



BECKER'S

ASC REVIEW

27TH Annual Meeting: The Business and Operations of ASCs

October 29-31, 2020 | Swissotel, Chicago

KEYNOTES



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



Tucker Carlson
Host, "Tucker Carlson
Tonight"; Founder, The
Daily Caller



Dara Torres
Olympic Gold Medal
Swimming Champion



Peyton Manning
NFL Legend



Katie Lawrence
MHA, CMPE, Director,
Ambulatory Optimization
and Integration, Prisma
Health



Dan Nielsen
Founder, Chief Executive
Officer and Publisher,
America's Healthcare
Leaders



William Prentice
Chief Executive Officer,
Ambulatory Surgery Center
Association



Caitlin Zulla
Chief Executive Officer,
Surgical Care Affiliates

**The best business-focused strategic discussions in the ASC industry.
Learn more at this three-day event than anywhere else!**

**72+ PHYSICIANS, 171+ ADMINISTRATORS, OWNERS, CEOS, MEDICAL DIRECTORS
AND DIRECTORS OF NURSING FROM ASCS SPEAKING; 216+ SPEAKERS TOTAL**

SESSION TRACKS

- Track A - Improving Profits, ASC and Leadership Strategy
- Track B - ASCs: Orthopedics and Spine
- Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues
- Track D - Revenue Cycle, Out-of-Network, Billing and Coding Issues
- Track E - Transactions, Legal, Valuations and Thought Leadership
- Track F - Patient Safety, Quality, Accreditation and Thought Leadership
- Track G - AEU Credit Track

KEYNOTES & KEYNOTE PANELISTS



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



Chris Bishop
Chief Executive Officer,
Regent Surgical Health



Tucker Carlson
Host, "Tucker Carlson
Tonight"; Founder, The
Daily Caller



Donna Cooper,
Chief Operating Officer,
DuPage Medical Group



Lisa Cooper,
Principal, Advocate+;
Chief Executive Officer
and Administrator, Santa
Cruz Surgery Center



Katie Lawrence
MHA, CMPE, Director,
Ambulatory Optimization
and Integration, Prisma
Health



Lew Little
President and Chief
Executive Officer, Covenant
Surgical Partners



**Kelly Macken-
Marble**
MAOM, CMPE, Chief
Executive Officer, The
South Bend Clinic (IN)



Peyton Manning
NFL Legend



Dan Nielsen
Founder, Chief Executive
Officer and Publisher,
America's Healthcare
Leaders



William Prentice
Chief Executive Officer,
Ambulatory Surgery Center
Association



David Rothbart
MD, FACS, FACPE,
Neurosurgeon, Minimally
Invasive Spine, Spine Team
Texas



Matthew Searles
MBA, Partner, Merritt
Healthcare



Dara Torres
Olympic Gold Medal
Swimming Champion



David Young
President & Chief
Executive Officer,
Physicians Endoscopy



Caitlin Zulla
Chief Executive Officer,
Surgical Care Affiliates

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REGISTER NOW!

PROGRAM SCHEDULE

Improve the Profitability of Your ASC

This exclusive meeting brings together ASC surgeons, physician leaders, administrators, owners, operators and clinical leaders to discuss how to improve your ASC and its bottom line, how to manage challenging clinical, business and financial issues and more!



Tucker Carlson
Host, "Tucker Carlson Tonight"; Founder, The Daily Caller



Dara Torres
Olympic Gold Medal Swimming Champion



Peyton Manning
NFL Legend

72+ Physicians, 171+ Administrators, Owners, CEOs, Medical Directors and Directors of Nursing Speaking

216+ Speakers Total

2,000 Attendees from ASCs and Medical Facilities across the Nation

THURSDAY, OCTOBER 29, 2020

7:00 - 8:00 AM	Registration
8:00 - 9:15 AM	Sessions
9:20 - 9:45 AM	Networking Break
9:50 - 11:15 AM	Sessions
11:20 AM - 12:20 PM	Networking Luncheon
12:25 - 1:50 PM	Sessions
1:50 - 2:10 PM	Networking Break
2:10 - 5:15 PM	Sessions
5:15 - 7:00 PM	Cocktail Reception in the Exhibit Hall

FRIDAY, OCTOBER 30, 2020

7:00 - 8:00 AM	Registration + Continental Breakfast
8:00 - 9:35 AM	Sessions
9:35 - 10:00 AM	Networking Break
10:00 - 11:30 AM	Sessions
11:30 AM - 12:30 PM	Networking Luncheon
12:35 - 2:00 PM	Sessions
2:00 - 2:15 PM	Networking Break
2:15 - 4:25 PM	Sessions
4:30 - 6:00 PM	Cocktail Reception in the Exhibit Hall

SATURDAY, OCTOBER 31, 2020

7:00 - 7:55 AM	Registration + Continental Breakfast
8:00 - 9:25 AM	Sessions
9:25 - 9:40 AM	Networking Break
9:40 - 11:40 AM	Sessions
11:40 AM	Meeting Adjourns

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THURSDAY, OCTOBER 29

Concurrent Sessions:

Track A - Improving Profits, ASC and Leadership Strategy

Track B - ASCs: Orthopedics and Spine

Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues

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

Track E - Transactions, Legal, Valuations and Thought Leadership

Track F - Patient Safety, Quality, Accreditation and Thought Leadership

7:00 - 8:00 AM

REGISTRATION

8:00 - 8:30 AM

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

- Raymond Hino, MPA, FACHE, Vice President, Operations, Physicians Endoscopy
- Janelle Anderson, Program Director, John Muir Health
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

B. Key Issues in Minimally Invasive Spine Surgery in ASCs

- Justin Paul, MD, Spine Surgeon, OrthoConnecticut
- Yevgeniy Khavkin, MD, Board Certified Neurosurgeon, Fellowship Trained Spine Surgeon and Medical Director, Khavkin Clinic
- Deepak Reddy, MD, Spine Surgeon, South Bend Orthopaedics
- Sean Keem, MD, MBA, Spine Surgeon, First Hill Surgery Center
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

C. How Smaller Hospitals Can Develop Their Spine Service Line to Increase Spine Surgery in Non-Urban Markets

- David Abraham, MD, Orthopedic Surgeon, Reading Neck & Spine Center

D. White House Meetings: What Can We Plan for If Trump is Re-Elected

- Michael Guarino, Chief Executive Officer, North Shore Surgi Center

E. Key Thoughts on Total Joints – Setting Up A New Program, Inpatient vs. Outpatient, Tips for Success and more

- Melissa Bushnell, Administrator, AtlantiCare Surgery Center
- Rena Courtay, RN, MBA, CASC, Vice President, Executive Director, Hospital for Special Surgery
- Kristy Minatto, RN, BSN, Administrator, Wisconsin Specialty Surgery Center, LLC
- Moderated by Morgan Haefner, Editor, Becker's Healthcare

F. Diversity and Inclusion in ASCs

- Anapa E. Nophlin, MS, CHFP, CSPPM, CPC, OCS, NCP, Director, Revenue Cycle and Compliance, Georgia Eye Institute Surgery Center, LLC; Glennville Eye Surgery Center, LLC
- Zeeshan Pasha, MD, MPH, MHA, Assistant Professor, University of Illinois at Chicago
- Neeraja Kikkeri, Co-Owner and Chief Operating Officer, North Texas Team Care Surgery Center
- Moderated by TBD

8:35 - 9:15 AM

A. Strategies to Leverage Self-Awareness to Maximize Leadership Effectiveness, Tools to Cope with Burnout and Practical Tips to Engage and Transform the Workplace

- John Polikandriotis, PhD, MBA, MPH, FACHE, FACMPE, Chief Executive Officer, Vail-Summit Orthopaedics and Neurosurgery

B. The Vital Role of Supply Chain in the Outpatient Orthopaedic Market

- Allen Passerallo, Senior Director Sourcing, Cleveland Clinic

C. The Comprehensive Approach to GI in the Community - Expanding Revenue Lines and Providing Optimal Care

- Tara Troy, MD, Founder and Gastroenterologist, Comprehensive Gastrointestinal Health
- Sushama Gundlapalli, MD, MS, Gastroenterology, Obesity Medicine, Suburban Gastroenterology, Ltd.

D. Improving Patient Billing/Collections: Strategies, Considerations and Best Practices

- Holly Mayo, Revenue Cycle Manager, Fox Valley Orthopaedic Institute
- Melissa Huckaby, CPC, Billing Manager, APAC Surgical Center II
- Jeff Hignite, Senior Manager, ECG Management Consultants
- Moderated by Mackenzie Bean, Editor, Becker's Healthcare

E. Options for Physicians to Raise Money for Expansion and Other Capital Expenditure Projects

- Khawar Siddique, MD, MBA, Chief Executive Officer, Beverly Hills Spine Surgery

F. Core Thoughts on Avoiding Staff and Physician Burnout

- Gina Hartman, RN, MAOL, CASC, Director of Perioperative Services, Rockford Ambulatory Surgery Center
- Beth Hogan, MSN, RN, CASC, CNOR, Clinical Director of Nursing, Northern GI Endoscopy Center
- Manoj Mehta, MD, Medical Director, Endoscopy Center of the North Shore
- Brad Martens, MHA, MS, CAHIMS, BSRT, Practice Manager, Missouri Orthopaedic Institute
- Moderated by Brian Silverstein, MD, Director, The Chartis Group

9:20 - 9:45 AM

NETWORKING BREAK

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9:50 - 10:30 AM

A. Mastering Pediatrics in Ambulatory Surgery

- Suzi Walton, CASC, Facility Administrator, Ohio Surgery Center
- Amanda Hawkins, BSN, RN, CASC, CAIP, Administrator, The Surgery Center of Charleston
- Rebecca Rainey, RN, OR Manager, The Center For Minimally Invasive Surgery

B. Technology Advances in Spine: The Use of Robotics and More

- Jae Lim, MD, Neurosurgeon, Atlantic Brain and Spine; VCU School of Medicine
- Robert Johnson, MD, Chief Medical Officer, Comprehensive Care Clinics of America
- Michael C. Durkin, MD, Total Joint & Sports Medicine; Partner, Hinsdale Orthopaedics
- Harel Deutsch, MD, Director, Rush University Medical Center
- Moderated by TBD

C. RESERVED

D. What Do High-Deductible Plans Mean for ASCs?

- Zain Haider, MBA, Chief Executive Officer, Riverside Surgical Center of Rutherford
- Emily Spooner, Administrative Director, South Omaha Surgical Center
- Stephen Rosenbaum, Chief Executive Officer, Alliance Spine and Pain Centers
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

E. ASC Mergers and Acquisitions

- Todd Domangue, Chief Mergers and Acquisitions Officer, Ankle and Foot Centers of Georgia
- Austin Cheng, Vice President, Gramercy Surgery Center
- Mihir Patel, MD, Orthopedic Surgeon, Treasurer and Board Member, OrthoIndy
- Peter Slate, Chief Business Development Officer, Healthcare Outcomes Performance Co. (HOPCo)
- Moderated by TBD

F. Medication Management in Ambulatory Surgery Centers: Compliance and Drug Procurement Strategies

- Matthew Efron, PharmD, MBA, Pharmacy Manager Operations Support, Cleveland Clinic

10:35 - 11:15 AM

A. The Biggest Opportunity for ASCs Today

- Marjorie Belsky, ASC Owner, Sunset Surgery Center
- Scott Leggett, Co-Founder, Global 1
- Michelle Mekosch, RN, BSN, CASC, Chief Executive Officer, Texas Health Surgery Center Park Hill
- Moderated by TBD

B. Optimizing Efficiency of Total Joints in an ASC Setting: Generic Implants, Re-engineered Trays, Custom Blocks and Robots

- Morteza Meftah, MD, Associate Professor, Orthopedic Surgery, Division, Adult Reconstructive Surgery, Department, Orthopedic Surgery, NYU Langone Orthopedic Hospital, NYU Langone Health

C. Anesthesia – ASC Business and Clinical Issues

- Darrel Saldanha, MD, Anesthesiologist, Hyde Park Surgery Center
- Gary Schwartz, MD, FASA, Anesthesiologist, Anesthesiology Associates of Boro Park, Maimonides Medical Center
- Jay Kreger, President, CRH Anesthesia
- Moderated by Morgan Haefner, Editor, Becker's Healthcare

D. How to Get Your ASC on Board with Opioid Sparing Strategies

- Edward Kowlowitz, MD, Founder, Medical Director and Managing Partner, Center for Pain Management
- Lorraine Hutzler, MPA, Associate Program Director, The Center for Quality and Patient Safety, NYU Langone Orthopedic Hospital
- Scott Glaser, MD, DABIPP, Co-Founder and President, Pain Specialists of Greater Chicago
- Scott Sigman, MD, Team Physician; Fellow of the World Society of Sports and Exercise Medicine, UMASS Lowell
- Moderated by Michael Redler, MD, Partner, Orthopedic & Sports Medicine Center

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

- Chris Elliott, Director, Finance, Surgical Care Affiliates
- Andy Blankemeyer, MHSA, Chief Executive Officer, Beacon West Surgical Center
- Todd Mello, Principal, ECG Management Consultants
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

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

- Kishan Kikkeri, MBA, Marketing Director, North Texas Team Care Surgery Center
- Brooke Miller, Surgery Center Director, Aurora Ambulatory Surgery Center
- Michelle Fischer, MHSA, FACHE, Administrator, CHRISTUS Surgery Center - Stone Oak
- Tamara Robinson, Administrator, Unity Surgical Center
- Moderated by Mackenzie Bean, Editor, Becker's Healthcare

11:20 AM - 12:20 PM

NETWORKING LUNCHEON

12:25 - 1:05 PM

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

- Jeff Flynn, CASC, Chief Executive Officer, Gramercy Surgery Center
- Zachary Welch, MBA, Practice Administrator, Wake Orthopaedics; WakeMed Health and Hospitals
- Andrew Canning, Assistant Vice President, Operations, MedStar Health
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

B. Spine Surgery, Pre-Op Planning and Results in an ASC Setting

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

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

- Jack Drogt, MD, President, Summit Orthopedics
- Claudio Vincenty, MD, Jacksonville Spine Center
- James Turner, Jr., MBA, MHA, Chief Executive Officer, Indianapolis Gastroenterology and Hepatology, Inc
- Daniel Miller, MD, Chief Medical Officer, Cincinnati Eye Institute
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

D. RESERVED

E. Successful Partnering with Independent Physicians and Finding Common Alignment Models for ASCs

- Liz Popwell, Chief Strategy Officer, Ascension Michigan
- Mary Cline, Vice President, Growth and Business Development, Ascension Michigan

F. Patient Selection Criteria and Standardization of Care to Allow the Transition of Spine Surgery to the ASC with High Quality Outcomes

- Ali Prosser, Chief Executive Officer, San Luis Obispo Surgery Center

1:10 - 1:50 PM

A. The Most Pressing Issues Facing ASCs in 2020

- Don Schreiner, Chief Executive Officer, Orthollinois
- Heather L. Harper, Chief Executive Officer, Lakeside Surgery Center
- Lynne McFarlane, Clinic Administrator, CHRISTUS Surgery Center - Olympia Hills
- Moderated by TBD

B. The Business of Orthopedics 1

- Daniel Larose, MD, Medical Director, Advanced Surgery Center, LLC
- Giri Burra, MD, President, Hinsdale Orthopedics and Salt Creek Surgery Center
- Jaideep Iyengar, MD, FAAOS, Orthopedic Surgeon, President and Chief Executive Officer, San Jose Surgery Inc.
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

C. RESERVED

D. How Can We Improve Reimbursement Per Case?

- Sarah Paul, CPC, CASC, Chief Executive Officer, Dublin Surgery Center
- Jacob Rodman, MBA, CMPE, Chief Executive Officer, Raleigh Neurosurgical Clinic
- Amy Sinder, Administrator, Silver Cross Surgery Center
- Greg DeConciliis, PA-C, CASC, Administrator, Boston OutPatient Surgical Suites
- Moderated by TBD

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

- Scott Hamrick, Chief Financial Officer, Digestive Care Center - Evansville
- Carol Butler, RN, MSN-HCA, Chief Clinical Officer, Hospital Operations, Physicians Surgery Centers, LLC
- Sarah Bremer, MHA, Finance Director, Helena SurgiCenter
- Mark Mineo, Director, Millard Fillmore Surgery Center LLC
- Moderated by Kate Carow, MBA, FACHE, Principal, Carow Consulting

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F. Laparoscopic-Assisted Myomectomy: Ambulatory Surgery Center vs Hospital

- Paul MacKoul, MD, The Center for Innovative GYN Care
- Natalya Danilyants, MD, The Center for Innovative GYN Care

2:55 - 3:30 PM

A. KEYNOTE

- Caitlin Zulla, Chief Executive Officer, Surgical Care Affiliates

3:35 - 4:10 PM

A. KEYNOTE PANEL – The Best Ideas for Growth Today

- Lisa Cooper, Principal, Advocate+; Chief Executive Officer and Administrator, Santa Cruz Surgery Center
- Lew Little, President and Chief Executive Officer, Covenant Surgical Partners
- David Young, President & Chief Executive Officer, Physicians Endoscopy
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

4:15 - 5:15 PM

A. KEYNOTE: Moderated Q&A

- Peyton Manning, NFL Legend

5:15 - 7:00 PM

OPENING COCKTAIL RECEPTION IN THE EXHIBIT HALL

1:50 - 2:10 PM

NETWORKING BREAK

2:10 - 2:50 PM

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

- TK Miller, MD, Professor and Vice Chair, Department of Orthopaedic Surgery, Virginia Tech Carilion School of Medicine
- Ryan Flynn, Director, Finance, Andrews Institute ASC
- Moderated by TBD

B. RESERVED

C. Pain Management in ASCs 1

- Kenneth Candido, MD, Chairman and President, Chicago Anesthesia Pain Specialists
- Praveen Suchdev, MD, Owner, Centers for Pain Solutions
- Moderated by Ayla Ellison, JD, Managing Editor, Becker's Healthcare

D. Key Thoughts on Improving Profits and Revenue in an ASC

- Vishal Mehtah, MD, President and Managing Partner, Fox Valley Orthopaedic Institute
- Priyantha Ranaweera, MD, President, Manhattan Specialists Center
- Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago
- Vincent Galan, MD, Medical Director, Pain Care, LLC; President, Center for Pain and Spine, LLC ; Georgia Society of Interventional Pain Physicians
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

E. Gynconomics: The Transition of Gyn Surgery into the ASC

- Richard Rosenfield, MD, Medical Director, Pearl Surgicenter

F. Assessing Clinical and Financial Criteria for ASC Total Joints and Spine

- Earl Anderson, Chief Executive Officer, Tennessee Orthopaedic Clinics
- Merrill White, MD, Chief Medical Officer, Tennessee Orthopaedic Clinics

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Track F - Patient Safety, Quality, Accreditation and Thought Leadership

7:00 - 7:55 AM

REGISTRATION + CONTINENTAL BREAKFAST

8:00 - 8:50 AM

A. KEYNOTE – Today's Political Landscape

- Tucker Carlson, Host, "Tucker Carlson Tonight"; Founder, The Daily Caller

8:55 - 9:35 AM

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

- Donna Cooper, Chief Operating Officer, DuPage Medical Group
- David Rothbart, MD, FACS, FACPE, Neurosurgeon, Minimally Invasive Spine, Spine Team Texas
- Matthew Searles, MBA, Partner, Merritt Healthcare
- Chris Bishop, Chief Executive Officer, Regent Surgical Health
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

B. SEMI KEYNOTE: Leading Teams that Thrive in an Era of Burnout

- Katie Lawrence, MHA CMPE, Director, Ambulatory Optimization and Integration, Prisma Health

9:35 - 10:00 AM

NETWORKING BREAK

10:00 - 10:45 AM

A. KEYNOTE: Never Give Up Your Dream

- Dara Torres, Olympic Gold Medal Swimming Champion

10:50 - 11:30 AM

A. Adding Procedures to ASCs

- Perry Haney, MD, Medical Director, SpineOne, Spine & Sport Medical Center
- Brian Gantwerker, MD, Spine and Neurosurgeon, The Craniospinal Center of Los Angeles
- Sandy Berreth, Administrator, Foothill Surgery Center at Sansum Clinic
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

B. Spine and Joints in ASCs

- Dalip Pelinkovic, MD, Orthopedic Spine Surgeon, Edward Hospital

- James Sanfilippo, MD, MBA, MHS, Spine Surgeon, Reconstructive Orthopedics; Medical Director, Musculoskeletal Program, Virtua Health System
- Robert Nucci, MD, Orthopedic Spine Surgeon, Nucci Medical Clinic, LLC
- Farhan Karim, DO, Orthopaedic Spine Surgeon, Starling Physicians
- Moderated by Mackenzie Bean, Editor, Becker's Healthcare

C. WORKSHOP

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

D. Payer Contracting and Other Issues for ASCs

- Heather Hilgendorf-Cooley, MBA, CASC, Administrator, Spring Park Surgery Center, LLC
- Tom Ketterer, National Corporate Administrator, Network Management, Shriners Hospital for Children
- Jessica Rodriguez, MBA, CRCP-I, ASC Administrator, Metro Health ASC LLC
- Edward Gronka, MD, Physician Owner, Advanced Aesthetics Plastic Surgery Center
- Moderated by Morgan Haefner, Editor, Becker's Healthcare

E. Key Legal and Regulatory Issues for ASCs

- Additional panelists TBA!
- Moderated by TBD

F. Outpatient Endoscopic Lumbar Discectomy: Advantages of Cost and Quality

- Sukdeb Datta, MD, MBA, DABIPP, FIPP, Medical Director, Datta Endoscopic Back Surgery & Pain Center

11:30 AM - 12:30 PM

NETWORKING LUNCHEON

12:35 - 1:15 PM

A. ASC Management Within an Academic Medical Center Environment

- Joe Falk, MHA, Director, Business Operations Perioperative and Ancillary, University of Utah Health
- Derek J. Sakata, MD, Professor and Vice Chair of Anesthesiology; Chief Value Officer, Ambulatory Anesthesia; Endowed Professorship, Leland O. and Avanelle W. Learned, University of Utah

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B. The Business of Orthopedics 2

- David Raab, MD, Owner, Member - Board of Managers, Illinois Sports Medicine & Orthopedic Surgery Center
- Kai-Uwe Lewandrowski, MD, Orthopedic Surgeon, Center for Advanced Spine Care of Southern Arizona, Surgical Institute of Tucson
- Moderated by TBD

C. Pain Management in ASCs 2

- Standiford Helm, II, MD, Medical Director, The Helm Center for Pain Management
- Nathan Miller, MD, Staff Physician, Coastal Pain Medical Group
- John V. Prunskis, MD FIPP, Chief Executive Officer/Medical Director, Illinois Pain Institute; The Regenerative Stem Cell Institute; Presidential Appointee/Health and Human Services (HHS) Best Practices Pain Task Force
- Daniel Roth, MD, PM&R/ Owner, Summit Pain Management
- Moderated by Anuja Vaidya, Assistant Editor, Becker's Healthcare

D. RESERVED

E. The Safety of Outpatient Total Joint Replacements

- Michael J. Chmell, MD, Medical Director, OrthoIllinois Surgery Center
- Jayaram Mohan, BA, Medical Student, University of Illinois

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

- Rebecca Paine, CASC, Vice President, Chief Financial Officer and Surgery Center Administrator, Beckley Surgery Center, Inc.
- Stacey Coffey, Clinical Director, Gastroenterology Associates PA
- Audrie Leuthard, Facility Director, Four Corners Ambulatory Surgery Center
- Jane Haire, RN, BSN, CASC, Administrator, Nebraska Surgery Center
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

1:20 - 2:00 PM

A. Are ASCs Ready for Cardiovascular Procedures in 2020? Tips for Success, Potential Hurdles and More

- Dawn Lacska-Tommerdahl, RN, FACHE, Director, Outpatient Heart, Lung and Vascular Institute, AdventHealth
- Tim Price, Chief Executive Officer, Cardiovascular Centers of America
- Zoe Terral, RN, Administrator, Director of Nursing, North Park Heart & Vascular Surgery Center
- Moderated by TBD

B. RESERVED

SPECIAL GUEST KEYNOTES



Tucker Carlson
Host, "Tucker Carlson Tonight"; Founder, The Daily Caller



Dara Torres
Olympic Gold Medal Swimming Champion



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C. The Business of Gastroenterology and Endoscopy

- Jason Richardson, Chief Operating Officer, Gastroenterology of the Rockies
- Monina Pascua, MD, PharmD, Medical Director, Endoscopy, Owner/Partner, The Oregon Clinic Gastroenterology - South
- Ravi Singh, MD, Gastroenterologist and Patient Experience Committee Member, Great South Bay Endoscopy Center
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

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

- Sherman N. Tranm MD, Managing Partner, Spine & Sports Surgery Center LLC
- Joseph D'Agostino, MBA, ASC Administrator, Advanced Surgery Center-Perimeter and Gwinnett Advanced Surgery Center
- Moderated by Ayla Ellison, JD, Managing Editor, Becker's Healthcare

E. Putting a Cath Lab in an ASC

- Rudy Manthei, DO, FOCOO, President and Chief Executive Officer, ProMed Management Group

F. Advanced Therapeutic Endoscopy in the ASC Setting: Making it Work

- Rosario Ligresti, MD, Gastroenterology, Surgical and Endoscopy Center of Bergen County

2:00 - 2:15 PM

NETWORKING BREAK

2:15 - 2:55 PM

A. How to Be a Great Administrator

- Jeany Dunaway, RN, CASC, Administrator, Effingham Ambulatory Surgery Center
- Michael Graziano, Administrator, Clifton Surgery Center
- Tracy Hoeft-Hoffman, MBA, MSN, RN, CASC, Administrator, Heartland Surgery Center
- Melissa Dansby, Administrator, Texas Health Surgery Center Cleburne
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

B. Medicare Knee Replacements Now

- Chris Nanson, MD, Orthopedic Surgeon, Oregon Surgical Institute
- James Ballard, MD, MPH, Orthopedic Surgeon, Oregon Surgical Institute

C. RESERVED

D. ASC Marketing Efforts: What is Working and What is Not

- Cheryl Zapata, Chief Development Officer, Texas Back Institute

E. Key Thoughts on Leading Great Surgical Teams

- Renee Skovira, BSN, MHA, RN, Director, UPMC Surgery Center
- Brandon Shows, Administrator, Baylor Scott & White Surgicare Plano
- Sami L. Placer PhD, BSN, RN, CNOR, BC-E, Senior System Director, Perioperative Services, System Director, Clinical Education, Upper Allegheny Health System
- Moderated by Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago

F. Key Thoughts on Improving the Patient Experience in the ASC Setting

- David Perdue, MD, Chief Medical Officer, Minnesota Gastroenterology PA (MNGI)
- Christina McDonald, Chief Executive Officer and Administrator, Texas Health Surgery Center Rockwall
- Lynne Miller, Chief Executive Officer and Administrator, Texas Health Orthopedic Surgery Center
- Jorge Zapatier, MD, Medical Director, MercyOne Clive Endoscopy (FKA Mercy West Endoscopy)
- Moderated by TBD

3:00 - 3:40 PM

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

- Alicia Apostoles, Administrator and Director, Ambulatory Surgery, OrthoNY
- Helen Lowenwirth, CASC, Administrator, East Side Endoscopy, LLC
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

B. Increasing the Value of an ASC by Growing Complex Spine

- Rob Bray, MD, Neurological Spine Surgeon, Chief Executive Officer and Founder, DISC Sports & Spine Center

C. The Human Factor - Achieve Breakthrough Performance in Your Life and Career Through Magnetic Human Connection

- John Kei Godoy, Founder, Godoy Growth Strategies

FRIDAY, OCTOBER 30

Concurrent Sessions:

Track A - Improving Profits, ASC and Leadership Strategy

Track B - ASCs: Orthopedics and Spine

Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues

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

Track E - Transactions, Legal, Valuations and Thought Leadership

Track F - Patient Safety, Quality, Accreditation and Thought Leadership

D. Supply Chain Best Practices in an ASC

- Rick Ngo, MD, FACS, General Surgeon, Southwest Surgical Associates/Texas Hernia Specialists, Founder and Chief Marketing Officer, SurgCard
- Jarett Landman, MS, PA-C, MBA, Chief Executive Officer, Orthopedic Surgical Center of the North Shore
- Anthony Mrozik, CPA, MBA, Chief Financial Officer, Ambulatory Surgery Center of Western New York LLC
- JoAnn Vecchio, Administrator, Ambulatory Surgery Center of Western New York LLC
- Moderated by Alia Paavola, Editor, Becker's Healthcare

E. How to Hire Effectively in Today's Market

- Rita Mack, RN, BSN, MHA, Administrator, Hershey Outpatient Surgery Center
- Jessica Lopez, Administrator, Summit Ambulatory Surgery Center
- Cathy McCue, Administrator, UroPartners Surgery Center
- Tiffany Zachary, Administrator, Manhattan Specialists Center, LLC
- Moderated by Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago

F. PreOp Patient Risk Stratification: Optimization and Postoperative Management with Patients in the ASC and Hospital Setting

- Suresh Nayak, MD, Orthopedist, Wellington Orthopaedics

3:45 - 4:25 PM

A. Key Thoughts on Strategies and Relationships Between Hospitals and ASCs

- Sharon Annee, MS PT, MBA, Administrative Director of Orthopedics, Spine and Neurosciences, Franciscan Alliance | Franciscan Health
- Michael Patterson, FACHE, President and Chief Executive Officer, Mississippi Valley Health
- Robert Gilbert, President, MedStar Ambulatory Services, MedStar Health
- Alexis Barbour, MHA, MSN-CNL, RN, System Vice President, Surgical & Specialty Services, AMITA Health
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

B. Outpatient Total Joints, Bundled Payments, AAAHC Advanced Orthopedic Certification Process and Supply Chain (Implant) Success

- Rachel Uzlik, CPHQ, Director, Quality, Compliance & Research, Twin Cities Orthopedics
- Aaron Johnson, Administrator, Crosstown Surgery Center

C. RESERVED

D. Price Transparency in ASCs

- Jonathan Kaplan MD, MPH, Founder and Chief Executive Officer, BuildMyBod Health; Plastic Surgeon, Pacific Heights Plastic Surgery
- Andy Poole, FACHE, Chief Executive Officer, Monticello Community Surgery Center
- Colleen Ingraham, President, The McMahon Group, Chief Operating Officer, Prairie Spine & Pain Institute, Co-Founder, Illinois Free Market Medical Association
- Farid Naffah, MD, Gastroenterologist, Avamar Gastroenterology, Inc.
- Moderated by Ayla Ellison, JD, Managing Editor, Becker's Healthcare

E. Real Estate Beyond the ASC - Capturing the Value Brought By an ASC to the Surrounding Community

- Grey Williams, Chief Financial Officer, Premier Gastroenterology Associates

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

4:30 - 6:00 PM

CLOSING COCKTAIL RECEPTION IN THE EXHIBIT HALL

SPECIAL GUEST KEYNOTES



Tucker Carlson
Host, "Tucker Carlson Tonight"; Founder, The Daily Caller



Peyton Manning
NFL Legend



Dara Torres
Olympic Gold Medal Swimming Champion

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SATURDAY, OCTOBER 31

Concurrent Sessions:

Track A - Improving Profits, ASC and Leadership Strategy	Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues	Track E - Transactions, Legal, Valuations and Thought Leadership
Track B - ASCs: Orthopedics and Spine	Track D - Revenue Cycle, Out-of-Network, Billing and Coding Issues	Track F - Patient Safety, Quality, Accreditation and Thought Leadership

7:00 - 8:00 AM

REGISTRATION + CONTINENTAL BREAKFAST

8:00 - 8:40 AM

A. KEYNOTE INTERVIEW: Federal and State Issues Impact on ASCs

- William Prentice, Chief Executive Officer, Ambulatory Surgery Center Association
- Interviewed by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

8:45 - 9:25 AM

A. KEYNOTE PANEL

- Ronald Michael, MD, Neurosurgeon, Illinois Neurospine Institute
- Kelly Macken-Marble, MAOM, CMPE, Chief Executive Officer, The South Bend Clinic (IN)
- Additional panelists TBA!
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

B. SEMI KEYNOTE: Priceless Wisdom & Leadership Lessons from the Best Selling Book: *The Ride Of A Lifetime: Lessons Learned From 15 Years As CEO Of The Walt Disney Company* by Robert Iger

- Dan Nielsen, Founder, Chief Executive Officer and Publisher, America's Healthcare Leaders

9:25 - 9:40 AM

NETWORKING BREAK

9:40 - 10:20 AM

A. Can Corporate Culture Affect Your Financial Bottom Line?

- James Turner, Jr., MBA, MHA, Chief Executive Officer, Indianapolis Gastroenterology and Hepatology, Inc

B. Running a Freestanding Pediatric ASC

- Chad Perlyn, MD, Medical Director, Nicklaus Children's Hospital Ambulatory Surgery Center
- Joseph Zasa, JD, Managing Partner and Founder, ASD Management

C. Data Visualization: How to Present Data in a Meaningful Way

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

D. Utilizing Social Media in Your ASC and Separating Yourself From the Competition

- Jonathan Kaplan, MD, MPH, Board Certified Plastic Surgeon, Pacific Heights Plastic Surgery

10:25 - 11:00 AM

A. Creating An ASC Community Network: Successes in Spokane

- Tom Alderson, RN, BSN, Director, Nursing, Spokane Eye Surgery Center
- Jennifer Boyd, RN, BSN, Northwest Orthopedic Surgery Center
- Kristie Sudderth, RN, Administrator, Columbia Surgical Specialists

B. Successfully Treating Spine Degenerative Discseel Disease with Biologic vs. Surgical Fusion

- Kevin Pauza, MD, Founding Partner, Texas Spine and Joint Hospital

C. Diversity and Inclusion: Caring for the LGBTQA Patient

- Tim Brendle, DNP, RN, CNOR, NE-BC, Chief Perioperative Operations Officer, President and Chief Executive Officer, Edgewater Ambulatory Surgery Center - MUSC Affiliate

D. Is Cannabis (CBD) a Bubble or the Solution? Avoiding Opioids and more

- Donald Olson, MD, MBA, FAANS, Partner, Pacific Pain Enterprises; Consultant, Pain Medicine, Adventist Health

11:05 - 11:40 AM

A. KEYNOTE: The State of Healthcare and ASCs

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

11:40 AM

MEETING ADJOURNS



AEU CREDIT TRACK

THURSDAY, OCT 29

9:00 - 10:00 AM

G. Key Thoughts and Advice for New Administrators

- Brook Rush, CASC, Administrator, Maryland Surgery Center
- Tracy Mamuric, RN, Administrator, Mountain Surgery Center
- Lori Tamburo, CASC, Administrator, Foothills Surgery Center
- Becky Ziegler-Otis, RHIA, CPHQ, CHC, CASC, Administrator, Ambulatory Surgical Center of Stevens Point
- Moderated by Anuja Vaidya, Assistant Editor, Becker's Healthcare

10:10 - 11:10 AM

G. Improving Quality and Infection Control: Challenges and Thoughts for 2020

- Dianne Buffington, BSN, RN, CNOR, Director of Nursing, Texas Health Surgery Center Craig Ranch
- Jami Osterlund MSN, RN, CSSM, CNOR, CAIP, Administrator, Hyde Park Surgery Center
- Deborah Goodman, RN, Administrator, APAC Surgery Center II LLC
- Adam Hornback, RN, Administrator, North Texas Team Care Surgery Center
- Moderated by Kate Carow, MBA, FACHE, Principal, Carow Consulting

12:30 - 1:30 PM

G. ASC Leadership: Qualities and Habits of Effective Surgery Center Administrators

- Benita Tapia, RN, CASC, Administrator, 90210 Surgery Medical Center, Beverly Hills Anesthesia Group, Linden Surgery Center, Precision Ambulatory Surgery Center, Precision Anesthesia Group, Spalding Triangle Surgery Center
- Melissa Ritter Hermanson, RN, CASC, Administrator, Ambulatory Care Center
- Moderated by Brian Silverstein, MD, Director, The Chartis Group

1:40 - 2:40 PM

G. The Best Steps for ASC Growth

- Lisa Davis, Administrator, The Center for Minimally Invasive Surgery
- Brandon O'Dell, RN, BSN, CASC, Director, Clinical Diligence and Integration, Surgical Care Affiliates
- Daniel Lowy, Chief Executive Officer, The EMU Ambulatory Surgery Center/Queens Surgi-Center
- Moderated by Anuja Vaidya, Assistant Editor, Becker's Healthcare

2:50 - 3:50 PM

G. Thought-Provoking Ideas for Administrators

- Todd Currier, Administrator, Northern Wyoming Surgical Center
- Trina Cole, RN, BSN, MSN, Administrator, Saint Luke's Surgicenter - Lee's Summit, LLC
- Colette Glatts, Administrator, Surgical Center of South Jersey
- Moderated by Alia Paavola, Editor, Becker's Healthcare

FRIDAY, OCT 30

11:00 AM - 12:00 PM

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

- Maria Alvarado, Director Of Nursing, Mountain Surgery Center
- Kimberly Peterie, RN, BSN, MHA, Corporate Project Director, Quality & Surgical Services, Community Health System
- Victoria Brennan, Surgical First Assist and Infection Control Officer, Mangat, Holzapfel and Lied Plastic Surgery Center
- Moderated by Brian Zimmerman, Custom Content Editor Becker's Healthcare

12:30 - 1:30 PM

G. Key Thoughts on How to Run an Efficient ASC

- Nikki Vaughan, RN, Administrator, Nurse Manager, Central Phoenix Surgical Center
- William Thompson, Chief Executive Officer, The Orthopedic Institute of Pennsylvania
- Candy Ranshaw, RN, BSN, Administrator/Director of Nursing, Steward Health
- Carla Evans, Administrator, New Albany Surgery Center
- Moderated by Alia Paavola, Editor, Becker's Healthcare

1:45 - 2:45 PM

G. So You Want to Be an ASC Administrator?

- Michelle Eilander, RN, BA, MHA, Administrator, Ankeny Medical Park Surgery
- Gabriel Figueroa, CASC, Administrator, Manhattan Reproductive Surgery Center
- Les Hill, Administrator, Heartland Surgery Center
- Moderated by Mackenzie Bean, Editor, Becker's Healthcare

2:55 - 3:55 PM

G. The Importance of Staff Engagement, Fighting BurnOut, Growing a Great Team and More

- Jennifer Hodge, Director of Operations, Carolina Interventional Pain Institute, LLC
- Michael Guertin, MD, Medical Director, Ohio State Eye and Ear Institute Outpatient Surgery Center
- Beverly M. Bryant, MSN-RN, CASC, Administrator Director, Yuma Endoscopy Center
- Fawn Esser-Lipp, RN, BSN, CNOR, CASC, Executive Director, The Surgery Center LLC
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

4:00 - 5:00 PM

G. Cost Containment in the OR

- Joseph Jin, Ortho Supply Chain/Purchasing, APAC Centers for Pain Management
- Earl Walz, Chief Executive Officer, Norwood Surgery Center
- Kristopher Schroeder, MD, Anesthesiology - Anesthesiologist, University Of Wisconsin Hospitals & Clinics Authority (Madison, WI)
- Moderated by Brian Zimmerman, Custom Content Editor Becker's Healthcare

SATURDAY, OCT 31

9:00 - 10:00 AM

G. Technology Issues and Advances in an ASC Setting

- Susan Cheek, Administrator, Dallas Endoscopy Center
- Mark Noar, MD, Owner, Medical Director, GI Micro Surgery Center
- Tyler Watson, IT Manager/Chief IT Executive, Specialty Spine & Pain
- Moderated by Brian Zimmerman, Custom Content Editor Becker's Healthcare

10:10 - 11:10 AM

G. The Peer Review Process for ASCs

- Deviele Santos, Administrator, Progressive Surgery Center
- Moderated by Brian Zimmerman, Custom Content Editor Becker's Healthcare

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