



BECKER'S
ASC REVIEW
Practical Business, Legal and Clinical Guidance for Ambulatory Surgery Centers

ASC Communications



18th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

THE BEST ANNUAL ASC BUSINESS AND CLINICAL CONFERENCE

Improving the Profitability of Your ASC – Thrive Now and in the Future

- Improve Your Profits Monday Morning; the best annual business and clinical focused ASC conference
- Great topics and speakers focused on key business, clinical and legal issues facing ASCs
- 90 sessions, 132 speakers
- Focused on Surgeons, Proceduralists, ASC Physician Owners, Directors of Nursing and Administrators and Others Examining Leadership and Opportunities in ASCs
- Immediately useful guidance plus great keynote speakers
- Have an outstanding time in Chicago
- ASCs, Healthcare, and Washington DC
- Pre-Conference Keynote - Bill Walton, Hall of Fame NBA Basketball Player
- Keynote speaker - Sam Donaldson, ABC News Veteran and former Chief White House Correspondent for ABC News
- Keynote Speaker - Adrian Gostick, Author and Global Thought Leader on Workplace Strategy and author of the best seller, *The Carrot Principle*
- Earn your CME, CASC, CEU Credits - 14.25 CME and CEU credits
- Big Thoughts Combined with Practical Guidance
- Great Networking
- Understand the impact that hospital physician integration efforts will have on ASCs - Understand the market for recruiting, buying and selling ASCs, understand benchmarking, infection control and key issues impacting ASCs

October 27-29, 2011

Westin Michigan Avenue • Chicago, Illinois

For more information, call (703) 836-5904 or (800) 417-2035

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

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Register online: <https://www.ascassociation.org/chicagoOct2011.cfm>

Improving the Profitability of Your ASC – Thrive Now and in the Future

This exclusive conference brings together surgeons, administrators and ASC business and clinical leaders to discuss how to improve your ASC and its bottom line in these challenging but opportunity-filled times.

The best minds in the ASC field will discuss opportunities for ASCs plus provide practical and immediately useful guidance on how to bring in more cases; improve reimbursement; manage, reduce and benchmark costs; introduce new specialties; engineer a turnaround; work on joint-ventures with hospitals and much, much more.

The Becker's ASC Review/ASC Communications – Ambulatory Surgery Foundation difference:

- 1) Benefit from the combined efforts of Becker's ASC Review/ASC Communications and the Ambulatory Surgery Foundation to attract attendees and speakers that are among the smartest people in the ASC industry today.
- 2) Take discussion and thinking to the highest levels, focusing on the physician-owners, medical directors, ASC administrators and business minded directors of nursing.
- 3) Access expert views from all sides of the ASC world.

PROGRAM SCHEDULE

Pre Conference – Thursday October 27, 2011

11:30am – 1:00pm	Registration
1:00pm – 5:30pm	Pre-Conference
5:30pm – 7:00pm	Reception, Cash Raffles, Exhibit Hall

Main Conference – Friday October 28, 2011

7:00am – 8:00am	Continental Breakfast and Registration
8:00am – 5:05pm	Main conference, Including Lunch and Exhibit Hall Breaks
5:05pm – 6:30pm	Reception, Cash Raffles, Exhibit Hall

Conference – Saturday October 29, 2011

7:00am – 8:10am	Continental Breakfast
8:10am – 12:20pm	Conference

Thursday, October 27, 2011

1:00 – 1:40 pm

A. Key Concepts to Fixing Physician Hospital Joint Ventures Gone South

Brent W. Lambert, MD, FACS, Principal & Founder, and Luke Lambert, CFA, CASC, CEO, Ambulatory Surgical Centers of America

B. Business Planning for Orthopedic and Spine Driven Centers

Jeff Leland, CEO, Blue Chip Surgical Center Partners

C. Benchmarking for GI Centers

Robert Estes, VP Operations, and Susan Kramer, Director of Clinical Support, Physicians Endoscopy

D. How Do You Value Your ASC For Sale? What is the Value in a Majority Sale Transaction?

Can Hospitals Pay More if They can Convert to an HOPD or Apply Managed Care Contracts?

What is the Value in a Sale of a Small Percentage to a Physician?

Vincent M. Kickirillo, Partner, VMG Health

E. Managed Care Negotiation Strategies - Using Transparency and Case Data to Show Payers How ASCs Save Them Money

I. Naya Kehayes, MPH, CEO & Managing Principal, and Matt Kilton, MBA, MHA, Principal and Chief Operating Officer, EVEIA HEALTH Consulting and Management

F. Infection Control in ASCs - Best Practices and Current Ideas

Phenelle Segal, RN, CIC, President, Infection Control Consulting Services, LLC

1:45 – 2:25 pm

A. Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits

Rob Westergard, CPA, CFO, Susan Kizirian, COO Ambulatory Surgical Centers of America

B. Developing a Spine Driven ASC: the Essentials for Success

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

C. Ophthalmology, ENT and Podiatry in ASCs - Key Thoughts and Trends

Jeff Peo, Vice President of Acquisitions & Development, Ambulatory Surgical Centers of America

D. Should You Sell Your ASC? - A Step by Step Plan for Selling Your ASC - How to Maximize the Price, Terms and Results and How to Handle the Process

Luke Lambert, CFA, MBA, CASC, CEO, Ambulatory Surgical Centers of America. Introduced by Scott Downing, Partner, and Gretchen Heinze Townshend, Associate, McGuireWoods, LLP

E. Should You Outsource Billing and Collections or Keep It in House?

Caryl Serbin, RN, BSN, LHRM, Executive Vice President and Chief Strategy Officer, Source-Medical Solutions, Revenue Cycle Solutions

F. Effective Clinical Benchmarking and Infection Control

Regina Robinson, Director, Peninsula Surgical Center

2:30 – 3:05 pm

A. 10 Statistics Your ASC Should Review Each Day, Week, and Month and What to do About Them

Reed Martin, Chief Operating Officer, Surgical Management Professionals

B. What Percentage of Key ASC Specialties Will be Employed by Hospitals Within 5 Years - Orthopedics, GI and Ophthalmology

Brian Mathis, Vice President, Strategy, Surgical Care Affiliates, Mike Lipomi, CEO, Surgical Management Professionals, Jimmy St. Louis, III, MBA, CEO, Advanced Healthcare Partners, Strategic Advisor, Laser Spine Institute, and moderated by Amber McGraw Walsh, Partner, McGuireWoods LLP

C. An Introduction to a Retirement Concept Tailored to Physicians and Doctors Groups

Steven D. Schaumberger, and Ken Crabb, JR KATZ

D. Physician-Hospital Joint Ventures - How to Resolve Conflict and Keep the Venture Thriving

Dawn McLane, Regional VP, Health Inventures,

E. Being a Great Administrator - Core Concepts to Develop Raving Physician Fans

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Joe Zasa, JD, Managing Partner, ASD Management, and Stephanie Stinson, RN, BSN, CASC, Administrative Director, Strictly Pediatrics Surgery Center

F. How to Determine When To Go In-Network vs. Out-Of-Network

Rob Murphy, President, Murphy Healthcare Group

3:10 – 3:50 pm

A. Assessing the Future Demand for ASCs, A Panel Discussion

Barry Tanner, President & CEO, Physicians Endoscopy, Brian Mathis, Vice President Strategy, Surgical Care Affiliates, and Vivek Taparia, Director of Business Development, Regent Surgical Health

B. Impact of Healthcare Reform on Physician Practices and ASCs

Charles “Chuck” Peck, MD, CEO, Health Inventures

C. Key Thoughts From Great Medical Directors - Managing Expenses and Managing Physicians

Alfred McNair, MD, Steven Schuleman, MD, and moderated by Nap Gary, Chief Operating Officer, Regent Surgical Health

D. Anti-Kickback and Stark Act Compliance - Common Issues for ASCs

Scott Becker, JD, CPA, Partner, Melissa Szabad, JD, Partner, and Lainey Gilmer, Associate, McGuireWoods LLP

E. What Can Be Paid for Co-Management? Should You Enter Into a Co-Management Relationship? Co-Management Arrangements Valuation and Other Issues

Jen Johnson, CFA, Managing Director, VMG Health

F. Meaningful Use, EMR and Other Key IT Issues for ASCs

Marion K. Jenkins, PhD, FHIMSS, Founder, CEO, QSE Technologies, Scott Palmer, President & COO, Ambulatory Surgery Center Division, SourceMedical Solutions, Jeff Blankinship, President & CEO, Surgical Notes, Faris Zureikat, Administrator, North Texas Surgery Center, USPI, Holly Carnell, Associate, McGuireWoods LLP

Roundtable Discussion

Establishing and Operating Successfully in a Small Market

Joseph Zasa, JD, Partner, ASD Management, and TK Miller, MD, Associate Professor, Dept. of Surgery, VTC School of Medicine, Medical Director, Roanoke Ambulatory Surgery Center, Carilion Clinic Orthopaedics/Sports Medicine

3:55 – 4:30 pm

A. Orthopedics and Spine - Physician Payor Relationships and Evolving Changes

John Cherf, MD, MPH, MBA, President, OrthoIndex, Steven H. Stern, MD, MBA, Vice President, Cardiac & Orthopaedics/Neuroscience, and Michael R. Redler, MD, The OSM Center, moderated By Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Private Equity's Role in and View of the ASC Market

Joe Clark, EVP & Chief Development Officer, Surgical Care Affiliates, David F. Bacon, Jr., CEO, Meridian Surgical Partners, Geoffrey C. Cockrell, Partner, McGuireWoods LLP, and Michael Stroup, Vice President Development, United Surgical Partners International

C. Revenue Capture for Endoscopy Centers - Best Practices and Great Ideas

Linda K. Peterson, CEO, Executive Solutions for Healthcare

D. ASC Litigation - Can Non-Competes be Enforced? What to Do When the FBI or OIG Calls? How to Work with Payors

Jeffrey C. Clark, Partner, and David J. Pivnick, JD, BBA, Associate, McGuireWoods LLP

E. What is Great and What is not Great Physician Leadership for Your ASC

Brad Lerner, MD, Summit ASC

F. Evaluating the Return on Investment: Outsourcing Key Business Office Operations

Kim Woodruff, Vice President Corporate Finance & Compliance, PINNACLE III

4:30 – 5:30 pm - KEYNOTE

Climbing Up the Mountain - One More Time

Bill Walton, Former ABC, ESPN, NBC Basketball Announcer, Hall of Fame NBA Basketball Player

5:30 – 7:00,

Networking Reception, Raffles and Exhibits

Friday, October 28, 2011

8:00 am

Introductions

Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

8:10 – 8:45 am - KEYNOTE

The View from Washington: Politics, Healthcare Reform and the 2012 Election

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

8:50 – 9:30 am – General Session

ASCs, Healthcare and Washington DC

Brent W. Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, Tom Mallon, CEO Regent Surgical Health, Michael E. Russell, II, MD, President, Physician Hospitals of America, Texas Spine and Joint Hospital, Tom Price, MD, U.S. Congressman, Moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News

9:35 – 10:20 am - KEYNOTE

A. KEYNOTE - How the Best Managers use Recognition to Accelerate Performance

Adrian Gostick, Author and Global Thought Leader on Workplace Strategy

B. The ASC Association Legislative Priorities - and What We Will See for the Next Five Years

William Prentice, JD, Executive Director, and Steve Miller, Director of Government and Public Affairs, Ambulatory Surgery Center Association

C. How to Evaluate & Implement New Profitable Services into an ASC

Robert Zasa, MSHHA FACMPE, Founder, ASD Management, and Kenneth Austin, MD, Orthopedic Surgeon, Rockland Orthopedics and Sports Medicine

D. ACOs in Action

Andrew Ziskind, MD, Senior Executive, Accenture, and Matthew Walsh, Chief Operating Officer, Henry Ford Physician Network

11:25 – 12:10 pm

A. The State of the Unions for ASCs

Andrew Hayek, President & CEO, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee

B. Interventional Pain Management - What the Next Few Years Will Look Like

Laxmaiah Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians

C. Hospital and Physician Alignment in the Wake of Healthcare Reform - The Expectations for the Next Five Years

Kate Lovrien, Senior Manager, Kurt Salmon and Associates

D. What are the Key Issues Facing Great ASC Administrators

Kara Vittetoe, Administrator, Thomas Johnson Surgery Center, Tracey Hood, Administrator, Ohio Valley Ambulatory Surgery Center, Brooke Smith, Administrator, Maryland Surgery Center for Women, and moderated by Susan Kizirian, COO, Ambulatory Surgical Centers of America

12:15 – 1:00 pm

A. Developing a Strategy for Your ASC

Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners, Mike Doyle, CEO, Surgery Partners, Danny Bundren, Vice President Development, Symbion Healthcare

B. Endoscopy Centers - Key Trends and Issues

Frank Principati, COO and Frank Coll, VP New Business Development, Physicians Endoscopy

C. Orthopedics and Spine in ASCs - Key Trends and Ideas

John D. Atwater, MD and Richard A. Kaul, MD, Board Certified Minimally Invasive Spine Specialist & Owner, New Jersey Spine and Rehabilitation, Moderated by Jeff Leland, CEO, Blue Chip Surgical Center Partners

D. Anesthesia in ASCs

David Shapiro, MD, CHC, CHCQM, CHPRM, LHRM, CASC, Partner, Ambulatory Surgery Company, LLC

E. Accreditation 101, Everything You Need to Know About Accreditation

Bernard McDonnell, DO, Healthcare Facilities Accreditation Program

1:00 – 2:00 pm

Networking Lunch & Exhibits

2:00 – 2:40 pm

A. The Best Ideas to Improve Volume and Profits

Bryan Zowin, President, Physician Advantage, Inc., John C. Steinmann, DO, Alliance Surgical Distributors, Robin Fowler, MD, Executive Director and Owner, Interventional Management Services, and Keith Metz, MD

B. ASC Turnaround Case Study, From Zero to Wow!

Joseph Zasa, JD, Managing Partner, ASD Management, and Daniel C. “Skip” Daube, Jr., MD, FACS, Founder, Surgical Center for Excellence, Panama City

C. Is There Still Room for Joint Venture ASCs in the Physician-Hospital Integration Tool Kit - The Pros and Cons to ASCs

Allan Fine, Senior Vice President, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary, and Brandon Frazier, Vice President Development & Acquisitions, Ambulatory Surgical Centers of America

D. Should You Sell Your Practice to a Hospital? What Will the Agreement Look Like? What are the Key Issues?

Kristin A. Werling, Partner, Geoffrey C. Cockrell, Partner, and Gretchen Heinze Townshend, Associate, McGuireWoods LLP

2:00 – 3:25 pm

E. Managed Care Contracting - 1) How Do You Align Your ASC with Physicians 2) Update on CMS Payment System and How it Impacts on Negotiations 3) Fee Schedule Numbers and Ensuring Revenue Collection from Contracts

I. Naya Kehayes, MHP, Managing Partner & CEO, and Matt Kilton, Principal and COO, Eveia Health Consulting and Management

2:00 – 2:40 pm

F. CMS Inspections Surveys; Are You Ready?

Tracy Hoefft-Hoffman, Administrator, Hastings Surgery Center

2:45 – 3:25 pm

A. The Best Ideas for Physician-Hospital Alignment

Allan Fine, Senior Vice President, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary, Charles “Chuck” Peck, CEO, Health Inventures, R. Blake Curd, MD, Board Chairman, Surgical Management Professionals, Robert Boeglin, MD, President, IU Health Management, and moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Surgeon Hospital Partnerships Models

Jeff Simmons, Chief Development Officer, and Bo Hjorth, Vice President, Business Development, Regent Surgical Health

C. Developing an Outstanding ASC Quality Program That Can be Implemented and Makes a Difference

Linda Lansing, Senior Vice President of Clinical Services, Surgical Care Affiliates

D. Physician-Owned ASCs and Hospitals - The Best Strategies for the Next Five Years

Michael J. Lipomi, MSHA, President & Chief Executive Officer, Surgical Management Professionals

F. Governing Body Documentation, Meeting CMS and Accreditation Requirements

Sandra Jones, FHFMA, LHRM, CASC, Ambulatory Strategies, Inc.

4:00 – 4:30 pm

A. Extreme Makeover: Surgery Center Edition - Lessons Learned From a Dozen Turnaround Projects

Chris Bishop, Senior Vice President, Acquisitions & Business Development, Blue Chip Surgical Center Partners

B. Ophthalmology in ASCs, Key Issues

Edward Glinski, DO, Healthcare Facilities Accreditation Program

C. Endoscopy Centers - Taking Steps to Prepare an Endoscopy Center for Sale - How to Maximize Your Transaction

Jonathan Vick, President, ASCs, Inc.

D. Helping Large Specialty Physician Groups Navigate the Next Few Years

Marc Steen, Vice President of Development, United Surgical Partners International

E. Business and Financial Relationships with Hospitals - Co-Management, Joint Ventures and Employment - Key Valuation Issues

Todd J. Mello, ASA, AVA, MBA, Principal & Founder, HealthCare Appraisers, Inc.

F. Direct Marketing to Patients to Increase Case Volume

Jimmy St. Louis III, MBA, CEO, Advanced Healthcare Partners, Strategic Advisor, Laser Spine Institute

4:35 – 5:05 pm

A. Q&A Panel: Will Evidence Based Medicine Kill

Spine? Will Practice Acquisitions by Hospitals Kill ASCs? Should ASCs Employ Physicians? Where are the Profits in Pain Management?

Terry L. Woodbeck, CEO, FAHC, Tulsa Spine & Specialty Hospital, Thomas J. Pliura, MD, JD, PC, Physician & Attorney at Law, zChart, R. Blake Curd, MD, Board Chairman, Surgical Management Professionals and Thomas J. Chirillo, SVP Corporate Development, Surgery Partners

B. Physician-Owned Distribution Companies - Doing It The Right Way

John C. Steinmann, DO, Alliance Surgical Distributors

C. Urology Issues for ASCs

Herbert W. Riemenschneider, MD, Riverside Urology, Inc.

D. Trends in Buying and Selling ASCs: Mergers and Acquisitions of Surgery Centers

Patrick Richter, Vice President Business Development USPI, Blayne Rush, President, Ambulatory Alliances, Michael Weaver, VP Acquisitions & Development, Symbion, Inc.

E. Key Compliance Risks in ASC Billing

Bill Gilbert, Vice President, AdvantEdge Healthcare, and Brice Voithofer, Vice President, ASC Services

F. The Most Common Medical Staff Issues and How to Handle Them

Thomas J. Stallings, Partner, McGuireWoods LLP

Roundtable Discussions

2:00 - 2:40 pm

Physician-Owned Ancillaries - Device Companies, Anesthesia, Pathology and Pharmacy and More

Richard Kube, MD, CEO, Founder & Owner, Prairie Spine and Pain Institute, John C. Steinmann, DO, Alliance Surgical Distributors and Mark Farrow, President, Compression Solutions, moderated by Helen H. Suh, Associate, McGuireWoods LLP

2:45 - 3:25 pm

Capital Markets Update - Key Thoughts from Lead Investment Strategists/Managers

Gregory D. Miller, Senior Investment Advisor, and Beata Kirr, Senior Portfolio Manager, Sanford C. Bernstein & Co., LLC

4:00 - 4:30 pm

Metrics and Improving Performance

John Seitz, CEO, Ambulatory Surgical Group

4:35 - 5:05 pm

Are We Profitable? Driving ASC Performance Through Effective Financial Management

Rajiv Chopra, Principal & Chief Financial Officer, The C/N Group

5:05 – 6:30 pm

Networking Reception, Raffles and Exhibits

Saturday, October 29, 2011

8:15 – 9:00 am

A. The 5 Best and Worst Specialties for ASCs - An Outlook for the Next Five Years

Larry Taylor, CEO, Practice Partners in HealthCare

B. Improving Revenue Capture: Best Practices in Coding, Documentation and Charge Capture

Rosalind Richmond, Coding Compliance Officer, and Yvonda Moore, Director of Implementation, GENASCIS

9:05 – 9:45 am

A. The Role of the Medical Director and Physician Leaders in ASCs

John Byers, MD, Medical Director, Surgical Center of Greensboro, Orthopaedic Surgical Center

B. Optimizing Business Office Performance

Paul Davis, CPA, CMA, Amblitel

C. Infection Prevention in ASCs: Looking Ahead - What Does the Future Hold

Marilyn Hanchett, RN, CIC, Senior Director, Clinical Innovation, APIC

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

Greg Zoch, Partner & Managing Director, Kaye/Bassman International Corp., Christopher Collins, Jr., RN, BSHCS, Administrator, NJSR Surgical Center, LLC, Woodrow “Woody” M. Moore, Founder, The Physician’s Advocate and Texas ASC Society, and Danny E. Bundren, CPA, JD, Vice President Development/Operations, Symbion Healthcare, moderated by Rachel Fields, Managing Editor of Becker’s ASC Review

E. RAC Readiness

Elizabeth Lamkin, Partner, and William C. Behrens, Partner, PACE Healthcare Consulting, LLC

9:50 – 10:30 am

A. The Best and Worst Procedures for ASCs and What an ASC Should Get Paid

Matt Lau, Director of Financial Analysis, Mike Orseno, Revenue Cycle Director, and Vivek Taparia, Director of Business Development, Regent Surgical Health

B. Determining the Exact Cost of a Procedure

Terry Woodbeck, CEO, FAHC, Tulsa Spine & Specialty Hospital

C. Infection Prevention and the CMS Infection Prevention Mandate for ASCs: Key Strategies to Enhance Performance

LoAnn Vande Leest, RN, MBA-H, CNOR, Chief Executive Officer, and Fawn Esser-Lipp, The Surgery Center, LLC

D. How to Improve Coding for ASC Procedures - A Discussion of Orthopedic, GI and Ophthalmology Procedures

Stephanie Ellis, RN, CPC, President, Ellis Medical Consulting

E. The Future Is Now, Preparing You and Your Practice for a Changing Environment

Pedro Vergne-Marini, MD, Founder and Managing Member, Physicians’ Capital Investments

10:35 – 11:15 am

A. 3 Core Orthopedic and Practice Group Initiatives - Hospitals and Ancillaries Service Line Management Agreements and Becoming Leaner

John Martin, CEO, OrthoIndy

B. Environmental Cleaning & Disinfection - Best Practices

Jack Wagner, President & Founder, Micro-Scientific Industries

C. Ophthalmology in ASCs - Current Trends and Issues

Michael A. Romansky, JD, Washington Counsel, VP for Corporate Development, Outpatient Ophthalmic Surgery Society

D. Advanced Benchmarking of Financial and Clinical Results

John Goehle, CASC, MBA, CPA, Ambulatory Healthcare Strategies, LLC

11:20 – 12:20 pm

Key Legal Issues and Legal Compliance Boot Camp - The Core Elements of a Successful Compliance Plan

Scott Becker, JD, CPA, Partner, Lainey Gilmer, Associate

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CONFERENCE SPEAKERS

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18th Annual Ambulatory Surgery Centers Conference
Improving Profitability and Business and Legal Issues

FROM BECKER'S ASC REVIEW, ASC COMMUNICATIONS, THE ASC ASSOCIATION AND THE AMBULATORY SURGERY FOUNDATION

OCTOBER 27-29, 2011

WESTIN MICHIGAN AVENUE • CHICAGO, ILLINOIS

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SAMPLE TOPICS INCLUDE

- ASCs, Healthcare and Washington DC
- The State of the Union for ASCs
- Legislative Priorities and What We Will See For The Next Five Years
- NBA Basketball Player Bill Walton on Leadership and Motivation
- Hospital and Physician Alignment in the Wake of Healthcare Reform
- Orthopedics and Spine in ASCs
- Key Concepts for Fixing Physician Hospital Joint Ventures Gone South
- Benchmarking for GI Centers
- Should You Sell Your ASC?
- How Do You Value Your ASC for Sale?
- Infection Control in ASCs
- What are the Key Issues Facing Great Administrators?
- Anesthesia in ASCs
- Managed Care Contracting
- The Five Best and Worst Specialties for ASCs
- The Five Best and Worst Procedures for ASCs and What an ASC Should be Paid
- Developing an Outstanding ASC Quality Program
- Surgeon Hospital Partnership Models
- Sam Donaldson on Politics, Healthcare Reform and the 2012 Election
- Adrian Gostick on How the Best Managers Use Recognition to Accelerate Performance
- 10 Statistics Your ASC Should Review Every Day
- Should You Outsource Billing and Collections or Keep it In-House?
- How to Evaluate and Implement New Profitable Services into an ASC
- ASC Turnaround Case Study, From Zero to Wow!
- Ophthalmology in ASCs
- Helping Large Specialty Physician Groups Navigate the Next Few Years
- The Most Common Medical Staff Issues and How to Handle Them

TARGET AUDIENCE

This conference is designed to provide ASC physician owners and leaders, and all physicians involved in a single or multi specialty ASC the latest information on business, legal and regulatory issues, and improving the profitability of and establishing ASCs.

CONTINUING EDUCATION CREDITS CME CREDITS

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