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**FOR IMMEDIATE RELEASE**

**Hot Topics for ASCs: Improving Profitability and Health Information Technology  
Solid Information for Surgery Centers in Upcoming Issue of Becker's ASC Review**

CHICAGO, IL USA - MEDICAL INDUSTRY E-MAIL NEWS SERVICE – Sept. 24, 2007

The upcoming issue of *Becker's ASC Review*, a bi-monthly publication that focuses on key business and legal issues for ambulatory surgery centers, will feature two topics of primary interest to surgery center physicians and administrators; improving profitability and the use of technology for health information.

One article in the November/December issue which subscribers will receive on or about Nov. 1, contains case studies from industry leaders describing how they have turned-around failing or troubled ASCs.

"I am passionate about what Scott Becker has made possible for Knightsbridge, and what we have been able to accomplish. We are a multimillion dollar Center that was in real trouble. Through Scott Becker at McGuire Woods and FASA we are a success!," says Dr. Herbert Riemenschneider of Knightsbridge Surgery Center in Columbus, Ohio, "Since learning of the fabulous resource of *Becker's ASC Review*, I have enrolled in an MBA program. The Becker Review has helped me understand issues such as the final ASC rules of the Medicare Modernization Act and assisted me in writing a required paper for the MBA program on the subject. It will be very useful in initiating action relative to Knightsbridge."

A second featured piece will highlight 10 key IT products for surgery centers and how they can be used by ASCs to become more profitable.

"I enjoy reading articles such as these which always provide informative input on timely topics of importance to the ASCs," says Caryl Serbin, president and founder of Surgery Consultants of America, a consulting firm that develops and manages ASCs throughout the United States. The sister company, Serbin Surgery Center Billing, supplies outsourced billing services exclusively to ASCs. "I especially enjoy his ability to take convoluted legal issues and make it understandable for the readers."

*Becker's ASC Review* is also a prime vehicle for advertisers who wish to reach the decision-makers in the ASC industry. It is currently distributed to over 20,000 surgeons, ASC administrators and ASC owners. Not only are advertisers featured in the bi-monthly issues, they also appear on the *ASC Review* Web site, which receives thousands of unique visitors per month and includes direct links to the advertisers' own Web sites.

"We feel as if *Becker's ASC Review* is the Wall Street Journal for physicians in the surgical services arena," says Michael Weaver, vice president of acquisitions and development of Symbion Healthcare, one of the nation's leading developers and operators of surgical centers and surgical hospitals, "To not participate in this publication would put us at a competitive disadvantage as it reaches our industry's leaders and decision-makers."

To sign up for the free e-weekly newsletter, visit [www.BeckersASC.com](http://www.BeckersASC.com). The sign-up form is located in the upper left corner of each Web page.

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If you'd like either a free copy of the white paper "Ambulatory Surgery Centers: An Analysis for the Next Five Years" or a free copy of the September/October issue of *Becker's ASC Review*, please contact Scott Becker at [sbecker@mcguirewoods.com](mailto:sbecker@mcguirewoods.com).

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