
Jim Lynch, MD, Founder – Surgery Center of Reno, LLC*

**9:20 – 9:55 am**

#### **The Three Things the ASC Industry has to do in DC and in the States to Thrive as Climate Shifts in Washington DC**

*Kathy Bryant, JD, President – FASA  
Rob Schwartz, Executive Director – WASCA*

**9:55 – 10:25 am**

#### **Understanding Your Top Five Costs in an ASC – How to Assess if They are in Line with Expectations or if They Need Improvement**

*Luke Lambert, CFA, CEO – Ambulatory Surgical Centers of America*

**10:30 – 11:05 am**

#### **Conducting an Operational Audit of your ASC**

*Robert J. Zasa, MSHHA, Founder – Woodrum/ASD*

**11:05 – 11:20 am**

**Break**

**11:20 – 11:55 am**

**(Concurrent Sessions A, B, C & D)**

#### **A. Five Keys to Developing a Winning Orthopedic Driven ASC**

*Jeff Peo, Vice President – Ambulatory Surgical Centers of America*

#### **B. Developing a Physician Owned Hospital – 5 Core Considerations**

*Douglas V. Johnson, President – Surgical Management Professionals*

#### **C. Outsourcing the Back Office Functions of Your ASC, a Plan for Simplification and Effectiveness**

*Tom Jacobs, President/CEO – MedHQ*

#### **D. Staffing and Scheduling – Hiring and Keeping a Great Staff**

*Dawn McLane, RN, MSA, Chief Development Officer  
Nikitis Resource Group*

**12:00 – 12:35 pm**

#### **A. Our Approach to Assisting an Underperforming Center**

*Donald J. Jansen, MHA, VP Development & Michael L. Griffin, CPA, MBA, VP for Finance – Prexus Health Partners*

#### **B. Coordinating the Development of Your ASC With Construction and Financing**

*Jeff Fox – MarCap & John A. Manasco, AIA, NCARB, Principal  
Mansco & Associates  
John C. Daly, AIA, VP Health Care Services – McShane Construction Corporation*

#### **C. Adding Procedures and Specialties**

*Gregory R. Cuniff, Chief Financial Officer – National Surgical Care*

#### **D. Valuation Issues for ASCs**

*Gregory Koonsman, Founding Principal – VMG Health  
Todd J. Mello, MBA, AVA, Principal – HealthCare Appraisers, Inc.*

**12:35 pm**

**Meeting Adjourn**

**ASC COMMUNICATIONS, INC. PRESENTS**  
**The 5<sup>th</sup> Annual Orthopedic, Spine, Neurosurgery and Pain Management Driven**  
**Ambulatory Surgery Centers – Improving the Profitability of and Developing and Operating ASCs**  
**June 14-16, 2007**  
**The Westin Michigan Avenue, Chicago IL**

**REGISTRATION INFORMATION**

First/Last Name: \_\_\_\_\_  
 Degree: As you wish it to appear on your badge \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Facility/Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Web site: \_\_\_\_\_

**Demographic Information:**

- Physician  
 Nurse  
 Administrator, if so what is your title: \_\_\_\_\_  
 Independent Professional, if so what is your title: \_\_\_\_\_  
 Other: \_\_\_\_\_

**REGISTRATION FEES**

**ANNUAL CONFERENCE & EXHIBITS**

Receive multiple registrant discount(s). The more people you send the greater discount you receive. The prices listed below are per person. Your registration includes all conference sessions, materials, and the meal functions.

**MAIN CONFERENCE ONLY**

	<b>FEES</b> (Before 5/1/07)	<b>AMOUNT</b>	<b>FEES</b> (After 5/1/07)	<b>AMOUNT</b>
1st Attendee	\$575	\$ _____	\$675	\$ _____
2nd or more Attendee	\$475	\$ _____	\$575	\$ _____
	(From same facility)			



**MAIN CONFERENCE + PRE-CONFERENCE**

	<b>FEES</b> (Before 5/1/07)	<b>AMOUNT</b>	<b>FEES</b> (After 5/1/07)	<b>AMOUNT</b>
1st Attendee	\$795	\$ _____	\$895	\$ _____
2nd or more Attendee	\$695	\$ _____	\$795	\$ _____
	(From same facility)			

**OPTIONAL**

<i>Becker's ASC Review</i>	\$199 (per year)	\$ _____
<i>(Published six (6) times a year)</i>	\$225 (for 2 years)	\$ _____
	<b>TOTAL ENCLOSED</b>	\$ _____

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- Enclosed is a check, payable to ASC Communications, Inc. Check #: \_\_\_\_\_
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**COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:**

Mail: **Make checks payable to ASC Communications, Inc.** and mail to:  
 ASC Communications, Inc., 7916 Convoy Court, San Diego CA, 92111  
 Fax: Fax registration form with credit card information to (858) 565-9954  
 Call: Phone (858) 565-9921 and register over the phone.  
 Website: www.BeckersASC.com

**Cancellation Policy:** Written cancellation requests must be received by May 11, 2007. Refunds are subject to a \$100 processing fee. Refunds will not be made after this date.

**GENERAL INFORMATION**

**HOTEL RESERVATIONS**

The Westin Michigan Avenue has set aside special group rates for conference attendees. Please contact the hotel directly to make your reservation. **Be sure to mention you are attending the ASC Conference in order to receive the discounted group rate of \$239**

**THE WESTIN MICHIGAN AVENUE**

908 N. Michigan Avenue  
 Chicago IL 60611  
 Phone: (888) 627-8385 or (312) 943-7200  
 Group Name: **ASC Conference**  
 Group Rate: **\$239 (Sg/DbI)**

**SUBSCRIBE TO BECKER'S ASC REVIEW**

Becker's *ASC Review* is published six (6) times a year. If you would like to subscribe please submit your \$199.00 or \$225.00 payment with your conference registration fees.

**CONFERENCE QUESTIONS**

For additional information or questions regarding the conference please contact:

**Conference Director – Michelle Freeland**  
**Exhibitor/Sponsorship Sales – Ken Freeland & Chris Schriever**

**For Conference Questions Contact:**

**Michelle Freeland**  
 Phone: (858) 565-9921  
 Fax: (858) 565-9954  
 Email: michelle@pcmisandiego.com

**For ASC Review & Exhibitor/Sponsorship Questions Contact:**

**Ken Freeland**  
 Phone: (858) 565-9921  
 Email: ken@pcmisandiego.com

-or-

**Chris Schriever**  
 Phone: (202) 337-1892  
 Email: chris@bluehouse.us

**Scott Becker, JD, CPA**  
 McGuireWoods, LLP  
 Phone: (312) 750-6016  
 Email: sbecker@mcguirewoods.com  
 Web: www.beckersasc.com

**ADA REQUEST**

If you require special ADA accommodations, please contact us at (858) 565-9921.

**Please complete so we can plan our seating requirements adequately.**

For the pre conference, please check the box for the session you plan on attending. **Please note: This is not a reservation, you are welcome to switch between concurrent sessions at anytime.**

**Thursday, June 14, 2007**

- 2:00pm – 3:30pm  PreCon A  PreCon B  PreCon C  
 3:45pm – 5:00pm  PreCon A  PreCon B  PreCon C

## CONFERENCE SPEAKERS

Sarah Abrahams, Associate  
*McGuireWoods, LLP*

Jack Amormino, President/CEO  
*AMB Development Group*

Scott Becker, JD, CPA, Partner  
*McGuireWoods, LLP*

Kathy Bryant, JD, President  
*FASA*

Robert Carrera, President  
*Pinnacle III, LLC*

John Cherf, MD, SG2

Joseph Clark, President Ambulatory Surgery Division  
*HealthSouth*

Gregory R. Cuniff, Chief Financial Officer  
*National Surgical Care*

John C. Daly, AIA, VP Healthcare Services  
*McShane Construction Corporation*

Phillip Davidson, MD  
*Tampa Bay Orthopaedic Specialist*

Steve Dobias, Founder and Principal  
*Somerset Financial Services*

Scott Downing, Partner  
*McGuireWoods, LLP*

Jeffrey Fox, VP Hospitals, Surgery and Dialysis  
*MarCap*

Ann Geier, Senior Vice President  
*Ambulatory Surgical Centers of America*

Mary Ann Gellenback, RN, COO  
*Prexus Health Partners*

John Goehel, VP Finance  
*Surgery Consultants of America, Inc.*

Steve Goodman, VP New Business Development  
*Irmscher Construction, Inc.*

George Goodwin, VP Mergers & Acquisitions  
*Symbion Healthcare, Inc.*

Brett J. Gosney, Founder/CEO  
*Animas Surgical Hospital & President Elect  
Physician Owned Hospitals of America*

Michael L. Griffin, CPA, MBA, Chief Financial Officer  
*Prexus Health Partners*

Molly Gutierrez, JD, Executive Director  
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Tom Jacobs, President/CEO  
*MedHQ*

Donald J. Jansen, MHA, VP Development  
*Prexus Health Partners*

Craig Jeffries, Executive Director  
*AAASC*

Douglas V. Johnson, President  
*Surgical Management Professionals*

I. Naya Kehayes, MPH, Founder/President  
*Eveia Health Consulting and Management, LLC*

William Kennedy, Senior Vice President  
*Novamed*

Gregory Koonsman, Founding Principal  
*VMG Health*

Brent Lambert, MD, FACS, Principal/Founder  
*Ambulatory Surgical Centers of America*

Luke Lambert, CFA, CEO  
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Jeff Leland, CEO, Managing Partner  
*Blue Chip Surgical Center Partners*

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*Marasco and Associates*

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Todd J. Mello, MBA, AVA, Principal  
*HealthCare Appraisers, Inc.*

Alison Mikula, Associate  
*McGuireWoods, LLP*

Evelyn Miller, Director Acquisitions  
*United Surgical Partners International*

Dave Moody, Administrator  
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*Blue Chip Surgical Center Partners*

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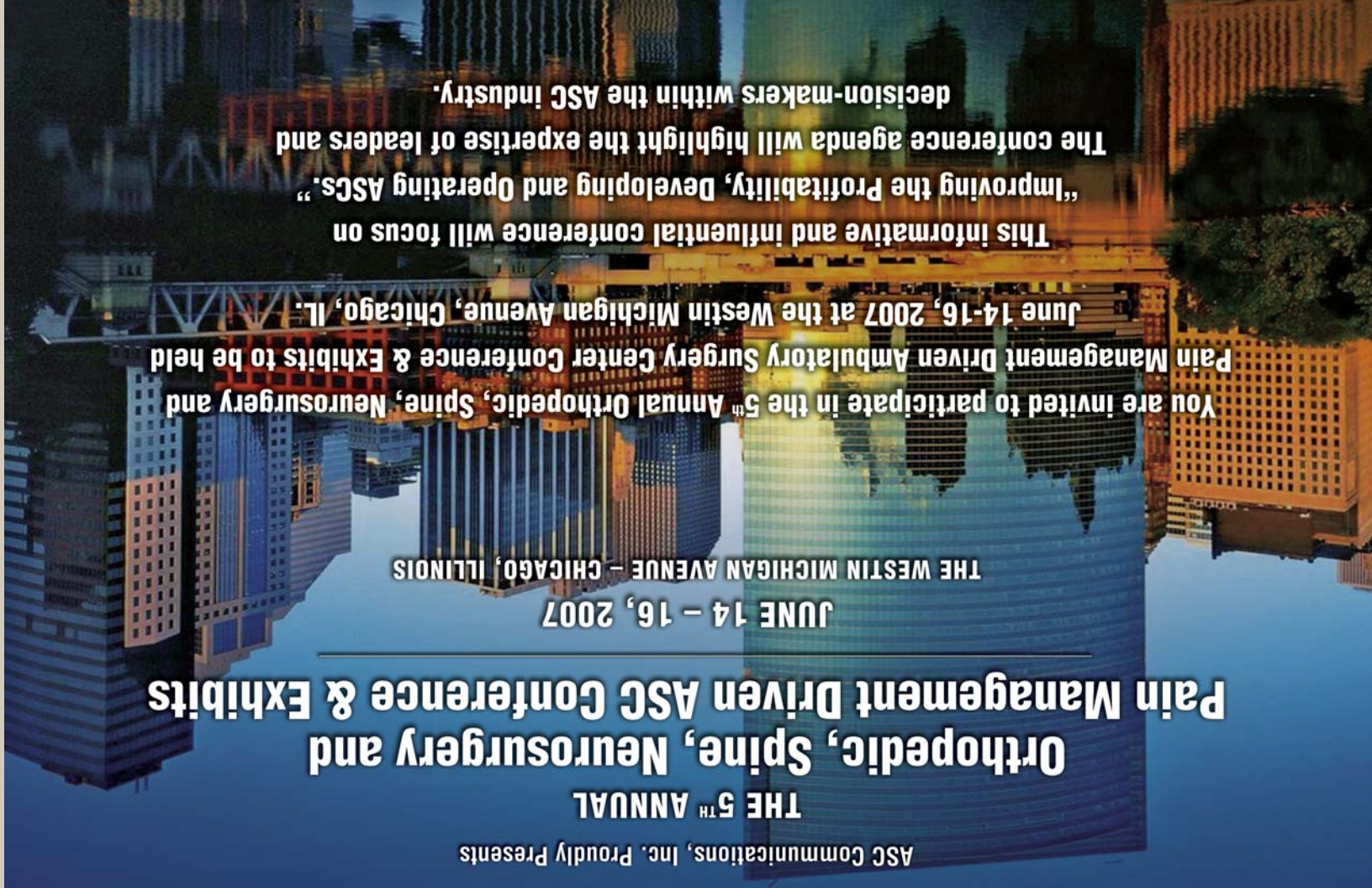
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This informative and influential conference will focus on

“Improving the Profitability, Developing and Operating ASCs.”

The conference agenda will highlight the expertise of leaders and

decision-makers within the ASC industry.

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