



Orthopedic, Spine and Pain Management-Driven ASC Conference

Improving Profitability and Business and Legal Issues

THE 8TH ANNUAL CONFERENCE FROM ASC COMMUNICATIONS
AND THE AMBULATORY SURGERY FOUNDATION

June 10-12, 2010

Westin Hotel • North Michigan Avenue • Chicago, Illinois

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

- Improve Your Profits Monday Morning
- Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs
- 91 Sessions, 112 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, Total Joints, Uniknees and More
- Have an outstanding time in Chicago
- Earn Your CME, CASC, CEU Credits - 13.5 CASC credits and 13.5 CME and CEU credits
- Big Thoughts Combined with Practical Guidance
- 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 (703) 836-5904 or (800) 417-2035

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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-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.

- 91 Sessions
- 112 Speakers
- 29 CEOs as Speakers
- 30 Physician Leaders as Speakers
- Joe Flower, Healthcare Futurist, and Ron Brownstein, Political Director of Atlantic Media Company
- Great Participants From All Over the Country
- Business, Clinical and Legal Issues

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, June 10, 2010

11:30am – 1:00pm	Registration
12:00pm – 4:30pm	Exhibitor Set-Up
1:00pm – 5:20pm	Pre-Conference Workshop • Concurrent Sessions A, B, C, D, E, F
5:20pm - 7:00pm	Reception, Cash Raffles and Exhibits

Main Conference – Friday, June 11, 2010

7:00am – 8:00am	Continental Breakfast and Registration
8:00am – 5:15pm	Main conference, Including Lunch and Exhibit Hall Breaks
5:15pm – 7:00pm	Reception, Cash Raffles, Exhibit Hall

Conference – Saturday, June 12, 2010

7:00am – 8:00am	Continental Breakfast and Registration
8:15am – 1:00pm	Conference

Thursday, June 10, 2010

Track A – Improving Profits, Turning Around ASCs, and Benchmarking

1:00 – 1:45 pm	5 Keys to Maximizing an Orthopedic-Driven ASC's Returns in a Tough Economy - Brent Lambert, MD, FACS, President & Owner, Ambulatory Surgical Centers of America
1:50 – 2:30 pm	Running Your Orthopedic Program Smarter - Benchmarking - Improving Revenues per Case, Reducing Hours per Case, Supply Costs per Case, Staffing and More - Thomas J. Bombardier, MD, FACS, Founding Principal, Ambulatory Surgical Centers of America
2:30 – 3:15 pm	The Changing Future of Health Care in the United State - Joe Flower, Healthcare Futurist
3:20 – 4:00 pm	Assessing and Improving the Profitability of Orthopedic and Spine in ASCs - Luke Lambert, CFA, MBA, CASC, CEO, Ambulatory Surgical Centers of America
4:05 – 4:40 pm	A Step by Step Guide to Recruiting Orthopedic and Spine Surgeons - Chris Suscha, VP of Business Development, Meridian Surgical Partners
4:45 – 5:20 pm	Selling Shares and Resyndication - Larry Taylor, CEO, Practice Partners in Healthcare, and Melissa Szabad, JD, Partner, and Bart Walker, JD, Attorney, McGuireWoods, LLP

Track B – Business Planning for ASCs, Spine, Orthopedics, and Pain

1:00 – 1:45 pm	Effective Cost Cutting and Benchmarking for your ASC - 5 Examples - Robert Welti, MD, Medical Director and Administrator, Santa Barbara Surgery Center, Introduced by Tom Mallon, CEO, Regent Surgical Health
1:50 – 2:30 pm	Building Outstanding and Profitable Pain Management Programs, Making Pain Profitable - Robin Fowler, MD, Executive Director & Owner, Interventional Spine & Pain Management

3:20 – 4:00 pm	Establishing an ASC - 10 Keys for Success - Bill Southwick, President & CEO, Healthmark Partners
4:05 – 4:40 pm	Enterprise Risk Management - Dottie Bollinger, RN, JD, LHRM, CHC, CASC, Laser Spine Institute
4:45 – 5:20 pm	Elements of a Turnaround - Joseph Zasa, JD, Partner, ASD Management

Track C – Special Procedures Issues

1:00 – 1:45 pm	Minimally Invasive Spine Surgery in ASCs - Greg Poulter, MD, Surgeon, Peak One Surgery Center, Lisa Austin, RN, CASC, Vice President of Operations, Pinnacle III
1:50 – 2:30 pm	The Best Procedures to add to ASCs Now - John Hajjar, MD
3:20 – 4:00 pm	Recruiting Great Doctors - 5 Key Concepts from an Industry Veteran - Robert Zasa, MSHHA, FACMPE, Partner, Woodrum ASD
4:05 – 4:40 pm	Handling Complex Spine Cases in an ASC, Clinical and Financial Issues - Marcus Williamson, President, Neospine Services Symbion Healthcare
4:45 – 5:20 pm	Extending the Life Span of Your ASC - 10 Key Concepts - Boyd Faust, CPA, CFO, Titan Health

Track D – General Management

1:00 – 1:45 pm	How An Existing, Successful Orthopedic/Pain ASC in New Jersey is Planning for Impending Rate Compression in the State, and Adjusting its Strategy Going Forward Now That a Moratorium on New ASC Development Has Gone Into Effect - David Hall, Chairman or Sean Rambo, Vice President of Operations, Titan Health, Key Physician from Titan NJ ASC
1:50 – 2:30 pm	How to Reduce Hours Per Case, How to Hire Great DONs and Staff - Joyce Deno, Chief Operations Officer, Eastern Region, Regent Surgical Health

3:20 – 4:00 pm

The Success, Failure and Demise of ASCs - An MD Leaders Perspective - Larry Parrish, Illinois Sports Medicine & Orthopedic Surgery Center, Dave Raab, MD, Illinois Sports Medicine & Orthopedic Surgery Center, Jeff Visotsky, MD, Illinois Sports Medicine & Orthopedic Surgery Center

4:05 – 4:40 pm

How to Effectively Measure and Track Patient Quality - David Shapiro, MD, Director of Medical Affairs, AMSURG

4:45 – 5:20 pm

5 Tips for Managing Anesthesia in Your ASC - Marc Koch, MD, President & CEO, Somnia Anesthesia

Track E - Billing, Coding and Contracting for ASCs

1:00 – 1:45 pm

Out of Network - Will It Still Work? What Do I Need to Know? What Is The Future? - Thomas J. Pliura, MD, JD, President & CEO, Zchart

1:50 – 2:30 pm

10 Ways to Improve an ASCs Orthopedic Spine and Pain Coding - Stephanie Ellis, RN, President, Ellis Medical Consulting

3:20 – 4:00 pm

A 40 Minute Billing Boot Camp - What Centers Need To Do To Improve Their Billing and Coding - Caryl Serbin, RN BSN LHRM, President & Founder, Serbin Surgery Center Billing

4:05 – 4:40 pm

How to Hire Great Administrators and What Should They Be Paid? Greg Zoch, Partner & Managing Director, Kaye Bassman International

4:45 – 5:20 pm

Driving Revenues Up by Driving Denials Down - Bill Gilbert, VP of Marketing, AdvantEdge Healthcare Solutions

Track F - Buying and Selling ASCs and Hospitals, Valuation Issues For ASCs, Anti Kickback Issues

1:00 – 1:45 pm

ASC Transactions, Current Market Analysis and Valuations, Greg Koonsman, Senior Partner, VMG Health

1:50 – 2:30 pm

5 Anti Kickback and Stark Act Cases - Scott Becker, JD, CPA, Partner, Elissa Moore, JD, and Lainey Gilmer, Associate, McGuireWoods LLP

3:20 – 4:00 pm

The Elements of an ASC Turnaround - Joseph Zasa, JD, Partner, ASD Management, Michael Gilmore, MD, Surgical Center for Excellence, Panama City, Skip Daube, MD, Founder, Surgical Center for Excellence, Panama City

4:05 – 4:40 pm

Buying, Selling and Syndication ASCs - Henry H. Bloom, Founder, and Robert S. Goettling, Esq., The Bloom Organization, Todd Mello, ASA AVA MBA, Principal & Founder, Healthcare Appraisers

4:45 – 5:20 pm

Physician Owned Hospitals - Key Concepts to Increase Profits - Tom Michaud, CEO, Foundation Surgery

5:20 pm

Cocktail Reception, Cash Raffles and Exhibits

Friday, June 11, 2010

8:00 am

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

8:10 – 9:00 am

The Best Ideas for Orthopedic and Spine Driven ASCs Now - Brent Lambert, MD, FACS, President & Owner, Ambulatory Surgical Centers of America, Joseph Burkhardt, MD, Brookside Surgery Center, Kenny Hancock, President, Meridian Surgical Partners, James T. Caillouette, MD, Chairman, Newport Orthopedic Institute

9:05 – 10:00 am

The Politics of Health Care Reform, Ron Brownstein, Political Director, Atlantic Media Company

10:00 – 11:00 am

Networking Break & Exhibits

General Session A

11:05 – 11:45 AM

Key Developments That Will Transform the Business of Orthopedic Surgery - John Cherf, MD MPH MBA, OrthoIndex

11:50 – 12:30 PM

Key Concepts to Improve the Profitability of Spine Programs, John Caruso, MD, Jim Lynch, MD, Founder, Surgery Center of Reno, Moderator, Jeff Leland, Managing Director, Blue Chip Surgical Center Partners

GENERAL SESSION B

11:05 – 11:45 AM

A National View of Political Advocacy Efforts and ASCs, Andrew Hayek, CEO Surgical Care Affiliates, Chairman ASC Coalition

11:50 – 12:30 PM

Effective Cost Cutting and Benchmarking for Your ASC - 5 Examples - Tom Mallon, CEO, Regent Surgical Health

12:30 – 1:30 PM

Networking Lunch & Exhibits

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

A - Improving Profits, and Fixing ASCs

1:30 – 2:05 pm

10 Key Concepts for Managed Care Contracting Orthopedics, and Spine and Pain - Naya Kehayes, MPH, CEO, Eveia Health Consulting & Management

2:10 – 2:40 pm

Key Tips for Success - Orthopedics in ASCs - What Works and What Doesn't - Greg Deconciiliis, Administrator, Boston Out-Patient Surgical Suites

2:40 – 3:35 pm

Networking Break & Exhibits

3:35 – 4:10 pm

10 Keys to Improve Billing and Collections - Caryl Serbin, RN BSN LHRM, President & Founder, Serbin Surgical Center Billing

4:15 – 4:45 pm

Managed Care Negotiation Strategies for Orthopedic and Spine - 10 Key Concepts - Naya Kehayes, MPH, CEO, EVEIA Health Consulting and Management

4:50 – 5:20 pm

The 5 Best Ways to Improve Billings and Collections and to Improve Revenue Cycle Management - Lisa Rock, President, National Medical Billing Services, and Michael Storch, National Client Representative, MNET Financial, Inc.

Track B – Orthopedic and Spine ASC Issues

1:30 – 2:05 pm

New Procedure Advancements for Spine Centers - Jimmy St. Louis, VP of Integrated Business Development, Laser Spine Institute

2:10 – 2:40 pm

Key Thoughts on Handling Total Joints in ASCs - James T. Caillouette, MD, Chairman, Newport Orthopedic Institute

2:40 – 3:35pm

Networking Break & Exhibits

3:35 – 4:10 pm

Hand Surgery in ASCs - Key Concepts for Clinical and Financial Success - R. Blake Curd, MD, Orthopedic Institute, Todd Flickema, SVP, Surgical Management Professionals, Kyle Goldammer, SVP Finance, Surgical Management Professionals

4:15 – 4:45 pm

Uni Knees in the Outpatient Setting - Is This Right Fit for Your ASC? - Clinical and Financial Issues - Joseph Burkhardt, D.O., Brookside Surgery Center, Sarah Martin, R.N., Regional Vice President, Meridian Surgical Partners, Becky Klein, Director of Clinical Operations, Brookside Surgery Center

4:45 – 5:20 pm

Creating a Spine Center in a Small Community, Daniel Tomes, MD, Introduced by Jeff Leland, Managing Director, Blue Chip Surgical Center Partners

Track C – Pain Management, Spine and Implant Costs

1:30 – 2:05 pm

Pain Management at an ASC: Benefits and Pitfalls - Brannon Frank, MD, Arise Healthcare

2:10 – 2:40 pm

Pain Management in ASCs - Current Ideas to Increase Profits - Amy Mowles, President & CEO, Mowles Medical Practice Management

2:40 – 3:35 pm

Exhibit Hall Break

3:35 – 4:10 pm

Negotiating Implant Payments with Payors and Payments for Multiple Procedures and Other Issues - Marcus Williamson, President Neospine Division, Symbion Healthcare, and Jamie Pearlman

4:15 – 4:45 pm

Managing Pain Practice-Protocols, Branding and Other Tips to Improve Profitability - Faisal M. Rahman, MD, CEO, APAC Group of Healthcare Companies

4:45 – 5:20 pm

Leadership in the ASC Context - What is Great Leadership and How Can it Make a Difference - Ed Hetrick, President & CEO, Facility Development Management

Track D – Physician Owned Hospitals, Spine Cost Comparison

1:30 – 2:40 pm

The Best Ideas for Physician Owned Orthopedic and Spine Focused Hospitals Now - Tom Macy, CEO, Nebraska Orthopedic Hospital, John Rex-Waller, CEO National Surgical Hospitals, Tom Michaud, CEO, Foundation Surgical Affiliates, R. Blake Curd, MD, Orthopedic Institute, and Scott Becker, JD, CPA, Partner, McGuireWoods, LLP, Moderators

2:40 – 3:35 PM

Exhibit Hall Break

3:35 – 4:10 pm

Leveraging Engagement to Maximize the Supply Chain - Tom Macy, CEO, Nebraska Orthopedic Hospital and Anna McCaslin, CFO, Nebraska Orthopedic Hospital

4:15 – 4:45 pm

Converting an ASC to a Hospital - Russ Greene, RN, CEO, Physicians Specialty Hospital, Fayetteville

4:50 – 5:20 pm

Ambulatory Spine Surgery - ASC vs. Hospital Reimbursement Comparison - David Abraham, M.D., Reading Neck & Spine Center

Track E – Orthopedic and Spine Practice Issues, Selling Units and Implants

1:30 – 2:05 pm

Physician Practice Partnering with Medical Centers - The Good, Bad and the Ugly - Dennis Viellieu, CEO, Midwest Orthopaedics at Rush

2:10 – 2:40 pm

Key Ideas for Improving Orthopedic Practice Profits - John Martin, CEO, OrthoIndy

2:40 – 3:35 PM

Exhibit Hall Break

3:35 – 4:10 pm

Selling Units to Physicians - How Are Shares Valued - Todd Mello, Healthcare Appraisers

4:15 – 4:45 pm

Buyers Perspective on Selling Your ASC, What ASCs Need to Know Now, Acquisition Strategy, ASC Acquisitions in the Current Economic Environment, How Buyers Value ASCs - Evie Miller, CPA, VP Development, USPI, William Kennedy, SVP Business Development, CFA, Senior Partner, NovaMed, Greg Koonsman, CFA, Senior Partner, VMG Health, Moderator Scott Downing, JD, Partner, McGuireWoods, LLP

4:50 – 5:20 pm

Marketing Your ASC and Attracting Patients and Physicians - Mike Lipomi, President, RMC Medstone Capital

Track F – Clinical Quality, Governance and Profits

1:30 – 2:05 pm

The Impact of Healthcare Reform on ASCs - Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

2:10 – 2:40 pm

Clinical and Quality Management of Newer Events in ASCs - Holly Hampe, Director, Patient Safety and Quality, Amerinet

2:40 – 3:35 pm

Exhibit Hall Break

3:35 – 4:10 pm

Improving ASC Performance Through Innovative Governance Techniques - Michael Grant, MD, Center for Ambulatory Surgery, David Myers, MD, Center for Ambulatory Surgery, Ravi Chopra, CEO, The C/N Group

4:15 – 4:15 pm

3 Great Ways to Improve Profitability - Nicola Hawkinson, CEO & Founder, Spine Search, Mel Gunawardena, Founder & CEO, Medigain, Inc., Tom Jacobs, CEO, MedHQ, Moderator, Robert Zasa, MSHHA FACMPE, Partner, ASD Management

4:50 – 5:20 pm

Building Smart in 2010 - John Marasco, Principal & Owner, Marasco & Associates

5:25 – 7:00 PM

Cocktail Reception, Cash Raffles and Exhibits

Saturday, June 12, 2010

8:00 – 8:15 am

Opening Remarks - Dr. Tom Price, US Congressman

8:15 – 8:45 am

Washington Update - Kathy Bryant, JD, President, ASC Association

Concurrent Track Sessions A, B, C, D, and E

Track A

8:50 – 9:30 am

Financial Benchmarking - Rob Westergard, Chief Financial Officer, Ambulatory Surgical Centers of America

9:35 – 10:10 am

Key Concepts to Managing an Effective Interventional Pain Management Practice and Center - Laxmaiah Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians

10:15 – 10:50 am

An Analysis of Clinical Outcomes for Spine Procedures Performed in ASCs - Ken Pettine, MD, Loveland Surgery Center

10:55 – 11:30 am

Recruiting & Syndication of Orthopedic, Pain Management and Spine Physicians - Updates, Challenges and Strategies - Kenny Spitler, Senior VP Development, Healthmark Partners

11:35 – 12:10 pm

A Successful Spine Surgery Center That Includes Neuro and Orthopedic Spine Surgeons, Lessens Learned, Problems to Avoid - Thomas Forget, MD, Neurosurgeon

12:15 – 1:00 pm

4 Key Topics (1) Healthcare Reform and ASCs, (2) Should You Convert Your ASC to a HOPD (Hospital Outpatient Department) - The Pros and Cons and Key Issues to Consider, (3) Safe Harbors and (4) Out of Network - Scott Becker, JD, CPA, Partner, and Amber Walsh, JD, Attorney, McGuireWoods, LLP

Track B

8:50 – 9:30 am

The 7 Best Ways to Increase ASC Profits Now - Larry Taylor, CEO, Practice Partners in Healthcare

9:35 – 10:10 am

The 10 Statistics Your ASC Should Examine Each Week - Michael Rucker, COO, Surgical Care Affiliates

10:15 – 10:50 am

Surgeon Owned Implant Distribution - John Steinmann, DO, Founder & CEO, Synergy Surgical Technologies

10:55 – 12:10 pm

Case Costing and Benchmarking for Orthopedic, Spine and Pain Driven ASCs - Susan Kizirian, COO, Ambulatory Surgical Centers of America and Anne Geier, VP, Ambulatory Surgical Centers of America

Track C

9:35 – 10:10 am

Current Business, and Clinical Thoughts on Spine Procedures in an ASC - Richard A. Kube II, MD, FACSS, Owner/CEO, Prairie Spine & Pain Institute, and Bryan Zowin, President, Physician Advantage

10:15 – 10:50 am

How Changes in the Reimbursement Market will Change the Orthopedic, Spine and Pain Management Device Market - Carl R. Noback, MD, Medical Director, Innovative Pain Solutions, LLC

10:55 – 11:30 AM

Managing Orthopedic Device Costs in the ASC - John Cherf, MD MPH MBA, OrthoIndex

11:35 – 12:10 pm

Back to the Future - Hospital Employed Physicians, How Big Will This Be? - Les Jebson, Executive Director, University of Florida, Orthopaedics and Sports Medicine Institute

Track D

10:15 – 10:50 am

Current Challenges in Financing ASCs and Financing Acquisitions and Expansions - Robert Westergard, CPA, CFO, Ambulatory Surgical Centers of America and Mike Karnes, CFO Regent Surgical Health, Moderator, Anthony Mai, SVP Healthcare Finance, Sun National Bank

10:55 – 11:30 am

Does a Captive Insurance Company Make Sense for your Large Orthopedic or Spine Practice, Pat Sedlack, SVP, Marsh McLennan, J. Brian Jackson, Partner, McGuireWoods LLP

11:35 – 12:10 pm

Uniknees in ASCs - Walter Shelton, MD, Mississippi Surgical Center

Track E

10:15 – 10:50 am

5 Steps to a More Prosperous ASC - How to Improve Billing and Coding - Kim Woodruff, VP Corporate Finance and Compliance, Pinnacle III

10:55 – 11:30 am

Key Concepts on the Smart Use of Information Technology in ASCs - Marion Jenkins, CEO & Founder, QSE Technologies, Craig Veach, SVP Operations, Amkai

11:35 – 12:10 pm

Maximizing the ROI on Technology Use and Investments - Sean Benson, Co-Founder and Vice President of Consulting, ProVation Medical

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CONFERENCE SPEAKERS

David Abraham, MD, Reading Neck and Spine Center	Bill Gilbert, VP of Marketing, AdvantEdge Healthcare Solutions	Michael J. Lipomi, President, RMC MedStone Capital	Caryl Serbin, RN, BSN, LHRM, President & Founder, Serbin Surgical Center Billing
Lisa Austin, RN CASC, Vice President of Operations, Pinnacle III	Lainey Gilmer, Associate, McGuireWoods, LLP	James Lynch, MD, Founder, Surgery Center of Reno	David Shapiro, MD, Director of Medical Affairs, AMSURG
Scott Becker, JD CPA, Partner, McGuireWoods LLP	Michael Gilmore, MD Surgical Center for Excellence, Panama City	Tom Macy, CEO, Nebraska Orthopedic Hospital	Walter Shelton, MD, Mississippi Surgery Center
Sean Benson, Co-Founder and Vice President of Consulting, ProVation Medical	Robert Goettling, Esq., The Bloom Organization, LLC	Laxmaiah Mahchikanti, MD, CEO and Chairman of the Board, American Society of Interventional Pain Physicians	Jeff Simmons, President Western Region, Regent Surgical Health
Henry H. Bloom, Founder, The Bloom Organization, LLC	Kyle Goldammer, SVP Finance, Surgical Management Professionals	Anthony Mai, SVP Healthcare Finance, Sun National Bank	Bill Southwick, President & CEO, HealthMark Partners
Dottie Bollinger, RN, JD, LHRM, CHC, CASC, Chief Compliance Officer, In-House Counsel, Laser Spine Institute	Michael Grant, MD, Center for Ambulatory Surgery	Tom Mallon, CEO, Regent Surgical Health	Kenny Spittler, SVP Development, HealthMark Partners
Thomas J. Bombardier, MD, FACS, Founding Principal, Ambulatory Surgical Centers of America	Russ Greene, RN, CEO, Physicians Specialty Hospital Fayetteville	John Marasco, Principal & Owner, Marasco & Associates	Jimmy St. Louis, VP Integrated Business Development, Laser Spine Institute
Ron Brownstein, Political Director, Atlantic Media Company	Mel Gunawardena, Founder & CEO, Medigain	John Martin, CEO, OrthoIndy	John Steinman, DO, Founder & CEO Synergy Surgical Technologies
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James, Caillouette, MD, Chairman, Newport Orthopedic Institute	Holly Hampe, Director, Patient Safety & Quality, Amerinet	Todd Mello, ASA, AVA, MBA, Princippal/Founder, Healthcare Appraisers	Melissa Szabad, JD, Partner, McGuireWoods, LLP
John Caruso, MD, FACS, Parkway Surgery Center	Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners	Tom Michaud, CEO, Foundation Surgery Affiliates	Larry Taylor, President & CEO, Practice Partners in Healthcare
John Cherf, MD, MPH, MBA, OrthoIndex	Nicola Hawkinson, CEO and Founder, Spine Search	Evie Miller, CPA, Vice President, Development, USPI	Daniel Tomes, MD, Craig Veach, SVP Operations, Amkai
Ravi Chopra, CEO, The C/N Group, Inc	Andrew Hayek, President & CEO, Surgical Care Affiliates	Elissa Moore, JD, Associate, McGuireWoods LLP	Dennis Viellieu, CEO, Midwest Orthopaedics at Rush
R. Blake Curd, MD, Orthopedic Institute	Edward Hetrick, President & CEO, Facility Development & Management	Amy Mowles, President & CEO, Mowles Medical Practice Management	Jeffrey Visotsky, MD, Illinois Sports Medicine & Orthopedic Surgery Center
Skip Daube, MD, Founder, Surgical Center for Excellence, Panama City	J. Brian Jackson, Partner, McGuireWoods, LLP	David Myers, MD, Center for Ambulatory Surgery	Bart Walker, JD Associate, McGuireWoods, LLP
Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites	Tom Jacobs, CEO, MedHQ	Carl R. Noback, MD, Medical Director, Innovative Pain Solutions, LLC	Amber Walsh, JD, Associate, McGuireWoods LLP
Edward M. Dector, MD, The Center for Orthopaedics	Les Jebson, Executive Director, University of Florida, Orthopaedics and Sports Medicine Institute	Larry Parrish, Illinois Sports Medicine & Orthopedic Surgery Center	Robert Welti, MD, Medical Director & Administrator, Santa Barbara Surgery Center
Joyce Deno, Chief Operations Officer - Eastern Region, Regent Surgical Health	Marion K. Jenkins, PhD, Founder/CEO, QSE Technologies	Jamie Pearlman, Marcus Williamson	Robert Westergard, Chief Financial Officer, Ambulatory Surgical Centers of America
Scott Downing, JD, Partner, McGuireWoods LLP	Mike Karnes, CFO, Regent Surgical Health	Kenneth Pettine, MD, Loveland Surgery Center	Marcus Williamson, President, Neospine Services, Symbion Healthcare
Stephanie Ellis, RN, CPC, President, Ellis Medical Consulting, Inc.	Naya Kehayes, MPH, Managing Principal & CEO, Eveia Health Consulting & Management	Tom Pliura, MD, JD, President & CEO, zChart	Kim Woodruff, VP Corporate Finance & Compliance, Pinnacle III
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Todd Flickema, SVP, Surgical Management Professionals	Becky Klein, Director of Clinical Operations, Brookside Surgery Center	Tom Price, MD, U.S. Congressman	Robert Zasa, MSHHA FACMPE, Founder, ASD Management
Joe Flower, Healthcare Futurist	Marc Koch, MD, President/CEO, Somnia Anesthesia	David J. Raab, MD, Illinois Sports Medicine & Orthopedic Surgery Center	Greg Zoch, Partner & Managing Director, Kaye Bassman International
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Robin Fowler, MD, Executive Director & Owner, Interventional Spine & Pain Management	Richard A. Kube II, MD, FACSS, Owner, CEO, Prairie Spine & Pain Institute	Sean Rambo, Vice President of Operations, Titan Health	
Brannon Frank, MD, Arise Healthcare	Brent Lambert, MD, FACS, President & Owner, Ambulatory Surgical Centers of America	John Rex-Waller, CEO, National Surgical Hospitals	
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Improving Profitability and Business and Legal Issues

THE 8TH ANNUAL CONFERENCE FROM ASC COMMUNICATIONS AND THE AMBULATORY SURGERY FOUNDATION

JUNE 10-12, 2010

WESTIN HOTEL • CHICAGO, ILLINOIS

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Cancellation Policy: Written cancellation requests must be received by May 1, 2010. 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.

GENERAL INFORMATION

HOTEL RESERVATIONS

Westin Hotel has set aside special group rates for conference attendees. To make a reservation, go to http://www.starwoodmeeting.com/Book/orthopedic2010

The Westin 909 N. Michigan Avenue Chicago, IL 60611 (312) 943-7200 Group Room Rates: \$299

ASC ASSOCIATION

For ASC Association membership information please call (703) 836-8808, or visit www.ascassociation.org

CONFERENCE QUESTIONS

For additional information or questions regarding the conference please contact

Ambulatory Surgery Foundation

Phone: (703) 836-5904

Fax: (703) 836-2090

Email: registration@ascassociation.org

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TARGET AUDIENCE
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 of and establishing ASCs.

CONTINUING EDUCATION CREDITS

The CME activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCMÉ) through the Joint Sponsorship of the Institute for Medical Studies (IMS) and ASC Communications.

IMS is accredited by the ACCME to provide continuing medical education for physicians.

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CASC CREDIT

This program is approved for 14 hours of AEU credit by BASC Provider #3272.

CEU CREDIT

Provider approved by the California Board of Registered Nursing, Provider Number CEP6949, for 13.45 contact hours

SAMPLE TOPICS INCLUDE

- The Impact of Healthcare Reform on ASCs
- Uniknees in ASCs
- Converting an ASC to a Hospital
- Effective Cost Cutting and Benchmarking for Your ASC
- Current Business, and Clinical Thoughts on Spine Procedures in an ASC
- Negotiating Implant Payments with Payors and Payments for Multiple Procedures and Other Issues
- Excelling Without Orthopedics and Spine - Key Concepts for Great ASC Performance
- Physician Owned Hospitals - Key Concepts to Increase Profits
- Assessing and Improving the Profitability of Orthopedic and Spine in ASCs,
- New Procedure Advancements for Spine Centers
- How to Improve Pain Management Case Cost and Efficiency
- Key Thoughts on Handling Total Joints in ASCs
- Hand Surgery in ASCs - Key Concepts for Clinical and Financial Success
- Leveraging Engagement to Maximize the Supply Chain
- The Best Ideas for Physician Owned Orthopedic and Spine Focused Hospitals Now
- How Changes in the Reimbursement Market will Change the Orthopedic, Spine and Pain Management Device Market
- Back to the Future - Hospital Employed Physicians, How Big Will This Be?