18th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

THE BEST ANNUAL ASC BUSINESS AND CLINICAL CONFERENCE

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

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

October 27-29, 2011
Westin Michigan Avenue • Chicago, Illinois

For more information, call (703) 836-5904 or (800) 417-2035
If you would like to sponsor or exhibit at the program, please call (800) 417-2035

To register, contact the Ambulatory Surgery Foundation (703) 836-5904
or fax (703) 836-2090 • registration@ascassociation.org

Register online: https://www.ascassociation.org/chicagoOct2011.cfm
Improving the Profitability of Your ASC – Thrive Now and in the Future

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

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

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

1) Benefit from the combined efforts of Becker’s ASC Review/ASC Communications and the Ambulatory Surgery Foundation to attract attendees and speakers that are among the smartest people in the ASC industry today.

2) Take discussion and thinking to the highest levels, focusing on the physician-owners, medical directors, ASC administrators and business minded directors of nursing.

3) Access expert views from all sides of the ASC world.

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**Thursday, October 27, 2011**

1:00 – 1:40 pm

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

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

B. Business Planning for Orthopedic and Spine Driven Centers

Jeff Leland, CEO, Blue Chip Surgical Center Partners

C. Benchmarking for GI Centers

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

D. How Do You Value Your ASC For Sale? What is the Value in a Majority Sale Transaction? Can Hospitals Pay More if They can Convert to an HOPD or Apply Managed Care Contracts? What is the Value in a Sale of a Small Percentange to a Physician?

Vincent M. Kickirillo, Partner, VMG Health

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

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

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

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

1:45 – 2:25 pm

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

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

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

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

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

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

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

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

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

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

F. Effective Clinical Benchmarking and Infection Control

Regina Robinson, Director, Peninsula Surgical Center

2:30 – 3:05 pm

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

Reed Martin, Chief Operating Officer, Surgical Management Professionals

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

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

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

Steven D. Schaumberger, and Ken Crabb, JR

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

Dawn McLane, Regional VP, Health Inventions

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

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**PROGRAM SCHEDULE**

**Pre Conference – Thursday October 27, 2011**

11:30am – 1:00pm Registration

1:00pm – 5:30pm Pre-Conference

5:30pm – 7:00pm Reception, Cash Raffles, Exhibit Hall

**Main Conference – Friday October 28, 2011**

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

8:00am – 5:05pm Main conference, Including Lunch and Exhibit Hall Breaks

5:05pm – 6:30pm Reception, Cash Raffles, Exhibit Hall

**Conference – Saturday October 29, 2011**

7:00am – 8:10am Continental Breakfast

8:10am – 12:20pm Conference

**TO REGISTER, CALL (703) 836-5904 • FAX (703) 836-2090 • registration@ascassociation.org**
Market B. Private equity's Role in and View of the asc
a. Orthopedics and spine - Physician Payor
3:55 – 4:30 pm
Small Market establishing and Operating Successfully in a Roundtable discussion for ASCs
F. Meaningful Use, eMR and Other Key IT issues
B. impact of Healthcare Reform on Physician Practices and ASCs
Managing expenses and Managing Physicians Practices and ASCs
Practices and ASCs
2.50, Networking Reception, Raffles and Exhibits
C. Revenue Capture for Endoscopy Centers - Best Practices and Great Ideas
Linda K. Peterson, CEO, Executive Solutions for Healthcare
D. ASC Litigation - Can Non-Competes be Enforced? What to Do When the FBI or OIG Calls? How to Work with Payors
Jeffrey C. Clark, Partner, and David J. Pinvick, JD, BBA, Associate, McGuireWoods LLP
E. What is Great and What is not Great Physician Leadership for Your ASC
Brad Lerner, MD, Summit ASC F. Evaluating the Return on Investment: Outsourcing Key Business Office Operations
Kim Woodruff, Vice President Corporate Finance & Compliance, PINNACLE III
4:30 – 5:30 pm - KEYNOTE
Climbing Up the Mountain - One More Time
Bill Walton, Former ABC, ESPN, NBA Basketball Announcer, Hall of Fame NBA Basketball Player
5:30 – 7:00, Networking Reception, Raffles and Exhibits
Friday, October 28, 2011
8:00 am
Introductions
Scott Becker, JD, CPA, Partner, McGuireWoods, LLP
8:10 – 8:45 am – KEYNOTE
The View from Washington: Politics, Healthcare Reform and the 2012 Election
Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News
8:50 – 9:30 am – General Session
ASCs, Healthcare and Washington DC
Brent W. Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, Tom Mallon, CEO Regent Surgical Health, Michael E. Russell, II, MD, President, Physician Hospitals of America, Texas Spine and Joint Hospital, Tom Price, MD, U.S. Congressman, Moderated by Sam Donaldson, ABC News Veteran and former Chief White House correspondent for ABC News
9:35 – 10:20 am - KEYNOTE
A. KEYNOTE - How the Best Managers use Recognition to Accelerate Performance
Adrian Gostick, Author and Global Thought Leader on Workplace Strategy
B. The ASC Association Legislative Priorities - and What We Will See for the Next Five Years
William Prentice, JD, Executive Director, and Steve Miller, Director of Government and Public Affairs, Ambulatory Surgery Center Association
C. How to Evaluate & Implement New Profitable Services into an ASC
Robert Zasa, MSHHA FACMPE, Founder, ASPD Management, and Kenneth Austin, MD, Orthopedic Surgeon, Rockland Orthopedics and Sports Medicine
D. ACOs in Action
Andrew Ziskind, MD, Senior Executive, Accenture, and Matthew Walsh, Chief Operating Officer, Henry Ford Physician Network
11:25 – 12:10 pm
A. The State of the Unions for ASCs
Andrew Hayek, President & CEO, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee
B. Interventional Pain Management - What the Next Few Years Will Look Like
Laxmaiah Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians
C. Hospital and Physician Alignment in the Wake of Healthcare Reform - The Expectations for the Next Five Years
Kate Lovrien, Senior Manager, Kurt Salmon and Associates
D. What are the Key Issues Facing Great ASC Administrators
Kara Vittetoe, Administrator, Thomas Johnson Surgery Center, Tracey Hood, Administrator, Ohio Valley Ambulatory Surgery Center, Brooke Smith, Administrator, Maryland Surgery Center for Women, and moderated by Susan Kizirian, COO, Ambulatory Surgical Centers of America
12:15 – 1:00 pm
A. Developing a Strategy for Your ASC
Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners, Mike Doyle, CEO, Surgery Partners, Danny Bunden, Vice President Development, Symbion Healthcare
B. Endoscopy Centers - Key Trends and Issues
Frank Principati, COO and Frank Coll, VP New Business Development, Physicians Endoscopy
C. Orthopedics and Spine in ASCs - Key Trends and Ideas
John D. Atwater, MD and Richard A. Kaul, MD, Board Certified Minimally Invasive Spine Specialist & Owner, New Jersey Spine and Rehabilitation, Moderated by Jeff Leland, CEO, Blue Chip Surgical Center Partners
D. Anesthesia in ASCs
David Shapiro, MD, CHC, CHQCM, CHPRM, LHCM, CASC, Partner, Ambulatory Surgery Company, LLC
E. Accreditation 101, Everything You Need to Know About Accreditation
Bernard McDonnell, DO, Healthcare Facilities Accreditation Program
1:00 – 2:00 pm
Networking Lunch & Exhibits
2:00 – 2:40 pm
A. The Best Ideas to Improve Volume and Profits
Bryan Zowin, President, Physician Advantage, Inc., John C. Steinmann, DO, Alliance Surgical Distributors, Robin Fowler, MD, Executive Director and Owner, Interventional Management Services, and Keith Metz, MD
B. ASC Turnaround Case Study, From Zero to Wow!
Joseph Zasa, JD, Managing Partner, ASAP Management, and Daniel C. “Skip” Daube, Jr., MD, FACS, Founder, Surgical Center for Excellence, Panama City
C. Is There Still Room for Joint Venture ASCs in the Physician-Hospital Integration Tool Kit - The Pros and Cons to ASCs
Allan Fine, Senior Vice President, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary, and Brandon Frazier, Vice President Development & Acquisitions, Ambulatory Surgical Centers of America
D. Should You Sell Your Practice to a Hospital? What Will the Agreement Look Like? What are the Key Issues?
Kristin A. Werling, Partner, Geoffrey C. Cockrell, Partner, and Gretchen Heizne Townshend, Associate, McGuireWoods LLP
F. The Most common Medical staff issues and What an asc should get Paid

C. What should great Medical Directors, D. Physician-Owned Ancillaries - device Companies, E. Key Compliance Risks in ASC Billing F. The Most Common Medical Staff Issues and How to Handle Them

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

B. Surgeon Hospital Partnerships Models Jeff Simmons, Chief Development Officer, and Bo Hjorth, Vice President, Business Development, Regent Surgical Health C. Developing an Outstanding ASC Quality Program That Can be Implemented and Makes a Difference Linda Lansing, Senior Vice President of Clinical Services, Surgical Care Affiliates D. Physician-Owned ASCs and Hospitals - The Best Strategies for the Next Five Years Michael J. Lipomi, MS, HealthCare Partners, President & Chief Executive Officer, Surgical Management Professionals E. Developing an ASC Quality Program That Can be Implemented and Makes a Difference

F. CMS Inspections Surveys; Are You Ready? Tracy Hoeff-Hoffman, Administrator, Hastings Surgery Center 2:45 – 3:25 pm

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

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Saturday, October 29, 2011

8:15 – 9:00 am
A. The 5 Best and Worst Specialties for ASCs - An Outlook for the Next Five Years
Larry Taylor, CEO, Practice Partners in Healthcare

B. Improving Revenue Capture: Best Practices in Coding, Documentation and Charge Capture Rosalind Richmond, Coding Compliance Officer, and Yvonda Moore, Director of Implementation, GENASCIS

9:05 – 9:45 am
A. The Role of the Medical Director and Physician Leaders in ASCs
John Byers, MD, Medical Director, Surgical Center of Greensboro, Orthopaedic Surgical Center

B. Optimizing Business Office Performance

Paul Davis, CPA, CMA, Ambitale C. Infection Prevention in ASCs: Looking Ahead - What Does the Future Hold

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

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

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

E. RAC Readiness

Elizabeth Lamkin, Partner, and William C. Behrens, Partner, PACE Healthcare Consulting, LLC 9:50 – 10:30 am

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

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

B. Determining the Exact Cost of a Procedure

Terry Woodbeck, CEO, FAHC, Tulsa Spine & Specialty Hospital C. Infection Prevention and the CMS Infection Prevention Mandate for ASCs: Key Strategies to Enhance Performance

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

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

Stephanie Ellis, RN, CPC, President, Ellis Medical Consulting E. The Future is Now, Preparing You and Your Practice for a Changing Environment

Pedro Verge-Marini, MD, Founder and Managing Member, Physicians’ Capital Investments 10:35 – 11:15 am

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

John Martin, CEO, Ortholody

B. Environmental Cleaning & Disinfection - Best Practices

Jack Wagner, President & Founder, Micro- Scientific Industries

C. Ophthalmology in ASCs - Current Trends and Issues

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

D. Advanced Benchmarking of Financial and Clinical Results

John Goehle, CASC, MBA, CPA, Ambulatory Healthcare Strategies, LLC 11:20 – 12:20 pm

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

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

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Register by September 1, 2011 and SAVE!

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Register Online:

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• Adrian Gostick, Author and Global Thought Leader on Workplace Strategy
• William Prentice, Executive Director, ASC Association
• Michael A. Romansky, JD, Washington Counsel, VP for Corporate Development, Outpatient Ophthalmic Surgery Society
• John Cherf, MD, President, OrthoIndex
• Robert Boeglin, MD, President, IU Health Management
• Brad Lerner, MD, Summit ASC
• Michael E. Russell, II, MD, President, Physician Hospitals of America, Texas Spine and Joint Hospital
• Michael R. Redler, MD, The OSM Center
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• Jon O’Sullivan, Senior Partner, VMG Health

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REGISTRATION FORM

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

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

OCTOBER 27-29, 2011
WESTIN MICHIGAN AVENUE • CHICAGO, ILLINOIS

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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.

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Email: registration@ascassociation.org
Web site: www.BeckersASC.com

CANCELLATION POLICY: Written cancellation requests must be received by Sept. 1, 2011.
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.

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• The Most Common Medical Staff Issues and How to Handle Them

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

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CME 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 (ACCME) through the Joint Sponsorship of the Institute for Medical Studies (IMS) and ASC Communications.

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