

10th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference

Improving Profitability and Business and Legal Issues

June 14-16, 2012

Westin Hotel • North Michigan Avenue • Chicago, Illinois



Lou Holtz



Sam Donaldson



Tucker Carlson

- Keynote Coach Lou Holtz, Legendary Football Coach, Analyst, ESPN
- Keynote Tucker Carlson, Contributor, FOX News, Editor-In-Chief, The Daily Caller and Senior Fellow, The Cato Institute - An Outlook on Politics and The Election
- The Best Ideas and Biggest Threats to Orthopedics and Spine - Tom Mallon, CEO, Regent Surgical Health, Brian Cole, MD, MBA, Professor, Dept. of Orthopedics, Dept. of Anatomy and Cell Biology, Section Head, Cartilage Restoration Center, Rush Division of Sports Medicine, R. Blake Curd, MD, Board Chairman, Surgical Management Professionals, and Jeff Leland, CEO, Blue Chip Surgical Center Partners, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News
- Healthcare Reform, Politics, and The Next 4 Years - Laxmaiah Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians, Thomas J. Bombardier, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, John Caruso, MD, Neurosurgeon, Parkway Surgery Center, and Robert Zasa, MSHHA, FACMPE, Founder, ASD Management, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News
- Evolving Clinical Developments in Interventional Pain Management - Mark Coleman, MD, Senior Partner, National Spine and Pain Centers, LLC
- Moving Spine Procedures to ASCs - Key Business and Clinical Issues - Panel Discussion with Paul Schwaegler, MD, Seattle Spine Institute, PLLC, Richard Kube, MD, CEO,

Founder/Owner, Prairie Spine & Pain Institute, Devin Datta, MD, Melbourne Surgery Center, moderated by Jeff Leland, President & CEO, Blue Chip Surgical Center Partners

- Key Concepts to Fixing Physician Hospital Joint Ventures Gone South - Brent W. Lambert, MD, FACS, Principal & Founder, and Luke Lambert, CFA, CASC, CEO, Ambulatory Surgical Centers of America
- 10 Best Practices to Improve Billing and Collections - Lisa Rock, President, National Medical Billing Services
- Orthopedics Hospital Joint Ventures, Bundled Payments, 16,000 Cases and Are There Lessons That Can Be Applied to Other Facilities and Systems - James T. Caillouette, MD, Surgeon In Chief, Hoag Orthopedic Institute
- The Key Legislative Priorities of the ASC Industry - William Prentice, JD, Executive Director, ASC Association
- Hand Surgery - Key Business Issues for ASCs and Physician Owned Hospitals - R. Blake Curd, MD, Board Chairman, Surgical Management Professionals
- Developing a Spine-Driven ASC: The Essentials for Success - Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners
- The State of The ASC Industry - Andrew Hayek, President & CEO, Surgical Care Affiliates
- 7 Keys to Make Orthopedic and Pain-Driven ASCs More Profitable - Larry Taylor, President & CEO, Practice Partners in Healthcare, Inc.
- 102 Sessions, 134 Speakers

For more information, call (800) 417-2035

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

To Register, Call (800) 417-2035 • Fax (866) 678-5755

Email registration@beckersasc.com

Register Online at <http://www.regonline.com/10thorthopedicspineASC>

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

This exclusive orthopedic, spine and pain management-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.

- 102 Sessions
- 134 Speakers
- 25 CEOs as Speakers
- 30 Physician Leaders as Speakers
- Lou Holtz, Legendary Football Coach, Analyst, ESPN
- Tucker Carlson, Contributor FOX News and Editor-In-Chief, The Daily Caller
- Keynote Panels led by Sam Donaldson, ABC News Veteran
- Great Participants From All Over the Country
- Business, Clinical and Legal Issues

The Becker's ASC Review/ASC Communications difference:

- 1) Benefit from the efforts of Becker's ASC Review and ASC Communications 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 14, 2012

| | |
|------------------|--|
| 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 15, 2012

| | |
|-----------------|--|
| 7:00am – 8:00am | Continental Breakfast and Registration |
| 8:00am – 5:20pm | Main conference, Including Lunch and Exhibit Hall Breaks |
| 5:20pm – 6:30pm | Reception, Cash Raffles, Exhibit Hall |

Conference – Saturday, June 16, 2012

| | |
|------------------|--|
| 7:00am – 8:00am | Continental Breakfast and Registration |
| 8:10am – 12:30pm | Conference |

Thursday, June 14, 2012

Track A Improving Profits, Valuation and Transaction Issues

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, Ambulatory Surgical Centers of America

1:45 – 2:15 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

2:20 – 2:50 pm

Utilizing Spine Cases to Improve the Profitability of Underutilized Poorly Performing ASCs

Chris Bishop, SVP Acquisitions & Business Development, Blue Chip Surgical Center Partners,

2:55 – 3:25 pm

7 Keys to Make Orthopedic and Pain-Driven ASCs More Profitable

Larry Taylor, President & CEO, Practice Partners in Healthcare, Inc.

3:30 – 4:00 pm

An Integrated Approach to Introducing Direct to Consumer Marketing to Your Practice – How it Can Deliver Superior Financial Results

Jimmy St. Louis, CEO, Advanced Healthcare Partners

4:05 – 4:35 pm

What Can Be Paid for Co-Management? Should You Enter Into a Co-Management Relationship? Co-Management Arrangements, Valuations and Other Issues

Jen Johnson, CFA, Managing Director, VMG Health

4:40 – 5:40 pm - KEYNOTE

Leadership and Management in 2012

Lou Holtz, Legendary Football Coach and Analyst, ESPN

Track B – Spine

1:00 – 1:40 pm

Business Planning for Spine-Driven Centers

Jeff Leland, CEO, Blue Chip Surgical Center Partners, and Devin Datta, MD, Melbourne Surgery Center

1:45 – 2:15 pm

Minimally Invasive Multi-Level Fusions in ASCs

Richard Kaul, MD, Owner, New Jersey Spine and Rehabilitation

2:20 – 2:50 pm

Moving Spine Procedures to ASCs – Key Business and Clinical Issues

Paul Schwaegler, MD, Seattle Spine Institute, PLLC, Richard Kube, MD, CEO, Founder & Owner, Prairie Spine & Pain Institute, Devin Datta, MD, Melbourne Surgery Center, moderated by Jeff Leland, President & CEO, Blue Chip Surgical Center Partners

2:55 – 3:25 pm

The Best Ideas for Marketing Spine and Patient Development

Daniel Goldberg, Director of Business Development, New Jersey Spine and Rehabilitation

3:30 – 4:00 pm

Bundled Contracting Initiatives for Orthopedics and Spine

Marshall Steele, MD, Orthopedic Surgery, Marshall Steele & Associates

4:05 – 4:35 pm

Minimally Invasive Spine Surgery for Degenerative Spine Conditions

Miquel Lis-Planells, MD, Michigan Head & Spine Institute

Track C – Pain Management and Spine

1:00 – 1:40 pm

Evolving Clinical Developments in Interventional Pain Management, The Mild Procedure

Mark Coleman, MD, Senior Partner, National Spine and Pain Centers, LLC

1:45 – 2:15 pm

The Best Ideas Now; Key Ways to Improve Physician Owned Hospital Profits

Larry Teuber, MD, President Medical Facilities Corp.
Michael J. Lipomi, President & CEO, Surgical Management Professionals, Goran Dragolovic, SVP, Operations, Surgical Care Affiliates, moderated by Amber McGraw Walsh, Partner McGuireWoods LLP

2:20 – 2:50 pm

Managing Pain Practice Protocols, Branding and Other Tips to Improve Profitability

Vishal Lal, CEO, Advanced Pain Management

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

Keys to Successfully Establishing and Growing a Premier Pain Center

Stephen Rosenbaum, CEO, and Robin Fowler, MD, Chairman, Medical Director, Interventional Spine & Pain Management

4:05 – 4:35 pm

Intradisc Biologics Injections for Mild to Degenerative Disc Disease

Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, President & CEO, Alpha Diagnostics, Intraoperative Neurophysiologic Monitoring Board of Directors, American Board of Neurophysiologic Monitoring Board of Directors

Track D – Orthopedics

1:00 – 1:40 pm

5 Key Steps to Improve Profits in Orthopedic-Driven ASCs

Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, LLC

1:45 – 2:15 pm

Complex Hand Cases in ASCs, Business and Reimbursement Issues

Steven S. Shin, MD, Kerlan-Jobe Orthopaedic Clinic, and John Seitz, Chairman & CEO, Ambulatory Surgical Group, LLC

2:20 – 2:50 pm

Emerging Orthopedic Procedures in ASCs - Business and Clinical Issues

Michael R. Redler, MD, The OSM Center

2:55 – 4:00 pm

Orthopedic Practices – Why Merging Two Practices Can Help, What Are The Choices for Orthopedic Surgeons, Stay the Course or Sell

Leslie R. "Les" Jebson, Executive Director, University of Florida Ortho and Sports Medicine

3:30 – 4:00 pm

Hand Surgery – Key Business Issues for ASCs and Physician Owned Hospitals

R. Blake Curd, MD, Board Chairman, Surgical Management Professionals

4:05 – 4:35 pm

Succeeding in the Face of Challenges, Dealing with Vendors, Focusing on Clinical Operations and Other Strategies from the Front Line

Charley Gordon, MD, Texas Spine and Joint Hospital

Track E – Business and Profitability Issues; Revenue Cycle; Managed Care Billing, Coding and Contracting for ASCs

1:00 – 1:40 pm

Selling Your ASC; What Price Can You Expect; What Are The Deal Terms?

Blayne Rush, MHP, MBA, President, Ambulatory Alliances, Patrick J. Simers, EVP, Principle Valuation, LLC, Thomas J. Chirillo, SVP Corporate Development, Surgery Partners, Matt Searles, Managing Director, Merritt Healthcare, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

1:45 – 2:15 pm

Keys to Transforming Surgery Centers Into a Profitable Business

Tom Yerden, CEO, TRY Healthcare Solutions, Jimbo Cross, VP Acquisitions & Development, Ambulatory Surgical Centers of America, Jeff Peo, VP Acquisitions & Development, Ambulatory Surgical Centers of America, moderated by Barton C. Walker, Associate, McGuireWoods LLP

2:20 – 2:50 pm

How to Smartly Use Technology to Become More Efficient in Operations

Scott McDade, Vice President, Surgery Centers, McKesson Medical

2:55 – 3:25 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, Ambulatory Surgical Centers of America, Introduced by Amber McGraw Walsh, Partner, McGuireWoods LLP

3:30 – 4:00 pm

The Key Legislative Priorities of the ASC Industry

William Prentice, JD, Executive Director, ASC Association

4:05 – 4:35 pm

Physician Owned Hospitals - Adding Ancillaries, Reducing Costs and Legal Compliance

Terry L. Woodbeck, CEO, FAHC, Tulsa Spine & Specialty Hospital, Michael Weaver, Vice President, Symbion, Inc., Amber McGraw Walsh, Partner, McGuireWoods LLP, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

Track F – Quality, Infection Control, Accreditation, Management

1:00 – 1:40 pm

Developing the Right Clinical Environment for Complex Spine and Orthopedic Cases

Linda Lansing, SVP Clinical Services, Surgical Care Affiliates

1:45 – 2:15 pm

The New CMS Quality Reporting System and What a Center Needs to Do

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

Nancy Jo Vinson, RN, BA, CASC, Principal, NJM Consulting, Surveyor, Accreditation Association for Ambulatory Health Care

2:55 – 3:25 pm

Infection Control in ASCs – 10 Best Key Practices

Jeana Day, RN, CNOR, Director of Clinical Operations, Pinnacle III

3:30 – 4:00 pm

10 Great Ideas for QI Studies

Mary Sturm, SVP of Clinical Operations, Surgical Management Professionals

4:05 – 4:35 pm

ICD-10

Kevin McDonald, SVP of Sales, Revenue Cycle Solutions Division, SoureMedical Solutions

Friday, June 15, 2012

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

GENERAL SESSION

8:00 am

Introductions - Scott Becker, JD, CPA, Partner – McGuireWoods LLP

8:10 – 8:55 am - Keynote

An Outlook on Politics, Healthcare and the Election

Tucker Carlson, Contributor, FOX News, Editor-In-Chief, The Daily Caller and Senior Fellow, The Cato Institute

9:00 – 9:40 am – Keynote Panel

Healthcare Reform, Politics, and The Next 4 Years

Laxmaiah Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians, Thomas J. Bombardier, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, John Caruso, MD, Neurosurgeon, Parkway Surgery Center, and Robert Zasa, MSHHA, FACMPE, Founder, ASD Management, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News

9:45 – 10:35 am

The Best Ideas and Biggest Threats to Orthopedics and Spine

Tom Mallon, CEO, Regent Surgical Health, Brian Cole, MD, MBA, Professor, Dept. of Orthopedics, Dept. of Anatomy and Cell Biology, Section Head, Cartilage Restoration Center, Rush Division of Sports Medicine, R. Blake Curd, MD, Board Chairman, Surgical Management Professionals, and Jeff Leland, CEO, Blue Chip Surgical Center Partners, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News

10:35 – 11:05 am – Networking Break & Exhibits

11:05 – 11:35 am

The State of The ASC Industry

Andrew Hayek, President & CEO, Surgical Care Affiliates

Track A

11:40 – 12:20 pm

Orthopedics Hospital Joint Ventures, Bundled Payments, 16,000 Cases and Are There Lessons That Can Be Applied to Other Facilities and Systems

James T. Caillouette, MD, Surgeon In Chief, Hoag Orthopedic Institute

12:25 – 1:05 pm

Developing a Spine-Driven ASC: The Essentials for Success

Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners

Track B

11:40 – 12:20 pm

Key Concepts to Improve the Profitability and Outcomes of Spine Programs

Kenneth Pettine, MD, Loveland Surgery Center, Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Larry Teuber, MD, President, Medical Facilities Corp., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

12:25 – 1:05 pm

Spine Surgery: The Next 5 Years

David Abraham, MD, Reading Neck and Spine Center, Bob Reznik, MBA, President, Prizm Development, Inc., David Rothbart, MD, FACS, FACPE, Medical Director, Spine Team Texas, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

Track C

11:40 – 12:20 pm

Myth Behind the Multiple

Jason L. Ruchaber, CFA, ASA, Partner, HealthCare Appraisers, Inc.

12:25 – 1:05 pm

The Important of Measuring Clinical Outcomes for Pain Management

Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine

Track D

11:40 – 12:20 pm

The Best Ideas for Orthopedics Now

Michael Redler, MD, The OSM Center, Geoffrey S. Connor, MD, Orthopedic Sports Surgery, Alabama Orthopaedic Spine and Sports Medicine Associates, and Greg Horner, MD, Managing Partner, Smithfield, moderated by Charles S. Lauer, Author, Consultant, Speaker and Former Publisher of Modern Healthcare Magazine

12:25 – 1:05 pm

Strategies for Transitioning from Out of Network to a Contracted ASC Model

Greg Horner, MD, Managing Partner, Smithfield Surgical Partners, LLC

Track E

11:40 – 1:05 pm

An 80 Minute Workshop - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits

Robert Westergard, CPA, CFO, Susan Kizirian, Chief Operations Officer, and Ann Geier, RN, MS, CNOR, CASC, Ambulatory Surgical Centers of America

Track F

11:40 – 12:20 pm

Physician Engagement and ICD-10: The Role of the Physician in a Succession Transition

Christy A. May, MS, RHIA, and Kathy Lindstrom, RHIT, ProVation Medical

12:25 - 1:05 pm

Comparing the Reimbursement of Spine Procedures; ASCs vs. Hospitals

Richard N. W. Wohns, MD, JD, MBA, South Sound Neurosurgery, PLLC

1:05 – 1:50 PM – Networking Lunch & Exhibits

Concurrent Sessions A, B, C, D, E, F**Track A – Improving Profits, Valuation and Transaction Issues**

1:50 – 2:30 pm

Physician Hospital Alignment and Business Relationships

Allan Fine, SVP & Chief Strategy and Operations Officer, The New York Eye and Ear Infirmary, Charles “Chuck” Peck, CEO, Health Inventures, and Carole Guinane, Novant Health Ambulatory Care, Todd J. Mello, ASA, AVA, MBA, Partner, HealthCare Appraisers, Inc., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

2:35 – 3:05 pm

Assessing the Profitability of Orthopedics and Spine Cases

Andrea Woodell, Director of Managed Care and Matt Lau, Corporate Controller, Regent Surgical Health

3:10 – 3:45 pm

How to Maintain Practice Independence While Effectively Partnering with Hospitals

Charles “Chuck” Peck, CEO, and Christian Ellison, Vice President, Health Inventures, LLC

3:45 – 4:15 pm - Networking Break & Exhibits

4:15 – 4:45 pm

The Best Ideas for Handling Out of Network Patients

Edward Hetrick, President & CEO, Facility Development & Management, Jeff Leland, CEO, Blue Chip Surgical Center Partners, and Danny Bundren, CPA, JD, Symbion Healthcare, Kevin McDonald, EVP ASC Billing Service, SourceMedical, moderated by Melissa Szabad, Partner, McGuireWoods LLP

4:50 – 5:20 pm

What Should Great Medical Directors, Administrators, and DONs be Paid?

Greg Zoch, Partner and Managing Director, Kaye/Bassman International Corp., moderated by Rachel Fields, Editor In Chief, Becker's ASC Review

Track B – Spine

1:50 – 2:00 pm

Complex Revision Spine Surgery and ALIF's, TLIFs, DLIFs in ASCs

Lessons Learned, Mistakes to Avoid, Tips to Consider - Devin Datta, MD, Melbourne Surgery Center

2:35 – 3:05 pm

Complex Cervical Spine – Key Developments

Krzysztof “Kris” Siemienow, MD, Adult and Pediatric Spine Surgery, Lutheran General Hospital, UIC

3:10 – 3:45 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

3:45 – 4:15 pm – Networking Break & Exhibits

4:15 – 4:45 pm

Intraoperative Monitoring for Spine Cases in the ASC Setting “Understanding the Technology and What a Surgery Center Should and Should Not Pay For

Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, President/CEO, Alpha Diagnostics, Intraoperative Neurophysiologic Monitoring Board of Directors, Spalding Surgery Center, Board of Directors, American Board of Neurophysiologic Monitoring

4:50 – 5:20 pm

Minimally Invasive Outpatient Lumbar Fusions – A Study on Clinical Outcomes in the ASC

Alan Villavicencio, MD, Boulder Neurological & Spine Associates, LLC

Track C – Orthopedics, Spine and Pain Management

1:50 – 2:30 pm

The Use of Implanted Epidural Catheters for Painful Orthopedic Procedures

Tim Lubenow, MD, Rush SurgiCenter

2:35 – 3:05 pm

Developing Spine Centers of Excellence

Bob Reznik, MBA, President, Prizm Development, Inc.

3:10 – 3:45 pm

Getting Started with Spine Surgery in ASCs – 6 Key Concepts

John Pelozo, MD, Center for Spine Care

3:10 – 3:40 pm – Networking Break & Exhibits

4:15 – 4:45 pm

Creating a Minimally Invasive Center for Spine and Orthopedics

Sev Hrywnak, DPM, MD, CEO, AASC, Inc.

4:50 – 5:20 pm

Pain Management – Is In-Office Pain Management or Investing in an ASC the Smarter Business Decision

David M. Thoenes, Managing Partner, Medical Surgical Partners, LLC

Track D – Management and Development

1:50 – 2:30 pm

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

2:35 – 3:05 pm

New Developments in Orthopedic and Spine Devices and Implants

Chris Zorn, Vice President of Sales, Spine Surgical Innovation, Kenneth A. Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center and Bryan Massoud, MD, Spine Centers of America, moderated by Helen H. Suh, Associate, McGuireWoods LLP

3:10 – 3:45 pm

23 Hour Plus Recovery Care in ASCsGeoffrey S. Connor, MD, Orthopedic Sports Surgery,
Alabama Orthopaedic Spine and Sports Medicine Associates

3:45 – 4:15 pm – Networking Break & Exhibits

4:15 – 4:45 pm

Third Party Device Acquisition in an Outpatient Pain Management ASC

Nameer R. Haider, MD, Spinal & Skeletal Pain Medicine

4:50 – 5:20 pm

Global Fees and Transparency in HealthcareNick Vilas, CEO & Founder, Bedford Ambulatory
Surgical Center**Track E – Business and Profitability Issues, Managed Care and Contracting for ASCs**

1:50 – 2:30 pm

Orthopedic and Spine Contracting - A Review of Cost Analysis for Orthopedic and Spine and How to Present and Negotiate with PayorsI. Naya Kehayes, MPH, Managing Principal and CEO, and
Matt Kilton, MBA, MHA, Principal and Chief Operating
Officer, Eveia Health Consulting & Management

2:35 – 3:10 pm

Orthopedic and Spine-Driven Hospitals – Best PracticesDavid Rothbart, MD, FACS, FACPE, Medical Director,
Spine Team Texas

3:10 – 3:45 pm

Evolving Business, Clinical and Competitive Issues in Spine and PainJohn Prunskis, MD, FIPP, President and Medical
Director, Illinois Pain Institute, Nicholas Qandah,
Director of Complex Spine, Associate Residency
Program Director, Assistant Professor of Neurosurgery,
Virginia Tech University Carilion Clinic, Fred N. Davis,
MD, Clinical Assistant Professor, Michigan State
University, College of Human Medicine, moderated by
Holly Carnell, Associate, McGuireWoods LLP

3:45 – 4:15 pm – Networking Break & Exhibits

4:15 – 4:45 pm

How to Improve Profits – Billing Process Improvement 101Bill Gilbert, Vice President, Marketing, and Brice
Voithofer, Vice President Anesthesia and ASC Services,
AdvantEdge Healthcare Solutions

4:50 – 5:20 pm

Health Insurance Plans Are Taking Notice in Fraud and Abuse of Surgical Implants - What Are They Figuring Out and How to Prevent It?

Steven Arnold, MD, Chief Medical Officer, Access MediQuip

Track F – Quality, Infection Control, Accreditation Management

1:50 – 2:30 pm

10 Best Practices to Improve Billing and Collections

Lisa Rock, President, National Medical Billing Services

2:35 – 3:05 pm

Reading the Tea Leaves – Assessing ASC Valuation Trends Utilizing the Latest Industry DataElliott Jeter, CFA, CPA/ABV, Partner, and Colin McDermott,
CFA, CPA/ABV, Senior Manager, VMG Health

3:10 – 3:45 pm

Key Legal and Legislative IssuesKristian A. Werling, Partner, McGuireWoods LLP, Bobby
Hillert, Executive Director, Texas Ambulatory Surgery
Center Society, Stephanie A. Kennan, SVP Government
Relations, McGuireWoods Consulting, LLC, moderated
by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

3:45 – 4:15 pm - Networking Break & Exhibits

4:15 – 4:45 pm

Selecting the Best Staff, Preparing and Training the Staff for Complex Spine Cases in the ASCNancy Boyd, Administrator of Crane Creek Surgery
Center, and Gina Dolsen, RN, BSN, MA, Vice President
of Operations, Blue Chip Surgical Center Partners

4:50 – 5:20 pm

Maximizing ASC and Anesthesia Group RelationshipsCharles Militana, MD, North American Partners in
Anesthesia

5:20 – 6:30 PM - Cocktail Reception, Cash Raffles and Exhibits

Saturday, June 16, 2012

7:00 – 8:10 am – Continental Breakfast

Track A

8:10 – 8:50 am

Orthopedic, Spine and Pain Management Practices and ASCs – 6 Defining IssuesMichael Redler, MD, The OSM Center, Richard N.W.
Wohns, MD, JD, MBA, South Sound Neurosurgery,
PLLC, Walter P. Spires, Jr., CEO, Anova Orthopaedic
Solutions, moderated by Scott Becker, JD, CPA, Partner,
McGuireWoods LLP

8:55 – 9:30 am

Cervical MyelopathyFernando Techy, MD, Adult & Pediatric Spine Surgery,
Lutheran General Hospital, UIC Chicago

9:35 – 10:10 am

Building a More Robust Case for Spinal SurgeryStephen Rothenberg, JD, Consultant, Numerof &
Associates, Inc.

10:15 – 10:50 am

Healthcare False Claims and Anti-Trust LitigationJeffrey C. Clark, Partner, and David J. Pivnick,
Associate, McGuireWoods LLP, moderated by Scott
Becker, JD, CPA, Partner, McGuireWoods LLP

10:55 – 11:30 am

The Business of Spine Reimbursement and Coding ChangesBarbara Cataletto, MBA, CPE, CEO, Business
Dynamics, Ltd.**Track B**

8:10 – 8:50 am

Information Technology for Surgery Centers – Achieving Positive Outcome and Avoiding ComplicationsMichael Rauh, MD, UB, Orthopaedics and Sports
Medicine, Marion Jenkins, PhD, Founder & CEO, QSE
Technologies, Inc., moderated by Holly Carnell,
Associate, McGuireWoods, LLP

8:55 – 9:30 am

10 Key Concepts from Top Performing Pain Management ProgramsAmy Mowles, President & CEO, Mowles Practice
Management

9:35 – 10:10 am

New Advances in Sacroiliac Joint ProblemsRichard A. Kube, MD, CEO, Founder & Owner, Prairie
Spine & Pain Institute

10:15 – 10:50 am

Managed Care Contracting - Tips to Succeed with ASC ContractingAndrea Woodell, Director of Managed Care, Regent
Surgical Health

10:55 – 11:30 am

Sell Your ASC or Stay the Course - 7 Key ConsiderationsHelen Suh, Associate, McGuireWoods LLP, and Scott
Becker, JD, CPA, Partner, McGuireWoods LLP**Track C**

8:10 – 8:50 am

Optimizing Your Revenue CycleCatherine Meredith, RN, BS, CASC, Vice President of
Finance, Ambulatory Surgical Centers of America

8:55 – 9:30 am

Key Practices to Improve Infection Rates and Clinical QualitySandra Jones, MBA, MS, CASC, FHFMA, CEO, Executive
Vice President, Chief Operating Officer, ASD Management

9:35 – 10:10 am

Challenges of Spine in a Multi-Specialty ASC and the Administrator's Role in Turning Around a Poorly Performing ASC – A Case StudyNancy Boyd, Administrator, Crane Creek Surgery
Center, and Gina Dolsen, RN, BSN, MA, Vice President,
Blue Chip Surgical Center Partners

10:15 – 10:50 am

15 CPT and Coding Issues for Orthopedics and Spine

Stephanie Ellis, RN, CPC, Ellis Medical Consulting, Inc.

10:55 – 11:30 am

How ASCs Can Meet Meaningful Use, ICD 9 and Other IT Challenges

Suzanne Webb, ASC Billing Specialists, LLC

Track D

8:55 – 9:30 am

HR Practices That Dramatically Improve Quality and Profits

Thomas H. Jacobs, President & CEO, MedHQ

9:35 – 10:10 am

Infection Control and Legal UpdatesDotty J. Bollinger, RN, JD, CASC, LHRM, Chief
Operating Officer, and Lisa Melamed, JD, Staff Attorney,
Laser Spine Institute

10:15 – 10:50 am

Key Implantable Device Benefit Management (DBM) Issues Facing ASCsChris Crisman, National Vice President & General
Manager, Implantable Provider Group, Inc. and
Lynne Stoldt, Administrator at Melbourne Same Day
Surgery Center**GENERAL SESSION**

11:35 – 12:30 pm

Conducting a Compliance Review of Your ASC or Physician Owned HospitalHolly Carnell, Associate, and Scott Becker, JD, CPA,
Partner, McGuireWoods LLP

12:30 pm – Meeting Adjourns

Register by May 1, 2012 and SAVE!

10th 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 –

- 102 Sessions
- 134 Speakers

To register, contact
ASC Communications

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

- Keynote Coach Lou Holtz, Legendary NCAA Football Coach, Analyst, ESPN
- Keynote Tucker Carlson, Contributor, FOX News, Editor-In-Chief, The Daily Caller and Senior Fellow, The Cato Institute - An Outlook on Politics and The Election,
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Lou Holtz has established himself as one of the most successful college football coaches of all time. Born Louis Leo Holtz on January 6, 1937, Holtz grew up in East Liverpool, Ohio, just up the Ohio River from his Follansbee, West Virginia, birthplace. He graduated from East Liverpool High School, earned a Bachelor of Science degree in history from Kent State in 1959 and a master's degree from Iowa in arts and education in 1961. He played linebacker at Kent State for two seasons before an injury ended his career. He has received 4 honorary doctorate degrees.

COACH

Holtz is the only coach in the history of college football to: 1) Take 6 different teams to a bowl game. 2) Win 5 bowl games with different teams. 3) To have 4 different college teams ranked in the final Top 20 poll. Despite never inheriting a winning team, he compiled a 243-127-7 career record that ranked him third in victories among active coaches and eighth in winning percentage. His 12 career postseason bowl victories ranked him fifth on the all-time list. Holtz was recently selected for the College Football Hall of Fame, class of 2008, which places him in an elite group of just over 800 individuals in the history of football who have earned this distinction. Approximate 1 in 5,000 people who played college football or coached it make it into the Hall of Fame.

ESPN Sports Analyst

Currently, Holtz serves as a college football studio analyst on ESPN. He appears on ESPNEWS, ESPN College GameDay programs, SportsCenter as well as serves as an on site analyst for college football games.



Sam Donaldson, a 44-year ABC News veteran, served two appointments as chief White House correspondent for ABC News from January 1998 to August 1999 and from 1977- 1989, covering Presidents Carter, Reagan and Clinton. Donaldson also co-anchored PrimeTime Live with Diane Sawyer from August 1989, until it merged with 20/20 in 1999. He co-anchored the ABC News Sunday morning broadcast, This Week With Sam Donaldson & Cokie Roberts, from December 1996 to September 2002. From October 2001 to May 2004, he hosted The Sam Donaldson Show - Live in America, a daily news/talk radio program broadcast on ABC News Radio affiliates across the country. In the three hour show, Donaldson tackled the day's top stories and important issues-taking comments from newsmakers, engaging listener calls and, of course, inserting his own unique experience and opinion.

Most recently, Donaldson hosted the show Politics Live on ABC News Now, the ABC News digital network. From 1999 to 2001, Donaldson also hosted SamDonaldson@abcnews.com, the first regularly scheduled internet webcast produced by a television network. On it, he interviewed former Presidents Jimmy Carter, Gerald Ford and George Bush, along with such diverse personalities as actor Sean Connery, comedian Janeane Garofalo, tech company CEO Jeff Bezos and sports great Willie Mays.

Donaldson has covered every national political convention since 1964 with the exception of the 1992 Republican Convention in Houston. He reported on the presidential campaigns of Senator Barry Goldwater, Senator Eugene McCarthy, Senator Hubert Humphrey, President Jimmy Carter, President Ronald Reagan and Governor Michael Dukakis. He also reported as an eye-witness on Spiro Agnew's no contest plea in a Baltimore courtroom that forced Agnew's resignation from the Vice Presidency.

In 2008, Donaldson received the AFTRA Media and Entertainment Excellence Award as well as the RTNDA Paul White Award. In 1998, Donaldson received the Broadcaster of the Year Award from the National Press Foundation. The Washington Journalism Review named him the Best Television White House Correspondent in the Business in 1985 and the Best Television Correspondent in the Business in 1986, 1987, 1988 and 1989. Donaldson has won many other awards, among them four Emmy Awards and three George Foster Peabody Awards.



Tucker Carlson is a veteran journalist and political commentator, currently working for the Fox News Channel. Carlson is also the editor-in-chief of TheDailyCaller.com, a news and opinion site. Carlson joined Fox from MSNBC, where he hosted several nightly programs. Previously he was the co-host of *Crossfire* on CNN, where he was the youngest anchor in the history of that network. During the same period, Carlson also hosted a weekly public affairs program on PBS. A longtime writer, Carlson has reported from around the world, including dispatches from Iraq, Pakistan, Lebanon and Vietnam. He has been a columnist for *New York* magazine and *Reader's Digest*. He currently writes for *Esquire* and *The New York Times* magazine. Carlson began his journalism career at the *Arkansas Democrat-Gazette* newspaper in Little Rock. His most recent book is entitled, *Politicians, Partisans and Parasites: My Adventures in Cable News*. In 2006, he appeared on ABC's *Dancing with the Stars*. Carlson is currently working on his third book.

SCHEDULE-AT-A-GLANCE

10th Annual Orthopedic, Spine and Pain Management-Driven

Thursday | June 14

12:00-4:30 pm

Registration and Exhibitor Set Up - Wellington Ballroom

COTILLION - 2ND FLOOR

CONSULATES 1-2- 2ND FLOOR

MAYFAIR - 3RD FLOOR

CONCURRENT TRACKS

1:00 - 4:30 PM

**Improving Profits,
Valuation and Transaction
Issues**

Spine

**Pain Management,
Spine**

4:40 - 5:40 pm

Keynote: Leadership and Management in 2012 - Lou Holtz, Legendary Football

5:40-7:00 pm

Cocktail Reception, Raffles and Exhibits Open in Wellington Ballroom and Foyer

Friday | June 15

7:00 - 8:00 am

Registration and Continental Breakfast in Wellington Foyer

GENERAL SESSION - COTILLION, 2ND FLOOR

8:10 - 8:55 am

Keynote - An Outlook on Politics and the Election - Tucker Carlson, Contributor,

9:00 - 9:40 am

Keynote panel: Healthcare Reform, Politics and the Next 4 Years moderated by

9:45 - 10:35 am

Keynote panel: The Best Ideas and Biggest Threats to Orthopedics and Spine -

10:35 - 11:05 am

Networking Break and Exhibits

11:05 - 11:35 am

The State of the Industry - Andrew Hayek, President & CEO, Surgical Care

11:40 - 1:00 pm

General Sessions

1:00 - 1:50 pm

Networking Lunch and Exhibits

COTILLION - 2ND FLOOR

CONSULATES 1-2- 2ND FLOOR

MAYFAIR - 3RD FLOOR

CONCURRENT TRACKS

1:50 - 3:45 pm

**Improving Profits,
Valuation and Transaction
Issues**

Spine

**Pain Management
and Spine**

3:45-4:15 pm

Networking Break and Exhibits

COTILLION - 2ND FLOOR

CONSULATES 1-2- 2ND FLOOR

MAYFAIR - 3RD FLOOR

CONCURRENT TRACKS

4:15 - 5:20 PM

**Orthopedics,
Pain Management,
and Spine**

Spine

**Pain Management
and Spine**

5:20 - 6:30 pm

Cocktail Reception, Raffles and Exhibits Open in Wellington Ballroom and Foyer

Saturday | June 16

7:00-8:10 am

Continental Breakfast in Wellington Foyer

8:10 - 11:30 am

CONCURRENT SESSIONS

11:35 - 12:30 pm

Conducting a Compliance Review of Your ASC or Physician Owned Hospital

1:00 pm

Meeting Adjourns

ASC Conference

REGENT 1 - 3RD FLOOR

Orthopedics

Coach and Analyst, ESPN

REGENT 2 - 3RD FLOOR

**Business and Profitability Issues;
Revenue Cycle, Managed Care Billing,
Coding and Contracting for ASCs**

WINDSOR - 2ND FLOOR

**Quality, Infection Control.
Accreditation Management**

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Sam Donaldson, ABC News Veteran and Former Chief White House correspondent for ABC News

moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News

Affiliates

REGENT 1 - 3RD FLOOR

**Management and
Development**

REGENT 2 - 3RD FLOOR

**Business and Profitability Issues;
Managed Care and Contracting
for ASCs**

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CONFERENCE SPEAKERS

Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs • 102 Sessions, 134 Speakers

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Thomas J. Bombardier, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America
Nancy Boyd, Administrator, Crane Creek Surgery Center
Brian Brown, Regional Vice President Operations, Meridian Surgical Partners
James T. Caillouette, MD, Surgeon In Chief, Hoag Orthopedic Institute
Holly Carnell, Associate, McGuireWoods LLP
Tucker Carlson, Contributor FOX News, Editor-In-Chief, The Daily Caller and Senior Fellow, The Cato Institute
John Caruso, MD, FACS, Neurosurgeon, Parkway Surgery Center
Barbara Cataletto, MBA, CPE, CEO, Business Dynamics, Ltd.
Thomas J. Chirillo, SVP, Corporate Development, Surgery Partners
Jeffrey C. Clark, Partner, McGuireWoods LLP
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
Mark Coleman, MD, Senior Partner, National Spine and Pain Centers
Geoffrey S. Connor, MD, Orthopedic Sports Surgery, Alabama Orthopaedic Spine and Sports Medicine Associates
Chris Crisman, National Vice President & General Manager, Implantable Provider Group
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R. Blake Curd, MD, Board Chairman, Surgical Management Professionals
Devin Datta, MD, Melbourne Surgery Center
Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems
Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration
Jean Day, RN, CNOR, Director of Clinical Operations, Pinnacle III
Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, LLC
Ara Deukmedjian, MD
Gina Dolsen, RN, BSN, MA, Vice President of Operations, Blue Chip Surgical Center Partners
Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News
Goran Dragolovic, SVP Operations, Surgical Care Affiliates
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Christian Ellison, Vice President, Health Inventures

Allan Fine, SVP, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary
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Daniel Goldberg, Director of Business Development, New Jersey Spine and Rehabilitation
Charles R. "Charley" Gordon, MD, Texas Spine and Joint Hospital
Carole Guinane, Novant Health Ambulatory Care
Nameer Haider, MD, Spine & Skeletal Pain Medicine
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TARGET AUDIENCE
This conference is designed to provide orthopedic surgeons, orthopedic spine surgeons, neurosurgeons and pain management physicians, ASC physician owners, administrators and others the latest information on business, legal and regulatory issues, and improving the profitability of and establishing ASCs.

CONTINUING EDUCATION CREDITS

The CME activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCM) through the Joint Sponsorship of the Institute for Medical Studies (IMS) and ASC Communications.

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SAMPLE TOPICS INCLUDE

- Keys to Transforming Surgery Centers into a Profitable Business
- The New CMS Quality Reporting System - What a Center Needs To Do
- Moving Spine Procedures to ASCs - Key Business and Clinical Issues
- 7 Ways to Make Orthopedic and Pain-Driven ASCs More Profitable
- Succeeding in the Face of Challenges, Dealing with Vendors, Focusing on Clinical Operations and Other Strategies from the Front Line
- Leadership and Management by Keynote Lou Holtz
- An Outlook on Politics and the Election by Keynote Tucker Carlson
- Healthcare Reform, Politics and the Next 4 Years, and The Best Ideas and Biggest Threats to Orthopedics and Spine - Keynote Panels Moderated by Sam Donaldson
- The Best Ideas for Improving the Profits of Pain Management-Driven Centers - Key Developments in Pain Management
- Orthopedic Hospital Joint Ventures, Bundled Payments, 16,000 Cases, and are there Lessons to be Learned
- Orthopedic and Spine-Driven Hospitals - Best Practices
- Infection Control in ASCs - 10 Key Best Practices
- The Best Ideas for Handling Out-Of-Network Patients
- Orthopedic, Spine and Pain Management Practices and ASCs - 6 Defining Issues
- Strategies for Transitioning from Out-Of-Network to a Contracted ASC Model
- New Developments in Orthopedic and Spine Devices and Implants
- Third Party Device Acquisition in an Outpatient Pain Management ASC