

Orthopedic, Spine and Pain Management-Driven ASC Conference

Improving Profitability; and Business and Legal Issues

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THE 7th ANNUAL CONFERENCE FROM ASC COMMUNICATIONS
AND THE AMBULATORY SURGERY FOUNDATION

JUNE 11 – 13, 2009

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Strengthening the Future of Your Orthopedic, Spine or Pain Management-Driven ASC — Thrive Now and In the Future

This exclusive orthopedic, spine and pain-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.

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- Developing a Highly Successful Orthopedic-Driven ASC
- Using Orthopedics and Spine to Turn Around an ASC
- Sequencing an Orthopedic Start Up ASC – Tactics for New and Ramp Up ASCs to Optimize Their Operations
- The Impact of the Financing Market on Valuations
- Managed Care Negotiation Strategies for Orthopedic and Spine Driven Centers
- Uni Knees in the Outpatient Setting – Is This the Right Fit for Your ASC? Clinical and Financial Issues
- Physician Owned Hospitals - Key Factors for Success and Core Challenges
- How to Recruit and Retain Great Administrators and Directors of Nursing
- Handling Complex Spine Cases in an ASC, High Level Fusion and 23-Hour Cases
- Key Strategies for Controlling Implant Costs in ASCs and Surgical Hospitals
- New Trends in Ambulatory Spine Surgery
- Physician Owned Hospitals – Key Concepts to Increase Profits
- The Evolution of Healthcare and the Impact on ASCs
- Orthopedics – The Forecast for the Next Five Years
- The Pros and Cons of Total Knees in a 23-Hour Setting – Financial and Safety Issues
- Key Concepts to Managing an Effective Interventional Pain Management Practice and Center
- An Analysis of Clinical Outcomes for Spine – Procedures Performed in ASCs

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CONFERENCE PROGRAM

THURSDAY, JUNE 11, 2009

12:00 – 1:30 pm – Registration

12:00 – 4:30 pm – Exhibitor Setup

Pre-Conference Workshop – Concurrent Sessions A, B, C, D, E

1:30 – 2:30 pm

A. Developing a Highly Successful Orthopedic-Driven ASC*Brent Lambert, M.D., CEO, Ambulatory Surgical Centers of America; and Tom Mead, M.D., Surgery Center of Allentown***B. Using Orthopedics and Spine to Turn Around an ASC***Tom Mallon, CEO, and Jeff Simmons, President Western Division, Regent Surgical Health***C. Sequencing an Orthopedic Start-Up ASC – Tactics for New and Ramp-Up ASCs to Optimize Their Operations***Larry Taylor, President and CEO, Practice Partners in Healthcare***D1. (1:30 – 2:00 pm) Valuing ASCs for Syndication - A Presentation of Current Market Multiples and Question and Answer***Greg Koonsman, Principal, and Jon O'Sullivan, Principal, VMG Health***D2. (2:00 – 2:30 pm) The Impact of the Financing Market on Valuations***Jon O'Sullivan, Principal, VMG Health; Doug Lewis, Managing Director and Shannon LeRoy, CEO and Managing Director, Physicians Capital***E. A Year Later – The Successful Turnaround of a Failing Hospital-Physician Joint Venture ASC***George Trajtenberg, M.D., Mark Beaugard, M.D., and Lisa Shriver, Administrator, Turks Head Surgery Center*

2:30 – 3:20 pm

A. Managed Care Negotiation Strategies for Orthopedic and Spine-Driven Centers*Naya Kehayes, CEO, Eveia Health Consulting and Management***B. Uni Knees in the Outpatient Setting – Is This the Right Fit for Your ASC? Clinical and Financial Issues***Blaine Farless, M.D., and James McGehee, RN, Administrator, Cleburne Surgical Center; and Sarah Martin, RVP of Operations, Meridian Surgical Partners***C. Physician-Owned Hospitals - Key Factors for Success and Core Challenges***Molly Sandvig, Executive Director, Physician Hospitals of America; John Thomas, EVP, HC REIT; and John Rex-Waller, CEO, National Surgical Hospitals***D. Are Stark and Self Referral Laws Going to Close Down ASCs and Physician Owned Hospitals?***Scott Becker, JD, CPA, Partner, and Amber Walsh, JD, McGuireWoods LLP***E. Spine ASC – An Important Element in a Health System's Spine Center of Excellence***Jeff Leland, Managing Director, Blue Chip Surgical Center Partners*

3:20 – 4:10 pm

A. How to Recruit and Retain Great Administrators and Directors of Nursing*Greg Zoch, Partner, Kaye Bassman***B. A Case Study and Strategies to Achieve Excellent Results for an ASC***Kenneth Austin, M.D., Ramapo Valley Surgery Center; and Bob Zasa, Founder, Woodrum ASD***C. Handling Complex Spine Cases in an ASC, High Level Fusion and 23 Hour Cases***John Seitz, CEO, Ambulatory Surgical Group***D. Key Strategies for Controlling Implant Costs in ASCs and Surgical Hospitals***Randi Pisko, CEO, North Carolina Specialty Hospital; and Richard F. Bruch, M.D., Triangle Orthopaedic Associates***E. The Acceleration of Physician-Hospitals Collaboration – Trends and Strategies***Bill Woodson, SVP, Sg2; Tom Stallings, Partner, Kristian Werling, JD, and Elissa Moore, JD, McGuireWoods LLP*

4:15 – 5:00 pm

A. Physician Recruitment in 2009 – Some Key Thoughts and Challenges on Recruiting Orthopedics Neurosurgeons and Pain Management Physicians*Kenny Spitler, SVP Development, HealthMark Partners*

THURSDAY, JUNE 11, 2009

B. New Trends in Ambulatory Spine Surgery*David Abraham, M.D., Reading Neck and Spine Center***C. Ten Keys to Improving Billing and Collections in a Challenging Economy***Caryl Serbin, CEO, Serbin Surgical Center Billing***D. Healthcare Valuations – Current Trends and Perspectives in Majority Interest Valuations***Todd Mello, Principal and Co-Founder, Healthcare Appraisers***E. Physician Owned Hospitals – Key Concepts to Increase Profits***Tom Michaud, CEO, Foundation Surgery Affiliates*

5:00 – 7:00 pm – Networking Reception & Exhibits

FRIDAY, JUNE 12, 2009

7:00 – 8:00 am – Registration and Continental Breakfast

Main Conference – General Session

8:00 am

Introductions

Scott Becker, JD, CPA, Partner, McGuireWoods LLP

8:00 – 8:55 am

The Evolution of Healthcare and the Impact on ASCs*Uwe Reinhardt, James Madison Professor of Political Economy and Professor of Economics at Princeton University*

9:00 – 9:40 am

Orthopedics – The Forecast for the Next Five Years*John Churf, M.D., Dept. of Orthopedics, The Neurologic & Orthopedic Hospital of Chicago*

9:45 – 10:20 am

Using Spine as the Backbone of a Multi-Specialty ASC*James Lynch, M.D., Surgery Center of Reno*

10:20 – 11:20 am – Hall Break

11:20 – 11:55 am

7 Steps to Maximizing an Orthopedic-Driven ASC's Returns in a Tough Economy*Brent Lambert, M.D., CEO, Ambulatory Surgical Centers of America*

12:00 – 12:30 pm

Case Study – Two Years Later, A Physician-Owned Spine ASC – A Frank and Open Discussion of Financial Performance, Organizational Issues, Challenges and Problems*John Caruso, M.D., Parkway Surgery Center, Hagerstown, Maryland*

12:30 – 1:30 pm – Networking Lunch & Exhibits

Concurrent Sessions A, B, C, D, E

1:30 – 2:05 pm

A. A Payor's View of Orthopedics, Spine and Pain Management*Steven Stern, M.D., VP Neuroscience, Orthopedics and Spine, United Healthcare***B. Spine Centers – A Case Study Review of Current Outcomes and Issues***Marcus Williamson, M.D., and George Goodwin, SVP and Chief Development Officer, Symbion Healthcare***C. Making Big Cases Profitable in an ASC***Naya Kehayes, CEO, Eveia Healthcare; and Greg Cunniff, CFO, National Surgical Care***D. Capturing Your Partners' Cases, The Carrot and Stick Approach***Chris Bishop, VP, Ambulatory Surgical Centers of America***E. Key Legal Issues – Safe Harbor Compliance, Out of Network, and Other Legal Issues***Scott Becker, JD, CPA, Partner, and Bart Walker, JD, McGuireWoods LLP*

2:10 – 2:45 pm

A. Hand Surgery in ASCs – Key Concepts for Success*Ed Rudisill, M.D., The Hand Center, Greenville, SC*

CONFERENCE PROGRAM

FRIDAY, JUNE 12, 2009

B. Pain Management in ASCs - Current Methods to Increase Profits*Amy Mowles, President & CEO, Mowles Medical Practice Management***C. 5 Tips for Managing Anesthesia in Your ASC***Thomas Yerden, CEO and Founder, TRY HealthCare Solutions***D. How to Recruit Great Surgeons to Work at Your ASC***Robert Carrera, President, Pinnacle III***E. Turnarounds – 2 Case Studies – 5 Key Ideas for Success***Joe Zasa, President, Woodrum ASD***2:45 – 3:45 pm – Exhibits Open****3:45 – 4:20 pm****A. How Much is Your ASC Worth? What Terms Can You Expect?****What Does a National Company Want After a Deal? 10 Facts That Will Drive a Buyer Away***Bill Kennedy, SVP Business Development, NovaMed; Kenneth Hancock, President and Chief Development Officer, Meridian Surgical Partners; Richard Pence, President and COO, National Surgical Care; George Goodwin, SVP and Chief Development Officer, Symbion***B. Is Your Center too Dependent on a Single Specialty? How to Diversify and Make Change Happen***John Seitz, CEO, Ambulatory Surgical Group; Joe Zasa, CEO, Woodrum ASD; and Larry Taylor, President and CEO, Practice Partners in Healthcare***C. 5 Core Concepts for Great ASC Joint Ventures with Hospital Partners***Mike Pankey, Administrator, Ambulatory Surgery Center of Spartanburg; and Caryl Serbin, CEO, Serbin Surgery Center Billing***D. Assessing the Profitability of Orthopedics, Spine and Pain in ASCs***Luke Lambert, CEO, Ambulatory Surgery Centers of America***E. 5 Core Strategies to Immediately Improve ASC and Hospital Operations***Doug Johnson, COO, RMC MedStone Capital***4:20 – 4:55 pm****A. How Much is Your ASC Worth? What Terms Can You Expect? What Does a National Company Want After a Deal? 10 Facts That Will Drive a Buyer Away (continued)***Bill Kennedy, SVP Business Development, NovaMed; Kenneth Hancock, President and Chief Development Officer, Meridian Surgical Partners; Richard Pence, President and COO, National Surgical Care; George Goodwin, SVP and Chief Development Officer, Symbion***B. Ulnar Collateral Ligament Reconstruction: “The Tommy John Surgery”***Timothy Kremchek, M.D., Medical Director, Cincinnati Reds; Larry Taylor, President and CEO, Practice Partners in Healthcare***C. The Development & Integration of Orthopedics into a Multi-Specialty ASC***William Jacobson, M.D., President, West Lakes Surgery Center; Rob McCarville, Principal, Medical Consulting Group; and John Marasco, Principal and Owner, Marasco and Associates***D. 2 Key Issues: Working with Implant Brokers and Out-of-Network Issues***Dan Connolly, Vice President, Pinnacle III***E. Turnarounds – Lessons of the Last Five Years – Expectations of the Next Five Years***Bill Southwick, President and CEO, HealthMark Partners***4:55 – 5:30 pm****A. Orthopedics in ASCs – What Works and What Doesn't From a Business and Clinical Perspective***John Cherf, M.D., Dept. of Orthopedics, The Neurologic & Orthopedic Hospital of Chicago***B. Physician Owned Hospitals – What Should You Do Now?***Ajay Mangal, M.D., CEO, Prexus Health; and Brett Gosney, CEO, Animas Surgical Hospital***C. How to Work Successfully with Generation Y***Lt. Colonel Bruce Bright, Director of Business Development, The Sanders Trust***D. The 5 Best Ways to Improve Billings and Collections and to Improve Revenue Cycle Management***Lisa Rock, President, National Medical Billing Services; and David Hamilton, President & CEO, MNET Collections***E. Common Litigation Issues in ASCs – Antitrust, Non Competes and More***Jeff Clark, Partner, and Richard Greenberg, Partner, McGuireWoods LLP*

5:30 – 7:00 pm – Networking Reception & Exhibits

SATURDAY, JUNE 13, 2009

7:30 – 8:15 am – Continental Breakfast**8:15 – 9:00 am****How Economic Conditions Impact Health Care Strategies for Success***Tom Geiser, Senior Advisor, Texas Pacific Group; and Joe Clark, Executive Vice President, Surgical Care Affiliates***9:05 – 9:50 am****A. Uni Knees and Shoulders in the Outpatient Setting – Cost, Staffing and Profitability Issues***Peter Kurzweil, M.D. and Margarita de Jesus, Administrator, Surgery Center of Long Beach***B. Key Issues Faced by ASCs Today***Thomas Yerden, CEO, Founder, TRY HealthCare Solutions***C. The Pros and Cons of Total Knees in a 23-Hour Setting – Financial and Safety Issues***Eric Monesmith, M.D., OrthoIndy; and John Martin, CEO, OrthoIndy***D. Pain Management – 5 Keys to a Superior Pain Management Program Surgery Center***Lance Lehmann, M.D., Medical Director and Liliana Rodriguez Lehmann, MBA, Hallandale Outpatient Surgical Center***E. Implant Costs: Why Facility-Physician Collaboration Makes Sense***Karen Barrow, SVP Business Development, Amerinet***9:55 – 10:35 am****A. Key Concepts to Managing an Effective Interventional Pain Management Practice and Center***Lax Manchikanti, M.D.***B. An Analysis of Clinical Outcomes for Spine – Procedures Performed in ASCs***Ken Pettine, M.D., Rocky Mountain Surgery Center***C. Making the Best Use of An ASCs IT System***Jeff Blankinship, President, Surgical Notes***D. Tracking and Improving Patient Satisfaction and How to Apply the Measures to Improve Results***Paul Favaclas, President and CEO, CTQ Solutions***10:40 – 11:20 am****A. The 10 Statistics Your ASC Should Examine Each Week***Shannon Blakeley, VP Operations, National Surgical Care***B. 7 Keys to Successful Physician Hospital Joint Ventures***Edward Hetrick, President and CEO, Facility Development and Management; and Christian Ellison, VP, Health Inventures***C. Practical Case Costing and Benchmarking for Orthopedic, Spine and Pain-Driven ASCs – Strategies You Can Use Monday Morning***Susan Kizirian, COO, and Anne Geier, VP, Ambulatory Surgical Centers of America***D. 2009 Pain Management Coding Update and Pain Industry Business Trends***Linda Van Horn, MBA***11:25 am – 12:05 pm****A. Buying and Selling ASCs – 5 Key Concepts***Scott Becker, JD, CPA, Partner and Scott Downing, Partner, McGuireWoods LLP***B. Cost Justifying an EHR, What Is The ROI?***Todd Logan, Regional VP, Source Medical; Daren Smith, Administrator, Fremont Surgical Center***C. Practical Case Costing and Benchmarking for Orthopedic, Spine and Pain Driven ASCs – Strategies You Can use Monday Morning (continued)***Susan Kizirian, COO, and Anne Geier, VP, Ambulatory Surgical Centers of America***D. 10 Keys to Improve Coding for Orthopedic, Spine and Pain in ASCs***Christina Bentin, Founder, Coding Compliance Management***12:10 – 1:00 pm****Legal Q & A; Safe Harbors; War and Peace with Hospitals***Scott Becker, JD, CPA, Partner, McGuireWoods LLP***1:00 pm – Meeting Adjourns****To Sign Up for Becker's ASC Review E-Weekly, go to www.BeckersASC.com**

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
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- 1** Obtain practical guidance on key specialties – orthopedics, spine and pain management – that you can apply to your ASC immediately.
- 2** 68 Sessions, 94 Speakers, 30 CEOs, 24 Physician Leaders, and more.
- 3** Critical business, clinical and legal issues.
- 4** Gain new insight on how to add cases and physicians to your ASC.
- 5** Understand how to add more complex cases.
- 6** Hear great insight on orthopedics, spine, neurosurgery, and pain management.
- 7** Hear how to improve case-costing and benchmarking.
- 8** Consider joint-ventures.
- 9** Learn new means to reduce implant and device costs.
- 10** Discuss great ideas with great colleagues from around the country.
- 11** Enjoy Chicago, Michigan Avenue and have fun.
- 12** What cases can and can't be added to your ASC.
- 13** Hear about the future of legislation and about ASCs.
- 14** Improve your coding and improve reimbursement.
- 15** Improve your managed care contracting.
- 16** Understand the value of your ASC.

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Kenneth Austin, M.D.
Ramapo Valley Surgery Center
Karen Barrow, SVP Business Development
Amerinet
Mark Beaugard, M.D.
Turks Head Surgery Center
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Edward Hetrick, President and CEO
Facility Development and Management
William Jacobson, M.D., President
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