



BECKER'S _____
ASC REVIEW

**26th Annual Meeting:
The Business and
Operations of ASCs**

October 24-26, 2019

Swissotel - Chicago, Illinois

Sponsored by:



KEYNOTES

FEATURED KEYNOTES



Kevin O'Leary
MBA, Chairman,
O'Shares ETF
Investments, and Star
ABC's *Shark Tank*



Mel Robbins
Serial Entrepreneur, Best-Selling
Author, Internationally Recognized
Social Media Influencer and
Motivational Speaker



Tucker Carlson
Host, *Tucker Carlson
Tonight* and Founder, *The
Daily Caller*



Sugar Ray Leonard
Boxing Legend, Successful
Entrepreneur and Author,
*The Big Fight: My Life In
and Out of the Ring*



FEATURED INDUSTRY KEYNOTES AND KEYNOTE PANELISTS



Tony Kilgore
Chief Executive Officer,
Surgical Care Affiliates



Michael R. Redler
MD, Visiting Assistant Clinical
Professor, Orthopaedics,
University of Virginia; Assistant
Clinical Professor, Frank H.
Netter School of Medicine,
Quinnipiac University;
President, Medical Staff,
Surgery Center of Fairfield
County



**Marni Jameson
Carey**
Executive Director,
Association of Independent
Doctors



David Young
Chief Executive Officer
and President, Physicians
Endoscopy



Caitlin Zulla
Chief Financial Officer,
Surgical Care Affiliates



Matthew Searles
MBA, Partner, Merritt
Healthcare Advisors



Kevin Conroy
MS, Chief Financial Officer and
Chief Population Health Officer,
CareMount Medical



Alpesh Patel
MD, Director,
Orthopaedic Spine
Surgery, Professor of
Orthopaedic Surgery
and Neurosurgery,
Northwestern University



Amber Walsh
JD, Partner,
McGuireWoods LLP



Chris Bishop
Chief Executive Officer,
Regent Surgical Health



Nader Samii
Chief Executive Officer,
National Medical Billing
Services



Scott Hayworth
MD, FACOG, President and
Chief Executive Officer,
CareMount Medical



THURSDAY, OCTOBER 24, 2019

Concurrent Sessions:

TRACK A – Improving Profits, ASC Strategy and Keynotes

TRACK B – ASCs, Financial Issues, Orthopedics and Spine



TRACK C – Physician Hospital Ventures and Issues, GI, Pain Management and Anesthesia Issues

TRACK D – Revenue Cycle, Out-of-Network, Billing and Coding Issues

TRACK E – Transactions, Legal and Valuation Issues

TRACK F – Patient Safety, Quality and Accreditation Issues

10:00 - 10:40 am

Vevey

A. Spine and Joints in ASCs

- Ali Prosser, Chief Executive Officer, San Luis Obispo Surgery Center
- Joy Taylor, JD, Chief Administrative Officer, Polaris Spine & Neurosurgery Center
- Mark Malone, MD, President, Advanced Pain Care
- Tom Crossen, Chief Development Officer, Regent Surgical Health
- Moderated by Helen Suh, JD, Senior Counsel, McGuireWoods LLP

Montreaux 1

B. ASC Development and Operations

- Glenn Buterbaugh, MD, Executive/Medical Director, General Partner, Western PA Surgery Center
- Jennifer Peterson, Administrative Director, Western PA Surgery Center

Montreaux 2

C. What Do High Deductible Plans Mean for ASCs?

- Cindy Young, BSN, RN, CASC, CAIP, Administrative Director, Surgery Center of Farmington, LLC
- Sandra Jones, CASC, CPHRM, CPHQM, FHFMA, Founder, Ambulatory Strategies Inc.
- Bob Scheller Jr., CPA, CASC, Chief Executive Officer, Lake Park Surgicare Surgery Center
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

Montreaux 3

D. Things I Wish I Would Have Known / Common Preventable Headaches to Avoid When Opening an ASC

- Laurri Wallace, DPT, MHS, MBA, Chief Executive Officer and Chief Operating Officer, Georgia Spine & Orthopaedics and Surgery Center of Roswell
- Leslie Mattson, RN, BSHM, Chief Executive Officer and Co-founder, ALM Surgical Solutions

St. Gallen 1

E. Navigating Workers' Compensation Issues and Utilizing Evidence-Based Return to Work Guidelines in a Multidisciplinary Spine Practice

- Shane Mangrum, MD, Physician, Polaris Spine & Neurosurgery Center

St. Gallen 2

F. Core Thoughts on Avoiding Staff and Physician Burnout

- Carrie Killgo, Clinical Director, North Texas Team Care Surgery Center
- Adam Hornback, RN, Administrator, North Texas Team Care Surgery Center
- David McConnell, MD, Medical Director, Heartland Surgery Center
- Moderated by Brian Zimmerman, Writer / Reporter, Becker's Healthcare

10:45 - 11:25 am

Vevey

A. The Biggest Opportunity for ASCs Today

- Andy Canning, Assistant Vice President, Operations, MedStar Health
- Rob Landerholm, MD, FACS, President and Medical Director, Eviva
- Maggie Summerfelt, Administrator, Advanced Surgery Center, LLC
- Amy Coletti, Senior Manager, ECG Management Consultants
- Moderated by Tamara Senikidze, JD, Associate, McGuireWoods LLP

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Montreaux 1

B. Workshop: Increase Revenue 20% in 2020 via 3 Proven Techniques

- Chris Bishop, Chief Executive Officer, Regent Surgical Health
- Steven G. Glasgow, MD, FAAOS, Surgeon, Midwest Orthopaedic Institute
- Erin Petrie, Director, Revenue Cycle Management, Regent Surgical Health
- Chris Stine, Director, Bundle Payments and Corporate Compliance Officer, Regent Surgical Health



Montreaux 2

C. Anesthesia and ASCs Business and Clinical Issues

- Victor Terebuh, MD, Anesthesiologist, New Albany Orthopedic Anesthesia
- Devanand Mangar, MD, FCCP, President and Chief Executive Officer, Tampa Outpatient Surgical Facility Jay Kreger, President, CRH Anesthesia
- Moderated by Julie K. Letwat, Counsel, McGuireWoods LLP

St. Gallen 1

E. ASC Mergers and Acquisitions 2018 - 2019

- Badri Nath, President, Long Island Surgery
- Nader Samii, Chief Executive Officer, National Medical Billing Services
- Amit Patel, MD, Chief Executive Officer and Medical Director, Summit Spine and Joint Centers, LLC
- Matthew Searles, MBA, Partner, Merritt Healthcare Advisors
- Melissa Szabad, JD, Partner, McGuireWoods LLP
- Moderated by Gretchen Heinze Townshend, JD, Partner, McGuireWoods LLP

St. Gallen 2

F. Patient, Surgeon and Employee Satisfaction: The Triple Aim for ASCs

- Gary Richberg, RN, BSN, MBA, CMPE, CASC, Administrator, Pacific Rim Outpatient Surgery Center
- Patti Graham, RN, CASC, Vice President, Healthcare Operations, Ancillon Health
- Sarah Paul, CPC, CASC, Administrator, Dublin Surgery Center, an SCA Affiliate
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

11:30 - 12:00 pm

Networking Break

12:00 - 12:40 pm

Vevey

A. Joint Ventures and Physician / Hospital / ASC Relationships: What Works and What Doesn't?

- Lisa Cooper, RN, Principal and Chief Executive Officer, Advocare+/Santa Cruz Surgery Center
- Michael J. Patterson, FACHE, President and Chief Executive Officer, Mississippi Valley Health
- Jeffrey Flynn, CASC, Chief Executive Officer, Gramercy Healthcare Management, LLC; Administrator, Gramercy Surgery Center
- Susan Kizirian, RN, MBA, Chief Operating Officer, ASCOA
- Moderated by Timothy Fry, JD, Associate, McGuireWoods LLP



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Montreaux 1

B. Transitioning from Inpatient Joints to ASC: Pre-Op Optimization, OR Management and Meaningful Post-Op Data Collection

- Morteza Meftah, MD, Chief, Adult Reconstruction Surgery and Clinical Research and Director, Adult Reconstruction Fellowship, Bronx Lebanon Hospital Center; Assistant Professor, Orthopaedic Surgery, NYU Langone Medical Center
- Ira Kirschenbaum, MD, Chairman, Department of Orthopaedic Surgery, BronxCare Hospital Center

Montreaux 3

D. Key Thoughts on How to Improve Billing / Collections

- Michael Graziano, Administrator, Clifton Surgery Center
- JoAnn M. Vecchio, Administrator, ASC of WNY
- Kylie Kaczor, MSN-RN, CASC, CMPE, CPHRM, CLSSBB, CPCO, ACHE, Vice President, Clinical and Regulatory Affairs
- Moderated by Lauren M. Ramos, JD, Associate, McGuireWoods LLP

St. Gallen 1

E. Key Legal and Regulatory Issues for ASCs

- Kerri Zelensek, JD, Associate, McGuireWoods LLP
- Gretchen Heinze Townshend, JD, Partner, McGuireWoods LLP
- LauraLee R. Lawley, JD, Associate, McGuireWoods LLP
- Moderated by Melissa Szabad, JD, Partner, McGuireWoods LLP

St. Gallen 2

F. Key Thoughts on Profiting From Orthopedics, GI, Ophthalmology and Pain Management

- Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, LLC
- Paulette Stowers, Clinical Coordinator, Park Ten Surgery Center
- Bob Scheller Jr., CPA, CASC, Chief Executive Officer,

Lake Park Surgicare Surgery Center

- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

12:45 - 1:25 pm

Vevey

A. The Most Pressing Issues Facing ASCs in 2019

- Ying Chen, DO, FACOS, Neurosurgeon, Orthopedics and Neurological Consultants
- Ken Overbey, Chief Operating Officer, Proliance Surgeons
- Robert J. Zasa, MSHHA, FACMPE, President and Chief Executive Officer, Ambulatory Systems Development, LLC
- Melissa Weik, MHA, RN, Executive Administrator, North Pointe Surgery Center
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

Montreaux 1

B. Key Issues in Minimally Invasive Spine Surgery in ASCs

- Ronald Michael, MD, Neurosurgeon, Illinois Neurospine Institute
- Jacob Rodman, Chief Executive Officer, Raleigh Neurosurgical Clinic
- Moderated by Morgan Haefner, Writer / Reporter, Becker's Healthcare

Montreaux 2

C. WORKSHOP: Integrating Robotics in the ASC

- Jeremy Parcells, MD, General Surgeon, Surgical Associates of Mansfield





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Montreaux 3

D. Using Data and Analytics to Maximize Payor Collections

- Richa Singh, Executive Vice President, Sales, Collect Rx

St. Gallen 1

E. Do You Need a Hospital, a Management Company or Neither? Redefining Delivery of Care

- Priyantha Ranaweera, MD, President, Manhattan Specialist Center
- Rick Ngo, MD, General Surgeon, Southwest Surgical Associates
- Arvind Movva, MD, Chief Executive Officer, Healthland Clinic & Regional Surgicenter; Founder and Chief Executive Officer, divvyDOSE
- Michael McClain, MHS, MS, PA-C, Executive Director, Ambulatory Surgery, Providence St. Joseph Health
- Moderated by Christopher DeGrande, JD, Associate, McGuireWoods LLP

St. Gallen 2

F. Opioid Crisis in America: Fact vs. Fiction

- Kenneth Candido, MD, Chairman and President, Chicago Anesthesia Pain Specialists

1:30 - 2:10 pm

Vevey

A. Should You Sell Your ASC or Practice? What are the Valuations? Who Are the Buyers?

- Bart Walker, JD, Partner, McGuireWoods LLP
- Todd Mello, Principal, ECG Management Consultants
- Curtis Bernstein, Partner, Pinnacle Healthcare Consulting
- Michael Stroup, Senior Vice President, Acquisitions, USPI
- Moderated by Helen Suh, JD, Senior Counsel, McGuireWoods LLP

Montreaux 1

B. Workshop: Advancing Quad Aim Performance: Impact of Alignment, Standardization and Sole Source Partnership

- RB Jones, MD, Orthopedic Surgeon
- Jeff Tucker, Chief Operations Officer
- Tom Geen, Vice President, Sales, Raidon & Associates DuPuy Synthes - Joint Reconstruction



MEDICAL
DEVICES
COMPANIES

Montreaux 2

C. How Can We Improve Reimbursement per Case?

- Joseph D'Agostino, MBA, ASC Administrator, Advanced Surgery Center Perimeter and Gwinnett Advanced Surgery Center
- Matt Kilton, Associate Principal, ECG Management Consultants
- Sarah Paul, Administrator, Dublin Surgery Center
- Moderated by Alia Paavola, Writer / Reporter, Becker's Healthcare

Montreaux 3

D. How to Start an Outpatient Total Joint Program

- Sylvia Johns, Director, Surgical Services, Olympia Orthopaedic Associates
- Rebecca Taylor, RN, BSN, Surgical Services Program Manager, Olympia Surgery Center

2:10 - 2:30 pm

Networking Break



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2:30 - 3:10 pm

Vevey

A. Which Key Specialties Are Still Great for ASCs?

- Stephen Blake, JD, MBA, CPA, Chief Executive Officer, Central Park ENT & Surgery Center
- Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, LLC
- Rebecca Bruce, Vice President and Chief Operating Officer, Leader Surgical Center, LLC
- Robert Thornberry, MD, Surgeon, Tallahassee Orthopedic Clinic III, P.L.
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

Montreaux 1

B. Improving Patient Collections: Strategies, Considerations, and Best Practices

- Tyler Crawford, Chief Executive Officer, BHG Patient Lending
- Michael Graziano, Administrator, Clifton Surgery Center
- JoAnn M. Vecchio, Administrator, ASC of WNY
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

Montreaux 2

C. The Growth of Physician Practice Management Companies and Their Impact on Healthcare and ASCs

- Matthew Searles, MBA, Partner, Merritt Healthcare Advisors
- David Young, Chief Executive Officer and President, Physicians Endoscopy
- Kayla McCann Marty, JD, Associate, McGuireWoods LLP
- Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

Montreaux 3

D. Total and Partial Outpatient Joint Arthroplasties in the ASC Setting

- Daniel Hoeffel, MD, Orthopedic Surgeon, Specialist in Arthritis and Joint Replacement, Quality & Process Consultant
- Anthony Edelman MD, MBA, Clinical Assistant Professor; Director, Division of Orthopedic Anesthesia, Michigan Medicine
- Louis Levitt, MD, Vice President/Secretary, The Centers for Advanced Orthopaedics
- Michael Ast, MD, Orthopedic Surgeon, Hospital for Special Surgery
- Moderated by Bill Wilder, Director, Outpatient Marketing, DePuy Synthes - a Johnson & Johnson Company

St. Gallen 1

E. A Successful ASC Merger from the Eyes Of An Administrator

- Jill Thrasher, CASC, Administrator, Baylor Scott & White Sports Surgery Center at the Star of Frisco, Texas

St. Gallen 2

F. Workshop: Efficiency and Patient Flow in the ASC for Total Hip Arthroplasty

- E. Matthew Heinrich, MD, Orthopedic Surgeon, Orthopaedic Specialists of Austin





CONFERENCE AGENDA

THURSDAY, OCTOBER 24, 2019

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3:15 - 3:55 pm

Vevey

A. KEYNOTE PANEL – The Best Ideas for Growth Today

- Matthew Searles, MBA, Partner, Merritt Healthcare Advisors
- Marni Jameson Carey, Executive Director, Association of Independent Doctors
- David Young, Chief Executive Officer and President, Physicians Endoscopy
- Amber Walsh, JD, Partner, McGuireWoods LLP
- Nader Samii, Chief Executive Officer, National Medical Billing Services
- Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

4:00 - 4:30 pm

Vevey

A. KEYNOTE

- Tony Kilgore Chief Executive Officer, Surgical Care Affiliates

4:35 - 5:15 pm

Vevey

A. KEYNOTE – From Humble Beginnings

- Kevin O'Leary, MBA, Chairman, O'Shares ETF Investments, and Star, ABC's Shark Tank



5:15 - 7:00 pm

Cocktail Reception in the Exhibit Hall

FRIDAY, OCTOBER 25, 2019

Concurrent Sessions:

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TRACK F – Patient Safety, Quality and Accreditation Issues

8:00 - 8:50 am

Vevey

A. KEYNOTE – Today's Political Landscape

- Tucker Carlson, Host, Tucker Carlson Tonight and Founder, The Daily Caller

8:55 - 9:35 am

Vevey

A. KEYNOTE PANEL – The Next Five Years for ASCs – What Will Work, What Won't Work and More

- Alpesh A Patel, MD, Director, Orthopaedic Spine Surgery, Professor of Orthopaedic Surgery and Neurosurgery, Northwestern University
- Chris Bishop, Chief Executive Officer, Regent Surgical Health
- Caitlin Zulla, Chief Financial Officer and Chief Administrative Officer, Surgical Care Affiliates
- Michael R. Redler, MD, Visiting Assistant Clinical Professor, Orthopaedics, University of Virginia; Assistant Clinical Professor, Frank H. Netter School of Medicine, Quinnipiac University; President, Medical Staff, Surgery Center of Fairfield County
- Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

9:35 - 10:00 am

Networking Break

10:00 - 10:45 am

Vevey

A. KEYNOTE – The 5 Second Rule - Achieve Breakthrough Performance in Your Career and Life

- Mel Robbins, Serial Entrepreneur, Best-Selling Author, Internationally Recognized Social Media Influencer and Motivational Speaker



National Medical
Billing Services

10:50 - 11:30 am

Vevey

A. Adding Procedures to ASCs

- Jim Melton, DO, Vascular Surgeon/Owner, Cardiovascular Health Clinic
- Catherine Ruppe RN, CASC, Executive Director, ASC Operations, Proliance Surgeons, Inc PS
- Moderated by Bill Wilder, Director, Outpatient Marketing, DePuy Synthes - a Johnson & Johnson Company

Montreaux 1

B. Orthopedic Roundtable 1: The Business of Orthopedics

- TK Miller, MD, Vice Chairman, Department, Orthopaedic Surgery and Chief, Section of Sports Medicine, Carilion Clinic; Associate Professor, Department, Orthopaedic Surgery, Virginia Tech Carilion School of Medicine
- Ritesh Shah, MD, Orthopedic Surgeon, Partner, Illinois Sports Medicine & Orthopedic Surgery Center; Partner, Hip and Knee Research, Illinois Bone & Joint Institute
- Rebecca Whitney, Outpatient Solutions and Efficient Care Vice President, Zimmer Biomet
- Vishal Mehta, President and Managing Partner, Fox Valley Orthopaedic Institute
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

Montreaux 2

C. Maintaining Physician Ownership vs. Corporate Partnership - What To Do?

- Bruce Foerster, MD, Medical Director, San Diego Outpatient Surgery Center
- Basheer Alismail, Group Vice President, Operations, Surgical Care Affiliates



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Montreaux 3

D. Payer Contracting and Other Issues for ASCs?

- Lisa Davis, CPC, Administrator, The Center for Minimally Invasive Surgery
- Scott Allen, Vice President, Managed Care Contracting
- Allison Stock, RN, JD, CASC, Executive Director, Great Lakes Surgical Center
- Heather Hilgendorf-Cooley, MBA, CASC, Administrator, Spring Park Surgery Center, LLC
- Moderated by Brian Zimmerman, Writer / Reporter, Becker's Healthcare

St. Gallen 1

E. Litigation for ASCs: The Big Issues for ASCs

- Sarah I. Rashid, JD, Associate, McGuireWoods, LLP
- David Pivnick, JD, Partner, McGuireWoods LLP
- Jeffrey Clark, JD, Partner, McGuireWoods LLP

St. Gallen 2

F. The Delicate Balance of Patient Selection

- Dianne Buffington, BSN, RN, CNOR, Regional Clinical Quality Manager, Surgical Care Affiliates

11:30 am - 12:30 pm

Lunch & Learn Workshop: Improve Recovery: A Long-Lasting, Non-Opioid Alternative for Post-Surgical Pain Management

- Frank Alan Barber, MD, Orthopedic Surgeon, Plano Orthopedic and Sports Medicine Center
- Ritesh R. Shah, MD, Orthopedic Surgeon, Illinois Bone and Joint Institute
- Gary S. Schwartz, MD, FASA, Anesthesiologist, Anesthesiology Associates of Boro Park, Maimonides Medical Center



11:30 am - 12:30 pm

Networking Luncheon

12:30 - 1:10 pm

Vevey 1

A. How an ASC Fits within a Practice's Value-Based Care Strategy

- Peter Slate, Chief Business Development Officer, Healthcare Outcomes Performance Co (HOPCo), The CORE Institute

Vevey 2

B. Workshop: The Hospital Executive's Guide to ASC Expansion

- Jeffrey Peters, Chief Executive Officer, Surgical Directions
- Thomas Blasco, MD, Senior Physician Medical Director, Surgical Directions



Montreaux 1

B. Orthopedic Roundtable 2: The Business of Orthopedics

- Jack Jensen, MD, Medical Director, Athletic Orthopedics & Knee Center
- Taizoon Baxamusa, MD, FACS, Chief, Division of Hand Surgery, Illinois Bone and Joint Institute
- Thomas Joseph, MD, Physician, Five Rivers Orthopedics
- Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

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Montreaux 2

C. Pain Management in ASCs 1

- Vincent Galan, MD, Medical Director, Pain Care, LLC; President, Center for Pain and Spine, LLC
- Eric Mehlberg, MD, Physician, Comprehensive Pain Specialists
- Amit Patel, MD, ABAPM, Interventional Pain Physician, Georgia Pain and Wellness Center
- Jaymin Shah, RPh, DO, Medical Director, Mercy Pain Centers
- Moderated by Anuja Vaidya, Writer / Reporter, Becker's Healthcare

Montreaux 3

D. GI Roundtable: The Business of Gastroenterology and Endoscopy

- Manoj Mehta MD, Medical Director, Endoscopy Center of the North Shore
- John J. Hong, MD, MBA, Chief Executive Officer, United Gastroenterologists
- Moderated by Mackenzie Garrity, Writer / Reporter, Becker's Healthcare

St. Gallen 2

E. Leadership in an ASC: Creating Culture, Patient Satisfaction, Employee Engagement and more

- Sonja Clapp, RN, Director, AdventHealth Surgery Center, Shawnee Mission
- Suzi Walton, CASC, Facility Administrator, Ohio Surgery Center
- Kecia Norling, MBA, RN, CNOR, CASC, Director, Operations, Surgical Care Affiliates
- Jane Haire, RN, BSN, CASC, Administrator, Nebraska Surgery Center
- Moderated by John A. Page, LFHIMSS, Chair, Vistage Worldwide Inc.

St. Gallen 2

F. Reserved

1:15 - 1:55 pm

Vevey 1

A. How to Be a Great Administrator

- Brooke Rush, CASC, Administrator, Maryland Surgery Center
- Lori Tamburo, CASC, Administrator, Foothills Surgery Center
- Raymond Hino, MPA, FACHE, Director of Operations, Surgery Partners
- Rebecca Paine, CASC, Vice President and Chief Financial Officer, Beckley
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

Montreaux 1

B. Optimizing Outpatient Spine Surgery Outcomes by Using AI and Data Analysis for Patient Selection and Pre-Op Planning

- Vivek Mohan, MD, MS, FAAOS, Spine Surgeon, Orthopaedic Spine Institute

Montreaux 2

C. Washington D.C. Update 2019

- William Prentice, Chief Executive Officer, Ambulatory Surgery Center Association
- Management Center of Paducah; Clinical Professor, Anesthesiology and Perioperative Medicine, University of Louisville, Kentucky
- Interviewed by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

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Montreaux 3

D. What Happens When The Rainmaker Retires, Succession Planning for ASCs, and How to Recruit Millennials and New Surgeons

- Brandon O'Dell, RN, BSN, CASC, Group CEO (Georgia area), Surgical Care Affiliates
- Tamara Robinson, Administrator, Unity Surgical Center
- Ned Urbiztondo, MD, Pain Medicine Specialist, Momentum Spine & Joint
- Moderated by Lauren M. Ramos, JD, Associate, McGuireWoods LLP

St. Gallen 1

E. Surgery Migration – Catching the Confetti

- Sean Hartzell, Associate Principal, ECG Management Consultants
- I. Naya Kehayes, Partner, ECG Management Consultants

St. Gallen 2

F. Workshop: Benefits and Limitations of Local Anesthetics in Postoperative Pain

- Randy Robbins, MD, Founding Partners and President, Valiant Anesthesia



Vevey 2

H. Key Thoughts on Valuations, Growth and Strategy for your ASC

- Colin Park, Director, VMG Health
- Randy Hagen, CASC, FACMPE, ACHE, Regional Director, Robert Wood Johnson Barnabas Health
- Moderated by Mackenzie Bean, Writer / Reporter, Becker's Healthcare

2:15 - 2:55 pm

Vevey 1

A. Total Joints in an ASC

- Corey Welchin, Chief Executive Officer, Chief Medical Officer, South Central Surgical Center LLC
- Gina E. Mayo, RN, BSN, Administrator, Sequoia Surgery Center
- Tom Crossen, Chief Development Officer, Regent Surgical Health
- Moderated by Bill Wilder, Director, Outpatient Marketing, DePuy Synthes - a Johnson & Johnson Company

Vevey 2

B. Workshop: ASC Total Joints: Protocols, Tools and Technologies to Build a Successful Program

- Ritesh Shah, MD, Orthopedic Surgeon, Illinois Sports Medicine and Orthopedic Surgery Center
- Nishant Shah, MD, Medical Director, Illinois Sports Medicine and Orthopedic Surgery Center
- Bertrand P. Kaper, MD, Orthopaedic Specialists of Scottsdale

Montreaux 1

B. Strategies and Relationships Between Hospitals and ASCs

- Dawn Lacska-Tommerdahl, FACHE, RN, Director of Outpatient Heart, Lung and Vascular Institute, AdventHealth
- Randy Hagen, CASC, FACMPE, ACHE, Regional Director, Robert Wood Johnson Barnabas Health
- Cicel M. Reyna, MD, DBRM, FPARM, Physiatrist, Philippine Academy of Rehabilitation Medicine
- Moderated by Morgan Haefner, Writer / Reporter, Becker's Healthcare

1:55 - 2:15 pm

Networking Break

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Montreaux 2

C. Price Transparency in ASCs

- Andy Poole, FACHE, Chief Executive Officer, Monticello Community Surgery Center
- Colleen Ingraham, Chief Operating Officer, Prairie Spine & Pain Institute
- Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago
- Jonathan Kaplan, MD, MPH, Founder and Chief Executive Officer, BuildMyBod Health
- Moderated by Mackenzie Bean, Writer / Reporter, Becker's Healthcare

Montreaux 3

D. Keys to Conducting Case Costing for ASCs

- Ann Geier, Chief Nursing Officer, Surgical Information Systems
- Rob Westergard, CPA, CGMA, Consultant

St. Gallen 1

E. Key Thoughts on Reducing Complications and Infections

- Binod Sinha, MD, FACS, Medical Director, Garden State Pain Control, PA
- Rita Mack, Administrator, Hershey Outpatient Surgery Center
- Lorraine H. Hutzler, MPA, Associate Program Director, The Center for Quality and Patient Safety, NYU Langone Orthopedic Hospital
- Moderated by Julie K. Letwat, Counsel, McGuireWoods LLP

St. Gallen 2

F. Obtaining Orthopedic Certification from an Accrediting Organization: What Was I Thinking? Did it Make a Difference?

- Erin Johnson, RN, BSN, CIC, Quality Coordinator and Infection Preventionist, Surgery Center of Long Beach (CA)

- Moderated by Sandra Jones, CASC, CPHRM, CPHQM, FHFMA, Founder, Ambulatory Strategies Inc.

3:00 - 3:40 pm

Vevey 1

A. The Big 3: How Will Orthopedics, Ophthalmology and GI Fare Over the Next Few Years?

- James Slover, MD, MS, Professor, Adult Reconstructive Division, Department of Orthopaedic Surgery, NYU Langone Orthopedic Hospital
- Bill Stewart, Principal, VBC Consulting
- Steve Dunn, Senior Segment Manager, ASCs and Orthopedics, McKesson Medical-Surgical
- Rebecca Paine, CASC, Vice President and Chief Financial Officer, Beckley Surgery Center, Inc.
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

Montreaux 2

C. Pain Management in ASCs 2

- Ali Nairizi, MD, MS, DABA, Board Certified Pain Specialist, Board Certified Anesthesiologist, Nevada Advanced Pain Specialists
- Eric Anderson, MD, Co-founder, Advanced Pain Institute of Texas
- Maulik K. Bhalani, MD, President and CEO, Florida Pain Medicine; Board Certified, Interventional Pain Medicine; Board Certified, Physical Medicine and Rehabilitation, University of South Florida, Pain Medicine Faculty
- Moderated by Chris DeGrande, JD, Associate, McGuireWoods LLP



FRIDAY, OCTOBER 25, 2019

Concurrent Sessions:

TRACK A – Improving Profits, ASC Strategy and Keynotes

TRACK B – Business Strategies for ASC

TRACK C – ASCs, Financial Issues, Orthopedics and Spine

TRACK D – Physician Hospital Ventures and Issues, GI, Pain Management and Anesthesia Issues

TRACK E – Revenue Cycle, Out-of-Network, Billing and Coding Issues

TRACK F – Transactions, Legal and Valuation Issues

TRACK G – Patient Safety, Quality and Accreditation Issues

St. Gallen 2

D. Supply Chain Best Practices in an ASC

- Rick Ngo, MD, General Surgeon, Southwest Surgical Associates
- Lori Tamburo, CASC, Administrator, Foothills Surgery Center
- Loren Anderson, CMRP, Materials Manager, Foothills Surgery
- Ali Horton, Materials Manager, Oregon Surgical Institute
- Moderated by Mackenzie Bean, Writer / Reporter, Becker's Healthcare

St. Gallen 1

E. How to Hire Effectively in Today's Market

- Becky Ziegler-Otis, RHIA, CPHQ, CHC, CASC, Administrator, Ambulatory Surgical Center, Stevens Point
- Neeraji Kikkeri, Owner, North Texas Team Care Surgery Center
- Joe Ollayos, MHA, Administrator, Ingalls Same Day Surgery Center
- Brandon O'Dell, RN, BSN, CASC, Administrator, Surgery Center of Athens, LLC
- Moderated by Anuja Vaidya, Writer / Reporter, Becker's Healthcare

St. Gallen 2

F. Urology Services in the ASC

- Brad D. Lerner, MD, FACS, CASC, President, CUA LLC; Medical Director, Summit ASC; Chief of Urology, Union Memorial Hospital; Urologic Consultant, NFL Baltimore Ravens

3:45 - 4:25 pm

Montreaux 1

B. ASCs, Practices and Office-Based Labs

- Jason Greis, JD, Partner, McGuireWoods LLP
- Chas Sanders, Founder and Chief Executive Officer,

MARGIN

- Jan Dees, President, American Vascular Associates
- Moderated by Jake Cilek, JD, Associate, McGuireWoods LLP

Montreaux 2

C. Medical Travel Program Development for ASCs: Direct Contracts with Employers and Unions

- Maria K. Todd, PhD, MHA, Director, Business Development, St. George Surgical Center
- Ty Tippetts, Administrator, St. George Surgery Center

Montreaux 3

D. How to Attract Surgeons to Your ASC: Build Relationships that Build Volume

- Kathy W. Beydler, RN, MBA, CNOR, CASC, Managing Partner, Strategic Surgical Solutions

St. Gallen 1

E. Overview of Biologics in Regenerative Medicine and How This Can Be Profitable for an ASC

- Kenneth Allen, MD, Retired Spine Surgeon, Founder and Chief Executive Officer, Paisley Laboratories

St. Gallen 2

F. Data Visualization

- Joseph Engel, MPS, Administrator, Gastroenterology Associates, Fairfield County/The Endoscopy Center of Fairfield

4:25 - 6:00 pm

Cocktail Reception in the Exhibit Hall

SATURDAY, OCTOBER 26, 2019

Concurrent Sessions:

TRACK A – Improving Profits, ASC Strategy and Keynotes

TRACK B – ASCs, Financial Issues, Orthopedics and Spine

TRACK C – Physician Hospital Ventures and Issues, GI, Pain Management and Anesthesia Issues

TRACK D – Revenue Cycle, Out-of-Network, Billing and Coding Issues and Thought Leadership

8:00 - 8:35 am

Vevey

A. KEYNOTE- The Power to Win!

- Sugar Ray Leonard, Boxing Legend, Successful Entrepreneur and Author, *The Big Fight: My Life In and Out of the Ring*

8:40 - 9:15 am

Vevey

A. KEYNOTE - "The Lone Ranger" - The Last Very Large Physician Owned Independent Medical Group in America

- Scott Hayworth, MD, FACOG, President and Chief Executive Officer, CareMount Medical
- Kevin Conroy, MS, Chief Financial Officer and Chief Population Health Officer, CareMount Medical

9:25 - 10:05 am

Vevey

A. AI Automation for ASC Workflows

- Jaideep J. Iyengar, MD, FAAOS, Orthopedic Surgeon, Silicon Valley Orthopedics, President and Chief Executive Officer, San Jose Surgery Inc.
- Reshma Ananthakrishnan, Co-Founder and Chief Executive Officer, Ready Surgery

Montreux 1

B. Sale and Leaseback of ASC/MOB Real Estate - How to Maximize Value

- Jon Vick, President, ASCs Inc.
- Jason Winokur, Vice President, JH Winokur, Inc.

10:15 - 10:55 am

Vevey

A. Uniting Independent ASCs: Clinically Integrated Networks, Coalitions, Cooperatives, etc.

- Woodrow "Woody" M. Moore, The Physician's

Advocate; Founder, Texas ASC Society; Founder, Hawaii ASC Association

- Marcy Sasso, Compliance Consultant, Sasso Consulting, LLC

Montreux 1

B. The Importance of Having an ASC Safety Officer

- Fawn Esser-Lipp, RN, BSN, CNOR, CASC, Executive Director, The Surgery Center LLC

Montreux 2

C. Solo Physician-Owned ASC Business Model

- Yasmeen Soin, JD, CPC, CPCO, Director of Operations, Surgery Center at Corporate Way, Ohio Pain Management Clinic
- Amol Soin, MD, MBA, Owner, Ohio Pain Clinic, LLC., Surgery Center at Corporate Way, LLC.

Montreux 3

D. Building or Renovating an ASC? Workflow Design Considerations to Maximize Efficiency

- James Story, RN, BSN, MBA, Administrative Director, Operations, St. Vincent's Health System/Ascension
- Daniel Henderson, Chief Executive Officer, MEDIX LLC

10:55 - 11:30 am

Vevey

A. The State of the ASC Industry

- Scott Becker, JD, Partner, McGuireWoods LLP; Founder and Publisher, Becker's Healthcare

11:30

Meeting Adjourns

CONFERENCE AGENDA

Thank You to Our Conference Guide Sponsors:



SATURDAY, OCTOBER 26, 2019

Concurrent Sessions:

TRACK A – Improving Profits, ASC Strategy and Keynotes

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SPECIAL AEU CREDIT TRACK- ST. GALLEN 3

THURSDAY, OCTOBER 24, 2019

1:00 - 2:00 pm

The Best Steps for ASC Growth

- Patrick Haley, CASC, Manager, Physicians Surgery Centers
- Tiffany Weeks, RN, BSN, MSN, Clinical Director, Urology Surgical Center
- Lori Callahan, Director, Algonquin Road Surgery Center
- Claudette Fox, RN, BSN, CASC, Administrator, Short Hills Surgery Center
- Moderated by Sev Hrywnak, MD, DPM, President and Chief Executive Officer, The SEV Group, Advanced Ambulatory Surgical Center, Elmwood Park Immediate Health Care Centers, VIP Surgery Chicago

2:10 - 3:10 pm

Thought-Provoking Ideas for Administrators

- Sheila Thompson, RN, BS, Practice Administrator, Twin Cities Pain Clinics and Surgery Centers
- Deborah Goodman, RN, Administrator, APAC Surgery Center II LLC
- Sue Emerson, BSN, RN, Administrator, Loveland Surgery Center
- Moderated by Alia Paavola, Writer / Reporter, Becker's Healthcare

3:20 - 4:20 pm

Improving Quality and Infection Control: Challenges and Thoughts for 2019

- Victoria Brennan, Surgical First Assist / Infection Control Officer, Mangat, Holzapfel and Lied Surgery Center
- Apryl McElheny, MBA, MSN, RN, CASC, CIC, Administrator/Clinical Director, Laurel Laser & Surgery Center
- Terri Mahoney, BN, CNOR, CASC, Administrator, Bluffton Okatie Surgery Center, LLC
- David Stumpf, MD, PhD, Professor Emeritus, Northwestern University Feinberg School of Medicine
- Moderated by Kerri Zelensek, JD, Associate, McGuireWoods LLP

FRIDAY, OCTOBER 25, 2019

11:00 am - 12:00 pm

Perioperative Nursing, Infection Control and How to Meet CMS and Accreditation Standards

- Maria Alvarado, RN, Associate Administrator and Nurse Manager, Saddle Brook Surgicenter, Inc, Mayhill Medical Group, LLC
- Marvella Thomas, RN, MSN, Senior Consultant, Cardinal Health
- Amy Amos, Administrator, Liberty Cataract Center, LLC
- Michelle Corner, RN, Director of Nursing, The Center for Minimally Invasive Surgery
- Moderated by Ann Geier, MS, RN, CNOR, CASC, Chief Nursing Officer, Surgical Information Systems

1:45 - 2:45 pm

So You Want to Be an ASC Administrator?

- Amanda Hawkins, BSN, RN, CASC, CAIP, Administrator, The Surgery Center of Charleston
- Jeany Dunaway, RN, CASC, Administrator, Effingham Ambulatory Surgery Center
- Helen Lowenwirth, CASC, Administrator, East Side Endoscopy, LLC
- Marsha Rowe, RN, MBA, Administrator, Southeastern Ambulatory Surgery Center
- Moderated by Mackenzie Bean, Writer / Reporter, Becker's Healthcare

2:55 - 3:55 pm

The Importance of Staff Engagement, Fighting Burn-Out, Growing a Great Team and More

- Judy Harless, MBA, Vice President, Practice Management, Medac, Inc.
- Benita Tapia, RN, CASC, Administrator, 90210 Surgery Medical Center
- Melissa Hermanson, RN, CASC, Administrator, Ambulatory Care Center
- Moderated by Mackenzie Garrity, Writer / Reporter, Becker's Healthcare

4:00 - 5:00 pm

Cost Containment in the OR

- Kenny Bozorgi, Owner, Operating Room Director, Magna Surgical Center
- Joyce White, Facility Administrator, Cypress Surgery Center of Wichita
- Helene Levenson, RN, MSN, Senior Consultant, Clinical Operations, Cardinal Health
- Matt Carroll, Senior Director, US Market Access and Custom Analytics, Intuitive
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

SATURDAY, OCTOBER 26, 2019

9:00 - 10:00 am

Technology Issues and Advances in an ASC Setting

- Atul Kumar, MD, MBA, Curator, CaseAtlas
- Susan Cheek, CPA, CHCC, CASC, Administrator, Dallas Endoscopy Center
- Candy Ranshaw, RN, BSN, Administrator / Director of Nursing, Squaw Peak Surgical Facility
- Moderated by Sev Hrywnak, MD, DPM, President and Chief Executive Officer, The SEV Group, Advanced Ambulatory Surgical Center, Elmwood Park Immediate Health Care Centers, VIP Surgery Chicago

10:10 - 11:10 am

The Peer Review Process for ASCs

- Brandi Cunningham, Administrator, Piedmont Outpatient Surgery Center
- Candy Ranshaw, RN, BSN, Administrator / Director of Nursing, Squaw Peak Surgical Facility
- Carla Evans, Administrator, New Albany Surgery Center
- Moderated by Brian Zimmerman, Writer / Reporter, Becker's Healthcare