10th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference
Improving Profitability and Business and Legal Issues

June 14-16, 2012
Westin Hotel • North Michigan Avenue • Chicago, Illinois

- Keynote Coach Lou Holtz, Legendary Football Coach, Analyst, ESPN
- Keynote Tucker Carlson, Contributor, FOX News, Editor-In-Chief, The Daily Caller and Senior Fellow, The Cato Institute - An Outlook on Politics and The Election
- The Best Ideas and Biggest Threats to Orthopedics and Spine - Tom Mallon, CEO, Regent Surgical Health, Brian Cole, MD, MBA, Professor, Dept. of Orthopedics, Dept. of Anatomy and Cell Biology, Section Head, Cartilage Restoration Center, Rush Division of Sports Medicine, R. Blake Curd, MD, Board Chairman, Surgical Management Professionals, and Jeff Leland, CEO, Blue Chip Surgical Center Partners, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News
- Healthcare Reform, Politics, and The Next 4 Years - Laxmaiah Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians, Thomas J. Bombardier, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, John Caruso, MD, Neurosurgeon, Parkway Surgery Center, and Robert Zasa, MSHHA, FACMPE, Founder, ASD Management, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News
- Evolving Clinical Developments in Interventional Pain Management - Mark Coleman, MD, Senior Partner, National Spine and Pain Centers, LLC
- Moving Spine Procedures to ASCs - Key Business and Clinical Issues - Panel Discussion with Paul Schwaegler, MD, Seattle Spine Institute, PLLC, Richard Kube, MD, CEO, Founder/Owner, Prairie Spine & Pain Institute, Devin Datta, MD, Melbourne Surgery Center, moderated by Jeff Leland, President & CEO, Blue Chip Surgical Center Partners
- 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
- 10 Best Practices to Improve Billing and Collections - Lisa Rock, President, National Medical Billing Services
- Orthopedics Hospital Joint Ventures, Bundled Payments, 16,000 Cases and Are There Lessons That Can Be Applied to Other Facilities and Systems - James T. Caillouette, MD, Surgeon In Chief, Hoag Orthopedic Institute
- The Key Legislative Priorities of the ASC Industry - William Prentice, JD, Executive Director, ASC Association
- Hand Surgery – Key Business Issues for ASCs and Physician Owned Hospitals - R. Blake Curd, MD, Board Chairman, Surgical Management Professionals
- Developing a Spine-Driven ASC: The Essentials for Success - Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners
- The State of The ASC Industry - Andrew Hayek, President & CEO, Surgical Care Affiliates
- 7 Keys to Make Orthopedic and Pain-Driven ASCs More Profitable - Larry Taylor, President & CEO, Practice Partners in Healthcare, Inc.
- 102 Sessions, 134 Speakers

For more information, call (800) 417-2035
If you would like to sponsor or exhibit at this event, please call (800) 417-2035

To Register, Call (800) 417-2035 • Fax (866) 678-5755
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Improving the Profitability of Your Orthopedic, Spine and Pain Management-Driven ASC – Thrive Now and in the Future

This exclusive orthopedic, spine and pain management-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.

- 102 Sessions
- 134 Speakers
- 25 CEOs as Speakers
- 30 Physician Leaders as Speakers
- Lou Holtz, Legendary Football Coach, Analyst, ESPN
- Tucker Carlson, Contributor FOX News and Editor-In-Chief, The Daily Caller
- Keynote Panels led by Sam Donaldson, ABC News Veteran
- Great Participants From All Over the Country
- Business, Clinical and Legal Issues

The Becker’s ASC Review/ASC Communications difference:
1) Benefit from the efforts of Becker’s ASC Review and ASC Communications 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.

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PROGRAM SCHEDULE

Pre Conference – Thursday, June 14, 2012
11:30am – 1:00pm  Registration
12:00pm – 4:30pm  Exhibitor Set-Up
1:00pm – 5:40pm  Pre-Conference Workshop • Concurrent Sessions A, B, C, D, E, F
5:40pm - 7:00pm  Reception, Cash Raffles and Exhibits

Main Conference – Friday, June 15, 2012
7:00am – 8:00am  Continental Breakfast and Registration
8:00am – 5:20pm  Main conference, Including Lunch and Exhibit Hall Breaks
5:20pm – 6:30pm  Reception, Cash Raffles, Exhibit Hall

Conference – Saturday, June 16, 2012
7:00am – 8:00am  Continental Breakfast and Registration
8:10am – 12:30pm  Conference

Thursday, June 14, 2012

Track A  Improving Profits, Valuation and Transaction Issues
1:00 – 1:40 pm
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

1:45 – 2:15 pm
10 Statistics Your ASC Should Review Each Day, Week and Month, and What To Do About Them
Brian Brown, Regional Vice President, Operations, Meridian Surgical Partners

2:20 – 2:50 pm
Utilizing Spine Cases to Improve the Profitability of Underutilized Poorly Performing ASCs
Chris Bishop, SVP Acquisitions & Business Development, Blue Chip Surgical Center Partners,

2:55 – 3:25 pm
7 Keys to Make Orthopedic and Pain-Driven ASCs More Profitable
Larry Taylor, President & CEO, Practice Partners in Healthcare, Inc.

3:30 – 4:00 pm
An Integrated Approach to Introducing Direct to Consumer Marketing to Your Practice =- How it Can Deliver Superior Financial Results
Jimmy St. Louis, CEO, Advanced Healthcare Partners

4:05 – 4:35 pm
Jen Johnson, CFA, Managing Director, VMG Health

4:40 – 5:40 pm  KEYNOTE
Leadership and Management in 2012
Lou Holtz, Legendary Football Coach and Analyst, ESPN

Track B – Spine
1:00 – 1:40 pm
Business Planning for Spine-Driven Centers
Jeff Leland, CEO, Blue Chip Surgical Center Partners, and Devin Datta, MD, Melbourne Surgery Center

1:45 – 2:15 pm
Minimally Invasive Multi-Level Fusions in ASCs
Richard Kaul, MD, Owner, New Jersey Spine and Rehabilitation

2:20 – 2:50 pm
Moving Spine Procedures to ASCs – Key Business and Clinical Issues
Paul Schwaegele, MD, Seattle Spine Institute, PLLC, Richard Kube, MD, CEO, Founder & Owner, Prairie Spine & Pain Institute, Devin Datta, MD, Melbourne Surgery Center, moderated by Jeff Leland, President & CEO, Blue Chip Surgical Center Partners

2:55 – 3:25 pm
The Best Ideas for Marketing Spine and Patient Development
Daniel Goldberg, Director of Business Development, New Jersey Spine and Rehabilitation

3:30 – 4:00 pm
Bundled Contracting Initiatives for Orthopedics and Spine
Marshall Steele, MD, Orthopedic Surgery, Marshall Steele & Associates

4:05 – 4:35 pm
Minimally Invasive Spine Surgery for Degenerative Spine Conditions
Miquel Lis-Planells, MD, Michigan Head & Spine Institute

Track C – Pain Management and Spine

1:00 – 1:40 pm
Evolving Clinical Developments in Interventional Pain Management, The Mild Procedure
Mark Coleman, MD, Senior Partner, National Spine and Pain Centers, LLC
Friday, June 15, 2012

7:00 – 8:00 am – REGISTRATION AND CONTINENTAL BREAKFAST

GENERAL SESSION
8:00 am
Introductions - Scott Becker, JD, CPA, Partner - McGuireWoods LLP

8:10 – 8:55 am - Keynote
An Outlook on Politics, Healthcare and the Election
Tucker Carlson, Contributor, FOX News, Editor-In-Chief, The Daily Caller and Senior Fellow, The Cato Institute

9:00 – 9:40 am – Keynote Panel
Healthcare Reform, Politics, and The Next 4 Years
Laxmiahn Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians, Thomas J. Bombardier, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, John Caruso, MD, Neurosurgeon, Parkway Surgery Center, and Robert Zasa, MS, MBA, FACP, Founder, ASD Management, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News

9:45 – 10:35 am
The Best Ideas and Biggest Threats to Orthopedics and Spine
Tom Mallon, CEO, Regent Surgical Health, Brian Cole, MD, MBA, Professor, Dept. of Orthopaedics, Dept. of Anatomy and Cell Biology, Section Head, Cartilage Restoration Center, Rush Division of Sports Medicine, R. Blake Curd, MD, Board Chairman, Surgical Management Professionals, and Jeff Leland, CEO, Blue Chip Surgical Center Partners, moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News

10:30 – 11:05 am – Networking Break & Exhibits

11:05 – 11:35 am
The State of The ASC Industry
Andrew Hayek, President & CEO, Surgical Care Affiliates

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Track A
11:40 – 12:20 pm
Orthopedics Hospital Joint Ventures, Bundled Payments, 16,000 Cases and Are There Lessons That Can Be Applied to Other Facilities and Systems
James T. Cailleouette, MD, Surgeon In Chief, Hoag Orthopedic Institute

12:25 – 1:05 pm
Developing a Spine-Driven ASC: The Essentials for Success
Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners

Track B
11:40 – 12:20 pm
Key Concepts to Improve the Profitability and Outcomes of Spine Programs
Kenneth Pettine, MD, Loveland Surgery Center, Timothy T. Davis, MD, DARNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Larry Teuber, MD, President, Medical Facilities Corp., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

12:25 – 1:05 pm
Spine Surgery: The Next 5 Years
David Abraham, MD, Reading Neck and Spine Center, Bob Reznik, MBA, President, Prizm Development, Inc., David Rothbart, MD, FACS, FACPE, Medical Director, Spine Team Texas, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

Track C
11:40 – 12:20 pm
Myth Behind the Multiple
Jason L. Rachuber, CPA, ASA, Partner, HealthCare Appraisers, Inc.

12:25 – 1:05 pm
The Importance of Measuring Clinical Outcomes for Pain Management
Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine

Track D
11:40 – 12:20 pm
The Best Ideas for Orthopedics Now

12:25 – 1:05 pm
Strategies for Transitioning from Out of Network to a Contracted ASC Model
Greg Horner, MD, Managing Partner, Smithfield Surgical Partners, LLC

Track E
11:40 – 1:05 pm
An 80 Minute Workshop - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits
Robert Westergard, CPA, CFO, Susan Kizirian, Chief Operations Officer, and Ann Geier, RN, MS, CNOR, CASC, Ambulatory Surgical Centers of America

Track F
11:40 – 12:20 pm
Physician Engagement and ICD-10: The Role of the Physician in a Succession Transition
Christy A. May, MS, RHIA, and Kathy Lindstrom, RHIT, ProVation Medical

12:25 – 1:05 pm
Comparing the Reimbursement of Spine Procedures; ASCs vs. Hospitals
Richard N. W. Wohns, MD, JD, MBA, South Sound Neurosurgery, PLLC

1:05 – 1:50 PM – Networking Lunch & Exhibits

Concurrent Sessions A, B, C, D, E, F

Track A – Improving Profits, Valuation and Transaction Issues
1:50 – 2:30 pm
Physician Hospital Alignment and Business Relationships
Allan Fine, SVP & Chief Strategy and Operations Officer, The New York Eye and Ear Infirmary, Charles “Chuck” Peck, CEO, Health Inventures, and Carole Guinan, Novant Health Ambulatory Care, Todd J. Mello, ASA, AVA, MBA, Partner, HealthCare Appraisers, Inc., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

2:35 – 3:05 pm
Assessing the Profitability of Orthopedics and Spine Cases
Andrea Woodell, Director of Managed Care and Matt Lau, Corporate Controller, Regent Surgical Health

3:10 – 3:45 pm
How to Maintain Practice Independence While Effectively Partnering with Hospitals
Charles “Chuck” Peck, CEO, and Christian Ellison, Vice President, Health Inventures, LLC

3:45 – 4:15 pm - Networking Break & Exhibits

4:15 – 4:45 pm
The Best Ideas for Handling Out of Network Patients
Edward Hetrick, President & CEO, Facility Development & Management, Jeff Leland, CEO, Blue Chip Surgical Center Partners, and Danny Budren, CPA, JD, Symbion Healthcare, Kevin McDonald, EVP ASC Billing Service, SourceMedical, moderated by Melissa Szabados, Partner, McGuireWoods LLP

4:50 – 5:20 pm
What Should Great Medical Directors, Administrators, and DONs be Paid?
Greg Zoch, Partner and Managing Director, Kaye/Bassman International Corp., moderated by Rachel Fields, Editor In Chief, Becker’s ASC Review

Track B – Spine
1:50 – 2:00 pm
Complex Revision Spine Surgery and ALIFs, TLIFs, DLIFs in ASCs
Lessons Learned, Mistakes to Avoid, Tips to Consider - Devin Datta, MD, Melbourne Surgery Center

2:35 – 3:05 pm
Complex Cervical Spine – Key Developments
Krzysztof “Kris” Siemienow, MD, Adult and Pediatric Spine Surgery, Lutheran General Hospital, UIC

3:10 – 3:45 pm
Everything You Need to Know to Successfully Perform Spine Surgery in an ASC
Kenneth A. Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center

3:45 – 4:15 pm – Networking Break & Exhibits

4:15 – 4:45 pm
Intraoperative Monitoring for Spine Cases in the ASC Setting “Understanding the Technology and What a Surgery Center Should and Should Not Pay For
Timothy T. Davis, MD, DARNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, President/CEO, Alpha Diagnostics, Intraoperative Neurophysiologic Monitoring Board of Directors, Spalding Surgery Center, Board of Directors, American Board of Neurophysiologic Monitoring

4:50 – 5:20 pm
Minimally Invasive Outpatient Lumbar Fusions – A Study on Clinical Outcomes in the ASC
Alan Villaviciencia, MD, Boulder Neurological & Spine Associates, LLC

Track C – Orthopedics, Spine and Pain Management
1:50 – 2:30 pm
The Use of Implanted Epidural Catheters for Painful Orthopedic Procedures
Tim Lubenow, MD, Rush SurgiCenter

2:35 – 3:05 pm
Developing Spine Centers of Excellence
Bob Reznik, MBA, President, Prizm Development, Inc.

3:10 – 3:45 pm
Getting Started with Spine Surgery in ASCs – 6 Key Concepts
John Peloza, MD, Center for Spine Care

3:10 – 3:40 pm – Networking Break & Exhibits

4:15 – 4:45 pm
Creating a Minimally Invasive Center for Spine and Orthopedics
Sey Hrywnak, DPM, MD, CEO, AASC, Inc.

4:50 – 5:20 pm
Pain Management – Is In-Office Pain Management or Investing in an ASC the Smarter Business Decision
David M. Thoene, Managing Partner, Medical Surgical Partners, LLC

Track D – Management and Development
1:50 – 2:30 pm
Physicians, Hospitals, and Management Companies – What It Takes to Make a Winning Partnership and ASC
Jeff Simmons, Chief Development Officer, and Nap Gary, Chief Operating Officer, Regent Surgical Health

2:35 – 3:05 pm
New Developments in Orthopedic and Spine Devices and Implants
Chris Zorn, Vice President of Sales, Spine Surgical Innovation, Kenneth A. Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center and Bryan Massoud, MD, Spine Centers of America, moderated by Helen H. Suh, Associate, McGuireWoods LLP
Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs • 102 Sessions, 134 Speakers

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Saturday, June 16, 2012

Track A
8:10 – 8:50 am
Orthopedic, Spine and Pain Management Practices and ASCs – 6 Defining Issues
Michael Redler, MD, The OSM Center, Richard N.W. Wohns, MD, JD, MBA, South Sound Neurosurgery, PLLC, Walter P. Spires, Jr., CEO, Anova Orthopaedic Solutions, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

8:55 – 9:30 am
Cervical Myelopathy
Fernando Techy, MD, Adult & Pediatric Spine Surgery, Lutheran General Hospital, UIC Chicago

9:35 – 10:10 am
Building a More Robust Case for Spinal Surgery
Stephen Rothenberg, JD, Consultant, Numerof & Associates, Inc.

Track B
8:10 – 8:50 am
Information Technology for Surgery Centers – Achieving Positive Outcome and Avoiding Complications
Michael Rauh, MD, UB, Orthopaedics and Sports Medicine, Marion Jenkins, PhD, Founder & CEO, QSE Technologies, Inc., moderated by Holly Carnell, Associate, McGuireWoods LLP

8:55 – 9:30 am
10 Key Concepts from Top Performing Pain Management Programs
Amy Mowles, President & CEO, Mowles Practice Management

3:10 – 3:45 pm
Key Legal and Legislative Issues
Kristian A. Werling, Partner, McGuireWoods LLP, Bobby Hillert, Executive Director, Texas Ambulatory Surgery Center Society, Stephanie A. Kennan, SVP Government Relations, McGuireWoods Consulting, LLC, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

3:45 – 4:15 pm - Networking Break & Exhibits

4:15 – 4:45 pm
Selecting the Best Staff, Preparing and Training the Staff for Complex Spine Cases in the ASC
Nancy Boyd, Administrator, Crane Creek Surgery Center, and Gina Dolsen, RN, BSN, MA, Vice President of Operations, Blue Chip Surgical Center Partners

4:50 – 5:20 pm
Maximizing ASC and Anesthesia Group Relationships
Charles Militana, MD, North American Partners in Anesthesia

5:20 – 6:30 PM - Cocktail Reception, Cash Raffles and Exhibits

Track C
8:10 – 8:50 am
Optimizing Your Revenue Cycle
Catherine Meredith, RN, BS, CASC, Vice President of Finance, Ambulatory Surgical Centers of America

8:55 – 9:30 am
Key Practices to Improve Infection Rates and Clinical Quality
Sandra Jones, MBA, MS, CASC, FHFMA, CEO, Executive Vice President, Chief Operating Officer, ASD Management

9:35 – 10:10 am
Challenges of Spine in a Multi-Specialty ASC and the Administrator’s Role in Turning Around a Poorly Performing ASC – A Case Study
Nancy Boyd, Administrator, Crane Creek Surgery Center, and Gina Dolsen, RN, BSN, MA, Vice President, Blue Chip Surgical Center Partners

10:15 – 10:50 am
15 CPT and Coding Issues for Orthopedics and Spine
Stephanie Ellis, RN, CPC, Ellis Medical Consulting, Inc.

10:55 – 11:30 am
How ASCs Can Meet Meaningful Use, ICD 9 and Other IT Challenges
Suzanne Webb, ASC Billing Specialists, LLC

Track D
8:55 – 9:30 am
HR Practices That Dramatically Improve Quality and Profits
Thomas H. Jacobs, President & CEO, MedHQ

9:35 – 10:10 am
Infection Control and Legal Updates
Dotty J. Bollinger, RN, JD, CASC, LHCM, Chief Operating Officer, and Lisa Melamed, JD, Staff Attorney, Laser Spine Institute

10:15 – 10:50 am
Key Implantable Device Benefit Management (DBM) Issues Facing ASCs
Chris Crisman, National Vice President & General Manager, Implantable Provider Group, Inc. and Lynne Stoldt, Administrator at Melbourne Same Day Surgery Center

GENERAL SESSION
11:35 – 12:30 pm
Meeting Adjourns

3:10 – 3:45 pm
23 Hour Plus Recovery Care in ASCs

3:45 – 4:15 pm – Networking Break & Exhibits

4:15 – 4:45 pm
Third Party Device Acquisition in an Outpatient Pain Management ASC
Nameer R. Haider, MD, Spinal & Skeletal Pain Medicine

3:10 – 3:45 pm
Evolving Business, Clinical and Competitive Issues in Spine and Pain
John Prunsik, MD, FIPP, President and Medical Director, Illinois Pain Institute, Nicholas Qandah, Director of Complex Spine, Associate Residency Program Director, Assistant Professor of Neurosurgery, Virginia Tech University Carilion Clinic, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, moderated by Holly Carnell, Associate, McGuireWoods LLP

3:45 – 4:15 pm – Networking Break & Exhibits

4:15 – 4:45 pm
How to improve Profits – Billing Process Improvement 101
Bill Gilbert, Vice President, Marketing, and Brice Voithofer, Vice President Anesthesia and ASC Services, AdvantEdge Healthcare Solutions

4:50 – 5:20 pm
Health Insurance Plans Are Taking Notice in Fraud and Abuse of Surgical Implants - What Are They Figuring Out and How to Prevent It?
Steven Arnold, MD, Chief Medical Officer, Access MediQuip

Track F – Quality, Infection Control, Accreditation Management
1:50 – 2:30 pm
10 Best Practices to Improve Billing and Collections
Lisa Rock, President, National Medical Billing Services

2:35 – 3:05 pm
Reading the Tea Leaves – Assessing ASC Valuation Trends Utilizing the Latest Industry Data
Elliott Jeter, CPA, CPA/ABV, Partner, and Colin McDermott, CPA, CPA/ABV, Senior Manager, VMG Health

3:10 – 3:45 pm
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Kristian A. Werling, Partner, McGuireWoods LLP, Bobby Hillert, Executive Director, Texas Ambulatory Surgery Center Society, Stephanie A. Kennan, SVP Government Relations, McGuireWoods Consulting, LLC, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

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9:35 – 10:10 am
New Advances in Sacroiliac Joint Problems
Richard A. Kube, MD, CEO, Founder & Owner, Prairie Spine & Pain Institute

10:15 – 10:50 am
Managed Care Contracting - Tips to Succeed with ASC Contracting
Andrea Woodell, Director of Managed Care, Regent Surgical Health

10:55 – 11:30 am
Sell Your ASC or Stay the Course - 7 Key Considerations
Helen Sub, Associate, McGuireWoods LLP, and Scott Becker, JD, CPA, Partner, McGuireWoods LLP

Track E – Business and Profitability Issues, Managed Care and Contracting for ASCs
1:50 – 2:30 pm
Orthopedic and Spine Contracting - A Review of Cost Analysis for Orthopedic and Spine and How to Present and Negotiate with Payors
I. Naya Kehayes, MPH, Managing Principal and CEO, and Matt Kilton, MBA, MHA, Principal and Chief Operating Officer, Evesa Health Consulting & Management

2:35 – 3:10 pm
Orthopedic and Spine-Driven Hospitals – Best Practices
David Rothbart, MD, FACS, FACPE, Medical Director, Spine Team Texas

3:10 – 3:45 pm
Evolving Business, Clinical and Competitive Issues in Spine and Pain
John Prunsik, MD, FIPP, President and Medical Director, Illinois Pain Institute, Nicholas Qandah, Director of Complex Spine, Associate Residency Program Director, Assistant Professor of Neurosurgery, Virginia Tech University Carilion Clinic, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, moderated by Holly Carnell, Associate, McGuireWoods LLP

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Register by May 1, 2012 and SAVE!

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- 134 Speakers

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Improving the Profitability of Orthopedic, Spine and Pain Management-Driven ASC – Thrive Now and in the Future

- Keynote Coach Lou Holtz, Legendary NCAA Football Coach, Analyst, ESPN
- Keynote Tucker Carlson, Contributor, FOX News, Editor-In-Chief, The Daily Caller and Senior Fellow, The Cato Institute - An Outlook on Politics and The Election,
- Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs
- 101 Sessions, 134 Speakers
- 30 Physician Leaders as Speakers, 29 CEOs as Speakers
- Focused on Orthopedic Surgeons, Orthopedic Spine Surgeons, Neurosurgeons and Pain Management Physicians, ASC Physician Owners, Administrators and Others
- Immediately useful guidance plus great keynote speakers
- New and Advanced Procedures for ASCs — Spine, Intradiscal Biologics Injections for Mild to Moderate Degenerative Disc Disease, Lumbar Fusions and More
- Have an outstanding time in Chicago
- Earn Your CME, CASC, CEU Credits - 15.25 CASC credits and 15 CME and CEU credits
- Big Thoughts Combined with Practical Guidance
- Legal Issues for ASCs and Physician Owned Hospitals
- Great Networking
- Understand the Impact of Healthcare Reform on ASCs
- Orthopedics, Spine and Pain Management
- Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and more

For more information, call (800) 417-2035 or email sbecker@beckershealthcare.com
If you would like to sponsor or exhibit at the program, please call (800) 417-2035.
**Lou Holtz** has established himself as one of the most successful college football coaches of all time. Born Louis Leo Holtz on January 6, 1937, Holtz grew up in East Liverpool, Ohio, just up the Ohio River from his birthplace. He graduated from East Liverpool High School, earned a Bachelor of Science degree in history from Kent State in 1959 and a master’s degree from Iowa in arts and education in 1961. He played linebacker at Kent State for two seasons before an injury ended his career. He has received 4 honorary doctorate degrees.

**COACH**

Holtz is the only coach in the history of college football to: 1) Take 6 different teams to a bowl game. 2) Win 5 bowl games with different teams. 3) To have 4 different college teams ranked in the final Top 20 poll. Despite never inheriting a winning team, he compiled a 243-127-7 career record that ranked him third in victories among active coaches and eighth in winning percentage. His 12 career postseason bowl victories ranked him fifth on the all-time list. Holtz was recently selected for the College Football Hall of Fame, class of 2008, which places him in an elite group of just over 800 individuals in the history of football who have earned this distinction. Approximate 1 in 5,000 people who played college football or coached it make it into the Hall of Fame.

**ESPN Sports Analyst**

Currently, Holtz serves as a college football studio analyst on ESPN. He appears on ESPNEWS, ESPN College GameDay programs, SportsCenter as well as serves as an on site analyst for college football games.

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**Sam Donaldson,** a 44-year ABC News veteran, served two appointments as chief White House correspondent for ABC News from January 1998 to August 1999 and from 1977-1989, covering Presidents Carter, Reagan and Clinton. Donaldson also co-anchored PrimeTime Live with Diane Sawyer from August 1989, until it merged with 20/20 in 1999. He co-anchored the ABC News Sunday morning broadcast, This Week With Sam Donaldson & Cokie Roberts, from December 1996 to September 2002. From October 2001 to May 2004, he hosted The Sam Donaldson Show - Live in America, a daily news/talk radio program broadcast on ABC News Radio affiliates across the country. In the three hour show, Donaldson tackled the day’s top stories and important issues—taking comments from newsmakers, engaging listener calls and, of course, inserting his own unique experience and opinion.

Most recently, Donaldson hosted the show Politics Live on ABC News Now, the ABC News digital network. From 1999 to 2001, Donaldson also hosted SamDonaldson@abcnews.com, the first regularly scheduled internet webcast produced by a television network. On it, he interviewed former Presidents Jimmy Carter, Gerald Ford and George Bush, along with such diverse personalities as actor Sean Connery, comedian Janeane Garofalo, tech company CEO Jeff Bezos and sports great Willie Mays.

Donaldson has covered every national political convention since 1964 with the exception of the 1992 Republican Convention in Houston. He reported on the presidential campaigns of Senator Barry Goldwater, Senator Eugene McCarthy, Senator Hubert Humphrey, President Jimmy Carter, President Ronald Reagan and Governor Michael Dukakis. He also reported as an eye-witness on Spiro Agnew’s no contest plea in a Baltimore courtroom that forced Agnew’s resignation from the Vice Presidency.

In 2008, Donaldson received the AFTRA Media and Entertainment Excellence Award as well as the RTNDA Paul White Award. In 1998, Donaldson received the Broadcaster of the Year Award from the National Press Foundation. The Washington Journalism Review named him the Best Television White House Correspondent in the Business in 1985 and the Best Television Correspondent in the Business in 1986, 1987, 1988 and 1989. Donaldson has won many other awards, among them four Emmy Awards and three George Foster Peabody Awards.

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**Tucker Carlson** is a veteran journalist and political commentator, currently working for the Fox News Channel. Carlson is also the editor-in-chief of TheDailyCaller.com, a news and opinion site. Carlson joined Fox from MSNBC, where he hosted several nightly programs. Previously he was the co-host of Crossfire on CNN, where he was the youngest anchor in the history of that network. During the same period, Carlson also hosted a weekly public affairs program on PBS. A longtime writer, Carlson has reported from around the world, including dispatches from Iraq, Pakistan, Lebanon and Vietnam. He has been a columnist for New York magazine and Reader’s Digest. He currently writes for Esquire and The New York Times magazine. Carlson began his journalism career at the Arkansas Democrat-Gazette newspaper in Little Rock. His most recent book is entitled, Politicians, Partisans and Parasites: My Adventures in Cable News. In 2006, he appeared on ABC’s Dancing with the Stars. Carlson is currently working on his third book.
## SCHEDULE-AT-A-GLANCE
10th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference

### Thursday | June 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00-4:30 pm</td>
<td>Registration and Exhibitor Set Up - Wellington Ballroom</td>
</tr>
<tr>
<td></td>
<td>COTILLION - 2ND FLOOR</td>
</tr>
<tr>
<td></td>
<td>CONSULATES 1-2 - 2ND FLOOR</td>
</tr>
<tr>
<td></td>
<td>MAYFAIR - 3RD FLOOR</td>
</tr>
<tr>
<td>4:40-5:40 pm</td>
<td>Keynote: Leadership and Management in 2012 - Lou Holtz, Legendary Football</td>
</tr>
<tr>
<td>5:40-7:00 pm</td>
<td>Cocktail Reception, Raffles and Exhibits Open in Wellington Ballroom and Foyer</td>
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### Friday | June 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>7:00 - 8:00 am</td>
<td>Registration and Continental Breakfast in Wellington Foyer</td>
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<tr>
<td></td>
<td>GENERAL SESSION - COTILLION, 2ND FLOOR</td>
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<tr>
<td>8:10 - 8:55 am</td>
<td>Keynote - An Outlook on Politics and the Election - Tucker Carlson, Contributor, Fox News</td>
</tr>
<tr>
<td>9:00 - 9:40 am</td>
<td>Keynote panel: Healthcare Reform, Politics and the Next 4 Years moderated by</td>
</tr>
<tr>
<td>9:45 - 10:35 am</td>
<td>Keynote panel: The Best Ideas and Biggest Threats to Orthopedics and Spine -</td>
</tr>
<tr>
<td>10:35 - 11:05 am</td>
<td>Networking Break and Exhibits</td>
</tr>
<tr>
<td>11:05 - 11:35 am</td>
<td>The State of the Industry - Andrew Hayek, President &amp; CEO, Surgical Care</td>
</tr>
<tr>
<td>11:40 - 1:00 pm</td>
<td>General Sessions</td>
</tr>
<tr>
<td>1:00 - 1:50 pm</td>
<td>Networking Lunch and Exhibits</td>
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<tr>
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<td>COTILLION - 2ND FLOOR</td>
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<td>CONSULATES 1-2 - 2ND FLOOR</td>
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<td></td>
<td>MAYFAIR - 3RD FLOOR</td>
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<tr>
<td>3:45-4:15 pm</td>
<td>Networking Break and Exhibits</td>
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<td>COTILLION - 2ND FLOOR</td>
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<td>CONSULATES 1-2 - 2ND FLOOR</td>
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<td></td>
<td>MAYFAIR - 3RD FLOOR</td>
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<tr>
<td>4:15 - 5:20 PM</td>
<td>Cocktail Reception, Raffles and Exhibits Open in Wellington Ballroom and Foyer</td>
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### Saturday | June 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>7:00 - 8:10 am</td>
<td>Continental Breakfast in Wellington Foyer</td>
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<tr>
<td>8:10 - 11:30 am</td>
<td>CONCURRENT SESSIONS</td>
</tr>
<tr>
<td>11:35 - 12:30 pm</td>
<td>Conducting a Compliance Review of Your ASC or Physician Owned Hospital</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Meeting Adjourns</td>
</tr>
</tbody>
</table>
ASC Conference

Thursday | June 14
12:00-4:30 pm
Registration and Exhibitor Set Up - Wellington Ballroom
COTILLION - 2ND FLOOR  CONSULATES 1-2- 2ND FLOOR MAYFAIR - 3RD FLOOR  REGENT 1 - 3RD FLOOR REGENT 2 - 3RD FLOOR WINDSOR - 2ND FLOOR

Concurrent Tracks
1:00 - 4:30 PM
Valuation and transaction Spine Revenue Cycle, Managed Care Billing, accreditation Management

4:40 - 5:40 pm
Keynote: Leadership and Management in 2012 - Lou Holtz, Legendary Football Coach and analyst, ESPN

5:40-7:00 pm
Cocktail Reception, Raffles and Exhibits open in Wellington Ballroom and Foyer

Friday | June 15
7:00 - 8:00 am
Registration and Continental Breakfast in Wellington Foyer
GENERAL SESSION - COTILLION, 2ND FLOOR
8:10 - 8:55 am
Keynote - an outlook on Politics and the Election - Tucker Carlson, Contributor, FOX news, Editor-In-Chief, the Daily Caller and Senior Fellow, The Cato Institute

9:00 - 9:40 am
Keynote panel: Healthcare Reform, Politics and the next 4 Years moderated by Sam Donaldson, ABC News Veteran and Former Chief White House correspondent for ABC News

9:45 - 10:35 am
Keynote panel: the Best Ideas and Biggest threats to orthopedics and Spine - moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News

10:35 - 11:05 am
Networking Break and Exhibits

11:05 - 11:35 am
The State of the Industry - Andrew Hayek, President & CEO, Surgical Care Affiliates

11:40 - 1:00 pm
General Sessions
1:00 - 1:50 pm
Networking Lunch and Exhibits

COTILLION - 2ND FLOOR  CONSULATES 1-2- 2ND FLOOR MAYFAIR - 3RD FLOOR  REGENT 1 - 3RD FLOOR REGENT 2 - 3RD FLOOR WINDSOR - 2ND FLOOR
Concurrent Tracks Valuation and transaction and Spine Development Managed Care and Contracting accreditation Management
1:50 - 3:45 pm
Issues for ASCs

3:45-4:15 pm
Networking Break and Exhibits

COTILLION - 2ND FLOOR  CONSULATES 1-2- 2ND FLOOR MAYFAIR - 3RD FLOOR  REGENT 1 - 3RD FLOOR REGENT 2 - 3RD FLOOR WINDSOR - 2ND FLOOR

4:15 - 5:20 PM
Pain Management, and Spine Development Managed Care and Contracting accreditation Management

5:20 - 6:30 pm
Cocktail Reception, Raffles and Exhibits open in Wellington Ballroom and Foyer

Saturday | June 16
7:00-8:10 am
Continental Breakfast in Wellington Foyer

8:10 - 11:30 am
Concurrent Sessions
11:35 - 12:30 pm
Conducting a Compliance Review of Your ASC or Physician-owned Hospital

1:00 pm
Meeting adjourns
REGISTRATION FORM

Photocopies are acceptable. Please print or type below. Please use a separate registration form for each attendee.

10th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference
Improving Profitability and Business and Legal Issues
THE 10TH ANNUAL CONFERENCE FROM ASC COMMUNICATIONS
JUNE 14-16, 2012
WESTIN HOTEL • CHICAGO, ILLINOIS

REGISTRATION INFORMATION

First/Last Name: ____________________________
Degree (As you wish it to appear on your badge): ____________________________
Title: ____________________________
Facility/Company: ____________________________
Address: ____________________________
City/State/Zip: ____________________________
Phone: ____________________________ Fax: ____________________________
Email: ____________________________

REGISTRATION FEES

ANNUAL CONFERENCE & EXHIBITS
Receive multiple registrant discount(s). The more people you send, the greater discount you receive. The prices listed below are per person. Your registration includes all conference sessions, materials and the meal functions.

MAIN CONFERENCE ONLY

<table>
<thead>
<tr>
<th>FEES</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>(Before 5/1/11)</td>
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<tr>
<td>1st Attendee</td>
<td>$625</td>
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<tr>
<td>2nd Attendee</td>
<td>$575</td>
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<tr>
<td>3rd Attendee</td>
<td>$525</td>
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<tr>
<td>4th Attendee or more</td>
<td>$500</td>
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</tbody>
</table>

(Ask about larger group discounts)

MAIN CONFERENCE + PRE-CONFERENCE

<table>
<thead>
<tr>
<th>FEES</th>
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</thead>
<tbody>
<tr>
<td>(Before 5/1/11)</td>
<td></td>
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<tr>
<td>1st Attendee</td>
<td>$725</td>
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<td>2nd Attendee</td>
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<td>3rd Attendee</td>
<td>$625</td>
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<tr>
<td>4th Attendee or more</td>
<td>$600</td>
</tr>
</tbody>
</table>

Add $100 to subscribe to Becker's ASC Review or Becker's Orthopedic & Spine Review

TOTAL ENCLOSED $ ____________

PAYMENT INFORMATION

☐ Enclosed is a check, payable to ASC Communications, Inc. ____________________________
☐ I authorize ASC Communications, Inc. to charge my: _____

Credit Card Number: ____________________________ Expiration Date: ____________________________
Printed Cardholder Name: ____________________________ Zip Code: ____________________________
Signature: ____________________________ CVV# /3-digit #: ____________________________

TO REGISTER

COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:

Mail: Make checks payable to ASC Communications and mail to:
ASC Communications June Meeting, 315 Vernon Avenue, Glencoe, IL 60022
Fax: Fax registration form with credit card information to (866) 678-5755
Call: Call (800) 417-2035 to register by phone
Email: registration@beckersasc.com
Website: www.BeckersASC.com

Cancellation Policy: Written cancellation requests must be received by May 1, 2012. Refunds are subject to a $100 processing fee. Refunds will not be made after this date.

Multi-Attendee Discount Policy: To be eligible for the discount, your ASC must be registered at one time and work at the same address. Just copy the registration form for each attendee. Employees from a 2nd location are not eligible for the discount.

REGISTER ONLINE AT:
http://www.regonline.com/10thorthopedicspineASC

TO BE ELIGIBLE FOR THE DISCOUNT, YOUR ASC MUST BE REGISTERED AT ONE TIME AND WORK AT THE SAME ADDRESS. JUST COPY THE REGISTRATION FORM FOR EACH ATTENDEE. EMPLOYEES FROM A 2ND LOCATION ARE NOT ELIGIBLE FOR THE DISCOUNT.

REgister before May 1, 2012, and SAVE on registration!

For information on exhibiting and sponsorships, call (800) 417-2035

This conference is designed to provide orthopedic surgeons, orthopedic spine surgeons, neurosurgeons and pain management physicians, ASC physician owners, administrators and others the latest information on business, legal and regulatory issues, and improving the profitability and establishing ASCs.