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

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
Email registration@beckershealthcare.com
Register Online at http://www.regonline.com/11thorthopedicspineASC
Improve 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
8:00am – 12:20pm Main Conference – Saturday, June 15, 2013

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
Friday, June 14, 2013

9:45 – 10:15 AM
KEYNOTE PANEL: What Will healthcare Reform Mean for Othopedics, 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. Shamee, MD, UCLA Spine Surgery, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Healthcare

9:00 – 9:45 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

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

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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

8:00 – 8:10 AM – Introductions

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

5:45 – 7:00 PM
Networking Reception, Cash Raffles and Exhibits

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

2:40 – 3:15 PM
A. Emerging Business Issues in Spine Surgery
Stefan Prada, MD, Orthopedic Spine Surgeon, Laser Spine Institute, Christopher Duntasch, 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

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9:45 – 10:15 AM
Networking Break and Exhibits

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, JD, CPA, Partner, McGuireWoods LLP

E. Great Ideas on Purchasing Smarter
Todd Mello, ASA, AVA, MBA, Principal & Partner, ASD Management

F. The Right EMR Strategy for Your Center
Robert Brownd, Director of Business Development, Surgical Notes

2:40 – 3:15 PM
A. Emerging Business Issues in Spine Surgery
Stefan Prada, MD, Orthopedic Spine Surgeon, Laser Spine Institute, Christopher Duntasch, 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 Neuropysiological 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 and ASCs, Edward & Irene Milliken Spine Institute of El Paso, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Healthcare

F. Using Reprocessing to Reduce Costs
Timothy Merchant, Vice President of Sales, MEDISISS - Medline Industries, Inc.
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, FAHA, 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, DABPM, 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 Bratmanow, 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., moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

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. Benjami, 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 Heinez 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

E. Orthopedics and Spine - Best Clinical Practices
Julie Bell, Administrator, Hawthorne Surgical Center, Rob Middeton, Director, Strategy, Surgical Care Affiliates, and Robert Dugan, MD, Orthopedic Surgery, Hawthorne Surgical Center

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

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 Peloza, 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.L.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. Wohns, 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
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. Wohns, 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

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<td>B. Will Non Physicians Compete Aggressively with Pain Management Physicians- Key Legislative and Business Issues</td>
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<td>A. Handling the Crises with Compounding Pharmacies</td>
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<td>10:15 – 11:30 AM</td>
<td>A. How to Achieve Significant Savings With a GPO: Q &amp; A</td>
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<td>11:00 – 11:35 am</td>
<td>The 5 Most Common Hiring Mistakes and How to Avoid Them</td>
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<td>11:55 – 12:20 PM</td>
<td>B. Key Tips for Quality Assurance and Infection Prevention</td>
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**Saturday, June 15, 2013**

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**Roundtable Discussions**

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<td>10:15 - 10:55 am</td>
<td>How Should Orthopedic Surgeons View Their Relationship With Their Center? Convenient, Financial and/or Clinical</td>
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Register by May 1, 2013 and SAVE!

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- 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


- Have an outstanding time in Chicago

- 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 Sportsperson 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.

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**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.

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**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 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.

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**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

David J. Abraham, MD, The Reading Neck & Spine Center
John Bartos, JD, CPA, CEO, 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.
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