

# 11th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference

## Improving Profitability and Business and Legal Issues

**June 13-15, 2013**

Westin Michigan Avenue, Chicago, Illinois

**97 Sessions, 130 Speakers - 52 Physician Leaders and 25 CEOs Speaking**

**More Than 700 Attendees at This World Class Event Focused on Key Business, Clinical, and Legal Issues**



Mike Krzyzewski

- Victory Through Teamwork and Leadership, Coach Michael Krzyzewski "Coach K", Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History

- Emerging Business Issues in Spine Surgery - Stefan Prada, MD, Orthopedic Spine Surgeon, Laser Spine Institute, Christopher Duntsch, MD, PhD, Clinical Director, Neurosurgeon, Texas Neurosurgical Institute, Patrick McCarthy, Chief Network Development Officer, Access MediQuip, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP



Geoff Colvin

- Can ASCs Profit Through Spine and Orthopedics - What Works Business Wise and Clinically, Jeff Peo, Vice President Acquisitions & Development, Ambulatory Surgical Centers of America, Nader Samii, Chief Executive Officer, National Medical Billing Services, David Rothbart, MD, FAANS, FACS, Medical Director, Spine Team Texas, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN



Brad Gilbert

- The Mix of Business and Politics - Healthcare 2013, Brent Lambert, MD, FACS, Principal and Founder, Ambulatory Surgical Centers of America, John Dietz, MD, Chairman, OrthoIndy, Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners, and Charles R. "Charley" Gordon, MD, Neurosurgeon and Co-founder, Texas Spine and Joint Hospital, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN



Forrest Sawyer

- Spine Surgery - The Next Five Years, David J. Abraham, MD, The Reading Neck & Spine Center, Johnny C. Benjamin, MD, Pro Spine, Khawar Siddique, MD, MBA, Spine Surgery, Board Certified, American Board of Neurosurgery, Spine Center, Cedars-Sinai Medical Center, and Rafe Sales, MD, Summit Spine Institute, moderated by Gretchen Heinze Townshend, Associate, McGuireWoods LLP

- The Changing Role of Spine Surgery - Richard N.W. Wohns, MD, JD, MBA, South Sound Neurosurgery, PLLC, Kenneth Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center, Jeff Leland,

Chief Executive Officer, Blue Chip Surgery Center Partners, Stephen H. Hochschuler, MD, Texas Back Institute, moderated by Forrest Sawyer, Television Journalist and Entrepreneur in Innovative Health Care

- Succeeding in the Face of Challenges - Core Strategies from the Front Line, Charles R. "Charley" Gordon, MD, Neurosurgeon and Co-founder, Texas Spine and Joint Hospital

- Talent is Overrated! - Geoff Colvin

- The Quantum Shift in Orthopedic and Spinal Implant Strategy, James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, Spine Nevada

- The Best Ideas for Improving the Profits of Pain Management Driven Centers, Key Developments in Pain Management, Scott Glaser, MD, DABIPP, Co-Founder and President, Pain Specialists of Greater Chicago, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems, and Nancy Bratanow, MD, Midwest Comprehensive Pain Care, moderated by Barton C. Walker, Partner, McGuireWoods LLP

- What Will Healthcare Reform Mean for Orthopedics, Spine, Pain Management and ASCs, James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, Spine Nevada, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, Robert Murphy, Chairman and Founder, Murphy Healthcare Group, Brian J. Cole, MD, MBA, Professor, Department of Orthopedics, Chairman, Department of Surgery, Rush OPH, Shoulder, Elbow and Knee Surgery, Section Head, Cartilage Restoration Center at Rush, Team Physician Chicago Bulls and Chicago White Sox, A. N. Shamie, MD, UCLA Spine Surgery, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Healthcare

- The Latest Development in Stem Cell Treatments as Applied to Spine, Kenneth A. Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center

**For more information, call (800) 417-2035**

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

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**Register Online at <http://www.regonline.com/11thorthopedicspineASC>**

# 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. Learn more in this 2 day event than anywhere else.

- 97 Sessions
- 130 Speakers
- 25 CEOs as Speakers
- 52 Physician Leaders as Speakers
- Mike Krzyzewski "Coach K" Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History
- Geoff Colvin, Senior Editor-at-Large FORTUNE Magazine and Author, Talent is Overrated
- Keynote panels led by Forrest Sawyer, Television Journalist and Entrepreneur in Innovation Health Care, and Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN

## 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.

## PROGRAM SCHEDULE

### Pre Conference – Thursday, June 13, 2013

|                 |                                      |
|-----------------|--------------------------------------|
| 11:00 - 5:00 pm | Registration Open                    |
| 11:30 - 4:30 pm | Exhibitor Set Up                     |
| 12:30 - 5:45 pm | Pre-Conference Sessions              |
| 5:45 - 7:00 pm  | Reception, Cash Raffles and Exhibits |

### Main Conference – Friday, June 14, 2013

|                |                                                          |
|----------------|----------------------------------------------------------|
| 7:00 - 8:00 am | Continental Breakfast and Registration                   |
| 8:00 - 5:00 pm | Main Conference, Including Lunch and Exhibit Hall Breaks |
| 5:00 - 6:00 pm | Reception, Cash Raffles and Exhibits                     |

### Conference – Saturday, June 15, 2013

|                  |                                        |
|------------------|----------------------------------------|
| 7:00am – 8:00am  | Continental Breakfast and Registration |
| 8:10am – 12:20pm | Conference                             |

## Thursday, June 13, 2013

**11:00 – 4:30 PM**

### Registration and Exhibitor Set up

#### Concurrent Sessions:

##### Track A - Improving Profits

##### Track B - Spine

##### Track C - Pain Management and Spine

##### Track D - Orthopedics

##### Track E - Business and Profitability Issues;

##### Revenue Cycle; Managed Care Billing,

##### Coding and Contracting for ASCs

##### Track F - Quality, Infection Control,

##### Accreditation, Management

**12:30 – 1:10 PM**

### A. Keys to Keeping Surgery Centers Profitable Business

Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management, Doug Golwas, Senior Vice President, Medline Industries, Inc., Mike Lipomi, President & Chief Executive Officer, Surgical Management Professionals, Jimbo Cross, Vice President Acquisitions & Development, Ambulatory Surgical Centers of America, moderated by Barton C. Walker, Partner, McGuireWoods LLP

### B. Business Planning for Spine Driven Centers

Jeff Leland, Chief Executive Officer, Blue Chip Surgery Center Partners

### C. Managing Pain Practice-Protocols, Branding and Other Tips to Improve Profitability

Vishal Lal, Chief Executive Officer, Advanced Pain Management

### D. Bundled Contracting Initiatives for Orthopedics and Spine

Marshall Steele, MD, Orthopedic Surgery, Marshall Steele & Associates

### E. Key Trends in Valuing Practice Acquisitions

Aaron Murski, Senior Manager, VMG Health

### F. Developing the Right Clinical Environment for Complex Spine and Orthopedic Cases

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

**1:15 – 1:55 PM**

### A. ASC Roundtable: Outlook for Investment and M&A Activity in the ASC Sector

Jason Cagle, Senior Vice President, General Counsel and Acquisitions, United Surgical Partners International, Inc., Matt Searles, Managing Director, Merritt Healthcare, and Todd J. Mello, ASA, AVA, MBA, Partner, HealthCare Appraisers, Inc., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

### B. Moving Spine Procedures to ASCs- Key Business and Clinical Issues

Paul Schwaegler, MD, Seattle Spine Institute, PLLC, Richard Kube, MD, CEO, Founder & Owner, Prairie Spine & Pain Institute, moderated by Jeff Leland, Chief Executive Officer, Blue Chip Surgery Center Partners

### C. Interventional Pain Management - New Concepts to Reduce ER Visits, Hospitalizations and Re-Admissions

Scott Glaser, MD, DABIPP, Pain Specialists of Greater Chicago

### D. Succeeding in the Face of Challenges - Core Strategies from the Front Line

Charles R. "Charley" Gordon, MD, Neurosurgeon and Co-founder, Texas Spine and Joint Hospital

### E. Benchmarking the Financial Solvency of an ASC

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

### F. Risk Management as Applied to Adding Spine Procedures

Carol Hiatt, BSN, RN, LHRM, CASC, CNOR, Consultant and Accreditation Surveyor, Healthcare Consultants International

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Register Online at <http://www.regonline.com/11thorthopedicspineASC>

**2:00 – 2:35 PM**

**A. Utilizing Spine Cases to Improve the Profitability of Underutilized Poorly Performing ASCs**

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

**B. The Best Ideas for Marketing Spine and for Patient Development**

Jimmy St. Louis, MBA, MS, PMP, Chief Executive Officer, Advanced Healthcare Partners, Bob Reznik, MBA, President, Prizm Development, Inc., Jeff Leland, Chief Executive Officer, Blue Chip Surgical Center Partners, Daniel Goldberg, Chief Executive Officer and Creative Director, Gold Medical Marketing, moderated by Peter S. Cunningham, President, CCO Healthcare Partners, LLC

**C. Regional Market Strategies for Pain Management**

Robin Fowler, MD, Chairman and Medical Director, Interventional Management Services, Stephen Rosenbaum, Chief Executive Officer, Interventional Management Services

**D. Emerging Orthopedic Procedures in ASCs - Business and Clinical Issues**

Michael R. Redler, MD, The OSM Center

**E. Turnaround - Success Stories From the Field**

Joseph Zasa, Co-founder and Managing Partner, ASD Management

**F. Most Common Accreditation Problems in Orthopedic, Spine and Pain-Driven ASCs**

Steven A. Gunderson, DO, Chief Executive Officer, Medical Director, Rockford Ambulatory Surgery Center, Accreditation Association for Ambulatory Health Care

**2:40 – 3:15 PM**

**A. Emerging Business Issues in Spine Surgery**

Stefan Prada, MD, Orthopedic Spine Surgeon, Laser Spine Institute, Christopher Duntch, MD, PhD, Clinical Director, Neurosurgeon, Texas Neurosurgical Institute, Patrick McCarthy, Chief Network Development Officer, Access MediQuip, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. Deuk Laser Disc Repair® as a Novel, Safe and Effective Solution for Symptomatic Cervical Disc Disease**

Ara Deukmedjian, MD, Chief Executive Officer and Medical Director, Deuk Spine Institute

**C. Intradiscal Biologics Injections for Mild to Moderate Degenerative Disc Disease**

Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration Santa Monica, CA, President/CEO, Alpha Diagnostics, Intraoperative Neurophysiologic Monitoring

Board of Directors, Spalding Surgery Center, Beverly Hills, CA, Board of Directors, American Board of Neurophysiologic Monitoring

**D. Key Steps to Improve Profits in Orthopedic Driven ASCs**

Rajiv Chopra, Principal, The C/N Group, Gregory P. Deconciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, and Brian Brown, Regional Vice President of Operations, Meridian Surgical Partners, moderated by Molly Gamble, Associate Editor, Becker's Healthcare

**E. ACO Network Models - Trends and Considerations**

Thomas Dixon, Associate Director, Health System Strategy and Kara Fleming, Director, Healthcare, Navigant

**F. Infection Control in ASCs - 10 Key Best Practices**

Jean Day, RN, CNOR, Director of Clinical Operations, Pinnacle III

**3:20 – 4:00 PM**

**KEYNOTE PANEL**

**A. Can ASCs Profits Through Spine and Orthopedics - What Works Business Wise and Clinically**

Jeff Peo, Vice President Acquisitions & Development, Ambulatory Surgical Centers of America, Nader Samii, Chief Executive Officer, National Medical Billing Services, David Rothbart, MD, FAANS, FACS, Medical Director, Spine Team Texas, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN

**B. The Best Strategies for the Next 5 Years**

Brent W. Lambert, MD, FACS, Principal and Founder, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgery Centers of America, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**C. The Right EMR Strategy for Your Center**

Robert Brownd, Director of Business Development, Surgical Notes

**D. Valuing ASCs and Physician Practices**

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

**E. Great Ideas on Purchasing Smarter**

Jon Pruitt, Vice President of Procurement Solutions, Provista Inc. and Robert Haze, Administrator, Institute for Orthopaedic Surgery in Las Vegas

**F. Using Reprocessing to Reduce Costs**

Timothy Merchant, Vice President of Sales, MEDISS - Medline Industries, Inc.

**4:05 – 4:50 PM**

**KEYNOTE PANEL: The Mix of Business and Politics - Healthcare 2013**

Brent Lambert, MD, FACS, Principal and Founder, Ambulatory Surgical Centers of America, John Dietz, MD, Chairman, OrthoIndy, Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners, and Charles R. "Charley" Gordon, MD, Texas Spine and Joint Hospital, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN

**4:55 – 5:45 PM**

**KEYNOTE: Victory Through Teamwork and Leadership**

Coach Michael Krzyzewski "Coach K", Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History

**5:45 – 7:00 PM**

**Networking Reception, Cash Raffles and Exhibits**

**Friday, June 14, 2013**

**7:00 – 8:00 AM**

**Registration and Continental Breakfast**

**8:00 – 8:10 AM – Introductions**

**8:10 – 8:55 AM**

**KEYNOTE PANEL: The Changing Role of Spine Surgery**

Richard N.W. Wohns, MD, JD, MBA, South Sound Neurosurgery, PLLC, Kenneth Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center, Jeff Leland, Chief Executive Officer, Blue Chip Surgery Center Partners, Stephen H. Hochschuler, MD, Texas Back Institute, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Healthcare

**9:00 – 9:45 AM**

**KEYNOTE PANEL: What Will Healthcare Reform Mean for Orthopedics, Spine, Pain Management and ASCs**

James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, Spine Nevada, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, Robert Murphy, Chairman and Founder, Murphy Healthcare Group, Brian Cole, MD, MBA, Professor, Dept. of Orthopedics, Chairman, Dept. of Surgery, Rush OPH, Shoulder, Elbow and Knee Surgery, Section Head, Cartilage Restoration Center at Rush, Team Physician, Chicago Bulls and Chicago White Sox, A. N. Shamie, MD, UCLA Spine Surgery, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Healthcare

**9:45 – 10:15 AM**

**Networking Break and Exhibits**



## Concurrent Sessions:

### Track A - Improving Profits, Valuation and Transaction Issues

#### Track B - Spine

#### Track C - Pain Management & Spine

#### Track D - Orthopedics and Pain Management

#### Track E - Business and Profitability Issues;

#### Managed Care and Contracting for ASCs

#### Track F - Quality, Infection Control, Accreditation, Management

10:15 – 10:55 AM

#### A. The Quantum Shift in Orthopedic and Spinal Implant Strategy

James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, Spine Nevada

#### B. Key Concepts to Improve the Profitability and Outcomes of Spine Programs

Kenneth Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center, Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, Larry Teuber, MD, President, Medical Facilities Corporation, and Stephen H. Hochschuler, MD, Texas Back Institute, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

#### C. The Best Ideas for Improving the Profits of Pain Management Driven Centers, Key Developments in Pain Management

Scott Glaser, MD, DABIPP, Co-Founder and President, Pain Specialists of Greater Chicago, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems, Nancy Bratanow, MD, Midwest Comprehensive Pain Center, moderated by Barton C. Walker, Partner, McGuireWoods LLP

#### D. The Best Ideas for Orthopedics Now

Blair Rhode, MD, ROG, Sports Medicine, Orland Park Orthopedics, Jack M. Bert, MD, Adjunct Clinical Professor, University of Minnesota School of Medicine, Cartilage Restoration Center of Minnesota, Minnesota Bone & Joint Specialists, Ltd., Michael Redler, MD, The OSM Center, Moderator, Amber McGraw Walsh, Partner, McGuireWoods LLP

10:15 – 11:35 AM

#### E. Cost Reduction and Benchmarking, 10 Key Steps to Immediately Improve Profits

Robert Westergard, CPA, Chief Financial Officer, Susan Kizirian, Chief Operations Officer, and Ann Geier, RN, MS, CNOR, CASC, Ambulatory Surgical Centers of America

10:15 – 10:55 AM

#### F. Designing and Implementing High Performing Orthopedic Centers of Excellence

Marcia A. Friesen, RN, BS, HIA, MHP, FAIHQ, FACHE, President, Orthopedic Advantage Healthcare Consulting, LLC

11:00 – 11:35 AM

#### A. Selling Your Practice or ASC, Valuation, Compensation, Non Competes Legal and

## Process Issues

Greg Koonsman, Senior Partner, VMG Health and Jack M. Bert, MD, Adjunct Clinical Professor, University of Minnesota School of Medicine, Cartilage Restoration Center of Minnesota, Minnesota Bone & Joint Specialists, Ltd., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

#### B. Spine Surgery - The Next Five Years

David J. Abraham, MD, The Reading Neck & Spine Center, Johnny C. Benjamin, MD, Pro Spine, Khawar Siddique, MD, MBA, Spine Surgery, Board Certified, American Board of Neurosurgery, Spine Center, Cedars-Sinai Medical Center, and Rafe Sales, MD, Summit Spine Institute, moderated by Gretchen Heinze Townshend, Associate, McGuireWoods LLP

#### C. The Importance of Measuring Clinical Outcomes for Pain Management - The Use of Clinical Quality Outcomes to Measure the Best Value of Care

Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine

#### D. Tough Coding & Billing Issues for Pain Management

Lisa Rock, President, National Medical Billing Services

#### F. Optimizing Case Mix for Profit and Growth

Julie Bell, Administrator, Hawthorne Surgical Center, Rob Midelton, Director, Strategy, Surgical Care Affiliates, and Robert Dugan, MD, Orthopedic Surgery, Hawthorne Surgical Center

11:40 – 12:20 PM

#### KEYNOTE - Talent is Overrated

Geoff Colvin, Senior Editor-At-Large, FORTUNE Magazine and Author, *Talent is Overrated*

12:25 – 1:05 PM

#### KEYNOTE PANEL:

Frank Phillips, MD, Rush University Medical Center, Midwest Orthopaedics, Tom Mallon, Chief Executive Officer and Founder, Regent Surgical Health, John Ploza, MD, Director, Center for Spine Care, moderated by Geoff Colvin, Senior Editor-At-Large, FORTUNE Magazine and Author, *Talent is Overrated*

1:05 – 1:55 PM

#### Networking Lunch and Exhibits

1:55 – 2:35 PM

#### A. New Initiatives in Spine and Pain Management

Robert S. Bray, Jr., MD, Neurological Spine Surgeon, D.I.S.C. Sports & Spine Center, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems, John A. Carrino, MD, MPH, Associate Professor of Radiology and Orthopedic Surgery, Johns Hopkins University School of Medicine, and Laxmaiah Manchikanti, MD, Chief Executive Officer and Chairman of the Board, American Society of Interventional Pain Physicians, Moderator Scott Becker, JD, CPA, Partner, McGuireWoods LLP –

#### B. Outpatient Cervical Disc Arthroplasty

Richard N.W. Wohms, MD, JD, MBA, South Sound Neurosurgery, PLLC

#### C. The Latest Development in Stem Cell Treatments as Applied to Spine

Kenneth A. Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center

#### D. How a Hospital/Physician ASC JV Affects Physician Alignment and Investment Performance

Tom Mallon, Chief Executive Officer and Founder, and Jeffrey Simmons, Chief Development Officer, Regent Surgical Health

#### E. 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 Chief Executive Officer

#### F. Developing a Patient-Centric Business Model: Why Your ASC Needs to Put Patients First to Thrive in 2013

Dotty J. Bollinger, RN, JD, CASC, LHRM Chief Operating Officer, Laser Spine Institute

2:40 – 3:10 PM

#### A. Evolving Business, Clinical and Competitive Issues in Spine and Pain

John Prunskis, MD, FIPP, President and Medical Director, Illinois Pain Institute, Ara Deukmedjian, MD, Chief Executive Officer and Medical Director, Deuk Spine Institute, moderated by Holly Carnell, Associate, McGuireWoods LLP

#### B. Comparing the Reimbursement of Spine Procedures in ASCs vs. Hospitals

Richard N.W. Wohms, MD, JD, MBA, South Sound Neurosurgery, PLLC

#### C. Can ASCs Still Profit From Anesthesia? A Review of OIG Guidance, Models and Risks

Michael Simon, MD, North American Partners in Anesthesia, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

#### D. The 5 Most Important Issues Facing Pain Management

Laxmaiah Manchikanti, MD, Chief Executive Officer and Chairman of the Board, American Society of Interventional Pain Physicians

#### E. Orthopedics and Spine - Best Clinical Practices

David Rothbart, MD, FACS, FACPE, Medical Director, Spine Team Texas

#### F. The Conversion of an ASC to an HOPD - The Key Issues, The Pros and Cons and the Process

Kenneth Faw, MD, Evergreen Surgery Center, Neil Johnson, Senior Vice President and Chief Operating Officer, Evergreen Healthcare

3:10 – 3:40 PM

#### Networking Break & Exhibits

3:45 – 4:20 PM

#### A. Developing a Spine Driven ASC: The Essentials for Success

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

## B. Complex Cervical Spine - Key Developments

Krzystof (Kris) Siemienow, MD, Adult and Pediatric Spine Surgery, Lutheran General Hospital, University of Illinois at Chicago

## C. Getting Started with Spine Surgery in ASCs - 6 Key Concepts

John Peloza, MD, Director, Center for Spine Care

## D. Intraoperative Monitoring for Spine Cases in the ASC Setting - Understanding the Technology and What a Surgery Center Should Pay for and Should Not Pay For

Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration

## E. Assessing the Profitability of Orthopedics and Spine Cases

Andrea Woodell, Director of Managed Care and Matt Lau, Director of Financial Analysis, Corporate Controller, Regent Surgical Health

## F. Changing Anesthesia Providers - The Playbook for a Simple and Sustainable Transition

Charles Militana, MD, Director of Ambulatory Surgery Centers, North American Partners in Anesthesia, Dorothy & Alvin Schwartz Ambulatory Surgical Center, North American Partners in Anesthesia

4:25 - 5:00 PM

### A. Physician Partnership Models

Christian Ellison, Vice President, Health Inventures, LLC

### B. Current Issues in Minimally Invasive Spinal Surgery

Raqeeb M. Haque, MD, Columbia University Medical Center

### C. New Concepts in Prescribing Opioids

Carlos Roman, MD, Arkansas Specialty Orthopaedic Surgery Center and Pain Care Center

### D. Key Developments in the Spine Device and Implants Arena

Frank Phillips, MD, Rush University Medical Center, Midwest Orthopaedics and Nameer R. Haider, MD, Spinal & Skeletal Pain Medicine, moderated by TBD

### E. Debunking the Myths of Out-of-Network Reimbursements

John Bartos, JD, Chief Executive Officer, Collect Rx

### F. Emerging Issues in ASC and Healthcare Litigation

Jeffrey Clark, Partner, Richard T. Greenberg, Partner, David J. Pivnick, Associate, and James J. Schanaberger, Associate, McGuireWoods LLP

## Roundtable Discussions

10:15 - 10:55 am

### How Should Orthopedic Surgeons View Their Relationship With Their Center? Convenient, Financial and/or Clinical

Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, LLC, and Anthony Schena, MD, Orthopedic Surgeon

11:00 - 11:35 am

### The 5 Most Common Hiring Mistakes and How to Avoid Them

Greg Zoch, Partner & Managing Director, Kaye Bassman

1:55 - 2:35 pm

### Educating Your Staff Surgeons, What it Costs the ASC When They Enter the OR

Sev Hrywnak, MD, Chief Executive Officer, The Sev Group, LLC

2:40 - 3:10 pm

### Orthopedic Instrumentation and Its Challenges for Reprocessing

Stephen Kovach, Educator, Healthmark Industries

3:45 - 4:20 pm

### Documentation in an Era of ICD-10 and RAC

Tim Meakem, MD, Medical Director, ProVation Medical

5:00 - 6:00 PM

### Networking Reception, Cash Raffles & Exhibits

## Saturday, June 15, 2013

7:15 - 8:10 am - Continental Breakfast

8:10 - 8:55 AM

### A. Orthopedic, Spine and Pain Management Practices and ASCs - 6 Defining Issues

R. Blake Curd, MD, Board of Directors Chairman, Surgical Management Professionals, C. David Geier, Jr., MD, Orthopedic Surgeon, Director, MUSC Health Medical University of South Carolina, Carlos Roman, MD, Arkansas Specialty Orthopaedic Surgery Center and Pain Care Center, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

### B. Will Non Physicians Compete Aggressively with Pain Management Physicians- Key Legislative and Business Issues

Graf Hilgenhurst, MD, Chief Physician and Founder, Precision Pain Care

### C. ACOSs and the ASC, How to Prepare to Enter One

Sev Hrywnak, MD, Chief Executive Officer, The Sev Group, LLC

### D. Maximize and Leverage Your Vendor Relationships

Arthur Casey, BSBA, CASC, Senior Vice President of Business Development, Outpatient Healthcare Strategies

8:55 - 9:30 AM

### A. Recovery Care Services in Orthopedic and Spine ASCs

John D. Newman, Senior Vice President and General Counsel, Constitutional Surgical Centers

### B. Legal Aspects of Spine Surgery

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

### C. The Emerging Use of Social Media in Orthopedics

C. David Geier, Jr., MD, Orthopedic Surgeon, Director, MUSC Health Medical University of South Carolina

### D. Three Strategies to Control Labor Cost at Your Surgery Center

Thomas H. Jacobs, President & Chief Executive Officer, MedHQ

9:35 - 10:10 AM

### A. Vendor Market Intelligence - An Industry Overview of ASCs

Susan E. Charkin, MPH, President, Healthcents, Inc.

### B. New Advances in Sacroiliac Joint Problems

Richard A. Kube, MD, Chief Executive Officer, Founder & Owner, Prairie Spine & Pain Institute

### C. Anesthesia For Outpatient Spine Surgery

David Paly, MD, Board Certified in Pain Medicine and Anesthesiology, South Sound Neurosurgery Brain & Spine Center

### D. Key Tips for Quality Assurance and Infection Prevention

Nicole Gritton, MSN/MBA, Director of Nursing, Laser Spine Institute

10:15 - 10:50 AM

### A. How to Achieve Significant Savings With a GPO: Q & A

Amy Gagliardi, Vice President, Supply Chain, Regent Surgical Health

### B. How Doctors Form ACOs - A Success Story

John Venetos, MD

### C. 5 Key IT Issues for ASCs and Practices

Todd Logan, Vice President, Sales, Western Region, Source Medical Solutions

### D. 15 CPT and Coding Issues for Orthopedics and Spine

Stephanie Ellis, RN, CPC, Owner and President, Ellis Medical Consulting, Inc.

10:55 - 11:30 AM

### A. Handling the Crises with Compounding Pharmacies

Faisal Rahman, PhD, Chief Executive Officer and President, APAC Partners, LLC

### B. Cervical Myelopathy

Fernando Techy, MD, Adult & Pediatric Spine Surgery, Lutheran General Hospital, University of Illinois at Chicago

### C. Joint Ventures, What Works and What Fails

Katherine Lin, Associate, Helen Suh, Associate, McGuireWoods LLP, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

11:35 - 12:20 PM

### Key ASC Legal Issues for 2013

Scott Becker, JD, CPA, Partner, Holly Carnell, Associate, Gretchen Heinze Townshend, Associate and Katherine Lin, Associate, McGuireWoods LLP

12:20 PM - Meeting Adjourns

Register by May 1, 2013 and SAVE!

11th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference

# Improving Profitability and Business and Legal Issues

97 Sessions, 130 Speakers - 52  
Physician Leaders and 25 CEOs  
Speaking - More Than 700  
Attendees at This World Class  
Event Focused on Key Business,  
Clinical, and Legal Issues

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

- Keynote Mike Krzyzewski “Coach K” Head Men’s Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men’s Basketball History
- Keynote Geoff Colvin, Senior Editor-at-Large *FORTUNE* Magazine and Author, *Talent is Overrated*
- Keynote panels led by Forrest Sawyer, Television Journalist and Entrepreneur in Innovation Health Care, and Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN
- Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs
- 95 sessions, 125 Speakers
- 51 Physician Leaders as Speakers, 25 CEOs as speakers
- Focused on Spine Surgeons, Neurosurgeons, Pain Management Physicians and Orthopedic and Orthopedic Spine Surgeons, ASC Physician Owners, Administrators and Others
- Emerging Business Issues in Spine Surgery, Can ASCs Profit Through Spine Surgery: What Works Business-Wise and Clinically, The Changing Role of Spine Surgery, and More
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- Big Thoughts with Practical Guidance
- Great Networking
- What Will Healthcare Reform Mean for Orthopedics, Spine, Pain Management and ASCs
- The Quantum Shift in Orthopedic and Spinal Implant Strategy
- Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and More

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## Mike Krzyzewski

Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History

As head coach of the Duke Blue Devils for over 30 years, Basketball Hall of Famer coach Mike Krzyzewski has made a career of motivating people both on and off the court. Affectionately known as "Coach K," Krzyzewski coached both the 2008 and 2012 U.S. men's national teams to back-to-back gold medals in the Olympics. During his tenure as the head coach of Team USA, Coach K amassed an astounding 62-1 and returned U.S. men's basketball to dominance on the world stage.

In 2011, *Sports Illustrated* named Krzyzewski its Sportsman of the Year. In 2009, *Sporting News* also named Krzyzewski one of the 50 greatest coaches in any sport of all time. Krzyzewski also has an impressive resume as a best-selling author including *Leading with the Heart* which reached *The New York Times* best seller list in 2000. His two most recent books *Beyond Basketball: Coach K's Keywords for Success*, released in 2006, and *THE GOLD STANDARD: Building a World-Class Team*, released in 2009, were co-authored by his youngest daughter, Jamie Spatola.



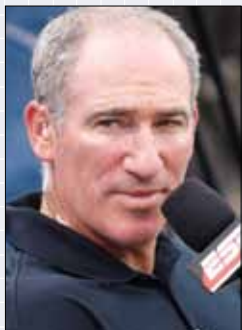
## Geoff Colvin

Senior Editor-at-Large, *FORTUNE* Magazine and Author, *Talent is Overrated*

Geoff Colvin is an award-winning thinker, author, broadcaster, and speaker on today's most significant trends in business. As *FORTUNE*'s Senior Editor-at-Large, he has become one of America's sharpest and most respected commentators on leadership, globalization, wealth creation, the infotech revolution, and related issues. As anchor of *Wall Street Week with FORTUNE* on PBS, he spoke each week to the largest audience reached by any business television program in America.

Colvin's groundbreaking bestseller *Talent Is Overrated: What Really Separates World-Class Performers From Everybody Else* received the Harold A. Longman Award for Best Business Book of the Year and has been published in a dozen languages.

Colvin is one of America's preeminent business broadcasters. He is heard daily on the CBS Radio Network, where he has made over 10,000 broadcasts and reaches seven million listeners each week. He has appeared on *Today*, *The O'Reilly Factor*, *Good Morning America*, *Squawk Box*, *CBS This Morning*, ABC's *World News*, CNN, PBS's *Nightly Business Report*, and dozens of other programs.



## Brad Gilbert

Brad Gilbert is a former professional tennis player, world-renowned tennis coach and analyst for ESPN. Born in Oakland, California, Gilbert was a successful collegiate tennis player and reached the finals of the NCAA championship for Pepperdine University in 1982. He joined the professional tour that same year and went on to win 20 ATP top-level singles titles throughout his career.

Gilbert is the best-selling author of *Winning Ugly*, an instructional book geared towards recreational tennis players to help improve their mental game. In 2005 he released his second book, *I've Got Your Back*, in which he describes his coaching methods and what it takes to win under extreme pressure – on and off the court.

Gilbert has served as a tennis analyst for ESPN since 2004, covering major tournaments such as Wimbledon, the US Open, the French Open and Davis Cup play.



## Forrest Sawyer

Forrest Sawyer has had a diverse career, first as one of America's most respected television journalists, and more recently as an entrepreneur in innovative health care.

Mr. Sawyer is today an advisor and board member of Edison Pharmaceuticals, the world leader in the study of mitochondrial disease. He is also a co-founder of Ampere Life Sciences, a newly launched company developing medical and functional foods targeting antioxidant deficiencies. In addition to unique research and development programs, both companies are building innovative communication platforms.

As a journalist, Mr. Sawyer has over 24 years of experience reporting from around the world. He is a veteran of ABC, CBS, and MSNBC. He has anchored the ABC magazine programs *Day One* and *Turning Point*, as well as *World News Sunday*, and *Good Morning America*. For a decade Mr. Sawyer was the primary replacement anchor on ABC's *Nightline*.

Mr. Sawyer is the founder of FreeFall Productions, an award-winning documentary production company. He has reported documentaries for ABC News, MSNBC, Frontline and the Discovery Networks.

# CONFERENCE SPEAKERS

97 Sessions, 130 Speakers - 52 Physician Leaders and 25 CEOs Speaking - More Than 700 Attendees at This World Class Event Focused on Key Business, Clinical, and Legal Issues

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Reading Neck & Spine Center

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Collect Rx

Scott Becker, JD, CPA, Partner,  
McGuireWoods LLP

Johnny C. Benjamin, MD,  
Fellowship Trained Spine Surgeon,  
Pro Spine

Jack M. Bert, MD, Adjunct Clinical  
Professor, University of Minnesota  
School of Medicine, Cartilage  
Restoration Center of Minnesota,  
Minnesota Bone & Joint Specialists,  
Ltd.

Chris Bishop, SVP, Acquisitions &  
Business Development, Blue Chip  
Surgical Center Partners

Dotty J. Bollinger, RN, JD, CASC,  
LHRM, Chief Operating Officer,  
Laser Spine Institute

Nancy Bratanow, MD, Midwest  
Comprehensive Pain Care

Robert S. Bray, Jr., MD, Neurological  
Spine Surgeon, D.I.S.C. Sports &  
Spine Center

Robert Brownd, Director of  
Business Development, Surgical  
Notes

Jason Cagle, SVP, General Counsel  
& Acquisitions, United Surgical  
Partners International, Inc.

Holly Carnell, Associate,  
McGuireWoods LLP

John A. Carrino, MD, MPH,  
Associate Professor of Radiology  
and Orthopedic Surgery, John  
Hopkins University School of  
Medicine

Arthur Casey, BSBA, CASC, SVP,  
Business Development, Outpatient  
Healthcare Strategies

Susan E. Charkin, MPH, President,  
Healthcents Inc.

Rajiv Chopra, Principal and CFO,  
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Jeffrey Clark, Partner,  
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Brian J. Cole, MD, MBA, Professor,  
Department of Orthopedics,  
Chairman, Department of Surgery,  
Rush OPH, Shoulder Elbow and  
Knee Surgery, Section Head,  
Cartilage Restoration Center at  
Rush, Team Physician Chicago Bulls  
and Chicago White Sox, Rush  
University Medical Center

Geoff Colvin, Senior Editor-at-Large  
FORTUNE Magazine and Author,  
Talent is Overrated

Bill Cramer, CEO, Access MediQuip,  
LLC

Jimbo Cross, VP Acquisitions &  
Development, Ambulatory Surgical  
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University, College of Human  
Medicine, ProCare Research,  
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DABPMR, DABPM, Director of  
Interventional Pain and  
Electrodiagnostics, The Spine  
Institute, Center for Spinal  
Restoration

Jean Day, RN, CNOR, Director of  
Clinical Operations, Pinnacle III

Gregory P. DeConciliis, PA-C,  
CASC, Administrator, Boston Out-  
Patient Surgical Suites, LLC

Ara Deukmedjian, MD, CEO and  
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Thomas Dixon, Associate Director,  
Health System Strategy, Navigant

Christopher Duntsch, MD, PhD,  
Clinical Director, Neurosurgeon,  
Texas Neurosurgical Institute, PA

Stephanie Ellis, RN, CPC, Owner &  
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Regent Surgical Health

Molly Gamble, Associate Editor,  
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SVP of Operations, Ambulatory  
Surgical Centers of America

C. David Geier, MD, Orthopedic  
Surgeon, Director, MUSC Health  
Medical University of South  
Carolina

Brad Gilbert, former Professional  
Tennis Player, World-Renowned  
Tennis Coach and Analyst for ESPN

Scott Glaser, MD, DABIPP,  
Co-Founder and President, Pain  
Specialists of Greater Chicago

Daniel Goldberg, Director of  
Business Development, New Jersey  
Spine and Rehabilitation

Doug Golwas, SVP, Medline  
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Neurosurgeon and Co-Founder,  
Texas Spine and Joint Hospital

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Skeletal Pain Medicine

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Vishal Lal, CEO, Advanced Pain Management

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Luke Lambert, CFA, CASC, CEO, Ambulatory Surgical Centers of America

Linda Lansing, SVP, Clinical Services, Surgical Care Affiliates

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Jeff Leland, CEO, Blue Chip Surgical Center Partners

Katherine Lin, Associate, McGuireWoods LLP

Michael J. Lipomi, President & CEO, Surgical Management Professionals

Todd Logan, VP Sales, Western Region, SourceMedical Solutions

James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, Spine Nevada

Tom Mallon, CEO and Founder, Regent Surgical Health

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

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Tim Meakem, MD, Medical Director, ProVation Medical

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Jeff Peo, VP Acquisitions & Development, Ambulatory Surgical Centers of America

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John Prunskis, MD, FIPP, President & Medical Director, Illinois Pain Institute

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Lisa Rock, President, National Medical Billing Services

Carlos Roman, MD, Arkansas Specialty Orthopaedic Surgery Center and Pain Care Center

Stephen Rosenbaum, CEO, Interventional Management Services

David Rothbart, MD, FAANS, FACS, Medical Director, Spine Team Texas

Rafe Sales, MD, Orthopedic Spine Surgeon, Summit Spine Institute

Nader Samii, CEO, National Medical Billing Services

Forrest Sawyer, Television Journalist and Entrepreneur in Innovation Health Care

James J. Schanaberger, Associate, McGuireWoods LLP

Anthony Schena, MD, Orthopedic Surgeon

Paul Schwaegler, MD, Seattle Spine Institute, PLLC

Matt Searles, Managing Director, Merritt Healthcare

A.N. Shamie, MD, UCLA Spine Surgery

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

Khawar Siddique, MD, MBA, Spine Surgery, Board Certified American Board of Neurosurgery Spine Center, Cedars-Sinai Medical Center

Krzystof (Kris) Siemienow, MD, Adult and Pediatric Spine Surgery, Lutheran General Hospital, University of Illinois at Chicago

Jeffrey Simmons, Chief Development Officer, Regent Surgical Health

Michael Simon, MD, North American Partners in Anesthesia

Marshall Steele, MD, Medical Director, Stryker Performance Solutions

Jimmy St. Louis, MBA, MS, PMP, CEO, Advanced Healthcare Partners

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