

20th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

October 24-26, 2013 • Swissotel - Chicago, Illinois

132 great ASC Executives and Physicians and
87 Sessions with Great Topics Focused on Key Issues for ASCs,
State of the Industry, Cost Reduction and Benchmarking, and Key Specialties

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David Feherty

- Keynote - A Nasty Bit of Rough - David Feherty, CBS Golf Commentator and Best-Selling Author
- Keys to Keeping Surgery Centers Profitable Businesses - Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management, Doug Golwas, Senior Vice President Medline Industries, Stephen Blake, Chief Executive Officer, Central Park ENT & Surgery Center, moderated by Barton C. Walker, Partner, McGuireWoods LLP
- ASCs, 10 Months and 10 Years Into the Future; Emerging Business Issues in ASCs - David J. Abraham, MD, The Reading Neck & Spine Center, Linda Ruterbories, RN, ANP, OSC Director, OA Center for Orthopedics, Bill Hazen, RN, CHT, Administrator, The Surgery Center at Pelham



Rick Pitino

- Success is a Choice - Rick Pitino, Head Men's Basketball Coach University of Louisville
- Anesthesia Issues; Shorten Your Length of Stay in PACU - G-A (Gary) Lawson-Boucher, MD, Lieutenant Commander, Medical Corp., United States Navy, ACSCSWF
- Analyzing the Health System Market - Who Needs to Sell? Why Joint Venture? Greg Koonsman, Senior Partner, VMG Health
- Key Thoughts on Keeping ASC Owners Engaged - Michael Patterson, President & CEO, Mississippi Valley Health, Darlene Johnson, RN, BSN, MSN, CASC, Healthcare Consultants International, Inc., Gary Richberg, RN, BSN, ALNC, CNR-A, CNR-C, CASC, Administrator, Pacific Rim Outpatient Surgery Center, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

- The State of the ASC Industry - Andrew Hayek, President & CEO, Surgical Care Affiliates
- Which Specialties Are Still Great for ASCs? Which Ones Should ASCs Eliminate Today? Will Hospital Employment Kill ASCs? What ASC Problems are not Fixable? - David J. Abraham, MD, The Reading Neck & Spine Center, Lawrence E. Kosinski, MD, MBA, AGAF, FAGC, Elgin Gastroenterology, Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, Fred Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP



Bob Woodward

- ASCs 2013 and 2014 - Where Does the Industry Stand, Where are the Great Opportunities? Nap Gary, Chief Operating Officer, Regent Surgical Health, I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer, Eveia Health Consulting & Management, Richard N.W. Wohns, MD, JD, MBA, South Sound Neurology, PLLC, Scott Becker, JD, CPA, Partner, McGuireWoods LLP, moderated by Bob Woodward, Legendary Pulitzer Prize-Winning Journalist/Author and Associate Editor, The Washington Post

- Washington D.C., The Budgets, Healthcare, America - Bob Woodward, Legendary Pulitzer Prize-Winning Journalist/Author and Associate Editor The Washington Post

- 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, Senior Vice President of Operations, Ambulatory Surgical Centers of America

- Achieving Your Personal Best - Bonnie Blair, Speed Skating Champion and Gold Medalist

- ASC Association - Key Priorities for 2014 - Nap Gary, Chief Operating Officer, Regent Surgical Health, and William M. Prentice, JD, Chief Executive Officer, ASCA

- Does Your Infection Prevention Program Meet Survey Requirements? Marcia Patric, RN, MSN, CIC, Infection Prevention Consultant, AAAHC, and Marsha Wallander, RN, Associate Director of Accreditation Services, AAAHC



Bonnie Blair

- Key Thoughts on Medicare Inspections and Survey Readiness - Tracy Harbour, RN, BSN, Administrator, Surgery Center of Pinehurst, Marti Potter, Administrator, Jersey Shore Ambulatory Surgery Center, Marcy Sasso, CASC, Director of Compliance and Development, Facility Development & Management, LLC, Regina Robinson, RN, MBA, CMPE, CASC, Administrator, The Toledo Clinic-Outpatient Surgery, moderated by Melissa Szabad, Partner, McGuireWoods LLP

- Opening a State of the Art ASC in Changing Times - Michael Redler, MD, The OSM Center

- Minimally Invasive Hysterectomy in an Outpatient Setting; Successes and Suggestions - Jon Nielsen, MD, North Memorial Ambulatory Surgery Center at Maple Grove

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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; work on joint-ventures with hospitals and much, much more.

The Becker's ASC Review/ASC Communications difference:

- 1) Benefit from the combined efforts of Becker's ASC Review/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

Thursday October 24, 2013

11:30am – 1:00pm Registration
1:00pm – 5:35pm Conference Sessions
5:30pm – 7:00pm Reception, Cash Raffles, Exhibit Hall

Friday October 25, 2013

7:00am – 8:00am Continental Breakfast and Registration
8:00am – 5:00pm Conference Sessions Including Lunch and Exhibit Hall Breaks
5:00pm – 6:00pm Reception, Cash Raffles, Exhibit Hall

Saturday October 26, 2013

7:00am – 8:10am Continental Breakfast
8:10am – 12:00pm Conference Sessions

Thursday, October 24, 2013

1:30 – 4:30 PM

Registration and Exhibitor Set up

Concurrent Sessions

Track A - Improving Profits, Management, Keynote Session

Track B - Improving Profits, Key Trends, Anesthesia, Technology

Track C - Market Strategies, Turnarounds, Compensation Issues

Track D - Out Of Network, Valuation, ICD-10

Track E - Transactions, Valuation and Legal Issues

Track F - Patient Safety, Quality and Accreditation Issues

1:00 – 1:40 PM

A. Keys to Keeping Surgery Centers Profitable Businesses

Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management, Doug Golwas, Senior Vice President, Medline Industries, Inc., Stephen Blake, Chief Executive Officer, Central Park ENT & Surgery Center, Brent Lambert, MD, FACS, Principal & Founder, Ambulatory Surgery Centers of America, moderated by Barton C. Walker, Partner, McGuireWoods LLP

B. How to Grow Your Practice While Working with Emerging Systems of Care

Fred Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems

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. 5 Big Out of Network Ideas Debunked

John Bartos, Chief Executive Officer, Collect Rx

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

Michael Stroup, Senior Vice President, Acquisitions, United Surgical Partners International, Inc., Matt Searles, Managing Partner, Merritt Healthcare, Adam Lynch, Vice President, Principle Valuation LLC, Christy Heald, Senior Vice President of Business Development, Surgery Partners, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

F. Implementing Safe Surgery Checklists at your Surgery Center

Linda Lansing, Senior Vice President, Clinical Services, and Kelly Bemis, RN, BSN, Director of Clinical Services, Surgical Care Affiliates

1:45 – 2:25 PM

A. The Movement of Higher Acuity Cases to ASCs, Why? How? Who Drives It?

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

B. The Single Best Actions to Improve Profits Now

Chris Swing, Vantage Technology, Amy Sinder, Administrator, CBC Surgery Center, Lilliana Lehmann, Administrator, Hallandale Outpatient Surgical Center, Laura Miller, Editor in Chief, Becker's Spine Review/Becker's ASC Review, Becker's Healthcare, Brian Brown, Regional Vice President, Meridian Surgical Partners

C. Consumerism and Price Transparency

Jeff Blankinship, President & Chief Executive Officer, Surgical Notes

D. ASC Transactions: Analysis and Valuation Trends

Kevin McDonough, CFA, Partner, and Colin Park, Manager, VMG Health

E. Risk Management as Applied to Higher Acuity Procedures

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

F. Practical HIPAA Compliance Plans for ASCs

Holly Carnell, Associate, Meggan Michelle Bushee, Associate, Melissa Szabad, Partner, McGuireWoods LLP

2:30 – 3:10 PM**A. ASCs 10 Months and 10 Years Into the Future; Emerging Business Issues in ASCs**

David J. Abraham, MD, The Reading Neck & Spine Center, Linda Ruterbories, RN, ANP, OSC Director, OA Center for Orthopedics, Bill Hazen, RN, CHT, Administrator, The Surgery Center at Pelham, Mike Doyle, Chief Executive Officer, Surgery Partners, Moderator TBD

B. Trends in Minimally Invasive Stabilization Surgery

Jeffrey P. Nees, MD, Neurosurgeon, Laser Spine Institute

C. Turnaround - Success Stories From the Field

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

D. PPO Out of Network Payments Are Not Dead

Kelly Webb, Vice President and General Manager, ASC Billing Division, MediGain

E. 2013 ASC Valuation Survey

Todd Mello, Partner and Co-Founder of HealthCare Appraisers, and Nicholas Newsad, Analyst, HealthCare Appraisers

F. Three Strategies to Control Labor Cost at Your Surgery Center

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

3:15 – 3:55 PM**A. Key Thoughts on Keeping ASC Owners Engaged**

Michael Patterson, President and CEO, Mississippi Valley Health, Darlene Johnson, RN, BSN, MSN, CASC, Healthcare Consultants International, Inc., Gary Richberg, RN, BSN, ALNC, CNR-A, CNR-C, CASC, Administrator, Pacific Rim Outpatient Surgery Center. Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Anesthesia Issues; Shorten your length of stay in PACU

G-A Lawson-Boucher, MD, Lieutenant Commander, Medical Corp. United States Navy, ACSCSWF

C. How Much Should Administrators, Medical Directors and DONs be Paid?

Joe Ollayos, Administrator, Tri-Cities Surgery Center, LLC, Debbie Hall, Administrator, High Plains Surgery Center, Thomas H. Jacobs, President and Chief Executive Officer, MedHQ, Person from Cejka Executive Search, Greg Zoch, Partner and Managing Director, Kaye/Bassman International Corp, moderated by Amber McGraw Walsh, Partner, McGuireWoods LLP

D. ICD - 10 - Are you prepared?

Kevin McDonald, Vice President, Surgery Sales, SourceMedical

E. Co-Management - A Focus on How Payments Work and are Valued

Nicholas Newsad, Analyst, HealthCare Appraisers

F. Using Reprocessing to Reduce Costs

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

4:00 – 4:40 PM**A. Can ASCs Still Profit Through Orthopedics - What Works Business Wise and Clinically**

Larry Taylor, President & CEO, Practice Partners in Healthcare

B. The Impact on Technology on Physicians Practices in the Future

Mary Hibdon, RN, ASC Strategist, Perioperative, Cerner

C. Analyzing the Health System Market - Who Needs to Sell? Why Joint Venture?

Greg Koonsman, Senior Partner, VMG Health

D. Key Strategies to Keep ASC Costs Low

Danny Bundren, Vice President, Acquisitions & Development, Symbion, Inc., Vickie Arjojan, Administrator, Specialty Surgical of Beverly Hills

E. Litigation Involving ASCs -- Key Issues, Antitrust, False Claims, Redemptions and Non Competes

Jeffrey C. Clark, Partner, and David Pivnick, Associate, McGuireWoods LLP

F. 8 Steps for Profitable Materials Management

Lori Pilla, Vice President Clinical Advantage and Supply Chain Optimization, Amerinet

4:45 – 5:35 PM**A Nasty Bit of Rough**

David Feherty, CBS Golf Commentator and Best-Selling Author

5:35 – 7:00 PM

Networking Reception, Cash Raffles and Exhibits

Friday, October 25, 2013**7:00 – 8:00 AM**

Registration and Continental Breakfast

8:00 – 8:05 AM – Introductions**8:00 - 10:10 - General Sessions****10:40 - 5:05 PM - Concurrent Sessions**

Track A - Improving Profits, State of the Union for ASCs, Keynotes

Track B - Cost Reducing and Benchmarking, Ancillaries, Key Procedures, Medical Inspections, EMRs, Reimbursements

Track C - Management, Recruiting Physicians, CMS Guidelines, Employee Engagement

Track D - Documentation, Revenue Cycle, Billing and Coding Issues, Inventory Management

Track E - HR Issues, Selling Your ASC, 2014 Key Issues, Legal Issues

Track F - Patient Safety, Quality and Accreditation

8:05 – 8:45 AM

Keynote Panel: ASCs 2013 and 2014 - Where Does the Industry Stand, Where are the Great Opportunities

Nap Gary, Chief Operating Officer, Regent Surgical Health, I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer, Eveia Health Consulting & Management, Richard N.W. Wohns, MD, JD, MBA, South Sound Neurology, PLLC, Scott Becker, JD, CPA, Partner, McGuireWoods LLP, moderated by Bob Woodward, Legendary Pulitzer Prize-Winning Journalist/Author and Associate Editor, The Washington Post

8:50 – 9:30 AM

B. Washington D.C., The Budgets, Healthcare, America

Bob Woodward, Legendary Pulitzer Prize-Winning Journalist/Author and Associate Editor, The Washington Post

8:50 – 9:30 AM

The State of the ASC Industry

Andrew Hayek, President & CEO, Surgical Care Affiliates

10:10 – 10:40 AM

Networking Break and Exhibits

10:40 – 11:20 AM**A. Which Specialties Are Still Great for ASCs? Which Ones Should ASCs Eliminate Today? Will Hospital Employment Kill ASCs? What ASC Problems are Not Fixable?**

David J. Abraham, MD, The Reading Neck and Spine Center, Lawrence E. Kosinski, MD, MBA, AGAF, FACG, Elgin Gastroenterology, Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, Fred Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems, moderated by Scott Becker, JP, CPA, Partner, McGuireWoods LLP

10:40 – 12:00 PM**B. 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, Senior Vice President of Operations, Ambulatory Surgical Centers of America

10:40 – 11:20 AM**C. Building Volumes, Practice Growth, Recruiting Physicians and Cases - We Need More Volume**

Brandon Frazier, Vice President of Development and Acquisitions, Ambulatory Surgical Centers of America, Jeff Peo, Vice President Development & Acquisitions, Ambulatory Surgical Centers of America, and John D. Martin, Principal, Martin Healthcare Consulting, Moderated by Gretchen Townshend, Associate, McGuireWoods LLP

D. Documentation Improvement and Targeted Analytics to Accelerate Patient Throughput & Increase Patient Volume

Jennifer Brown, RN, Endoscopy Nurse Manager, Gastroenterology Associates of Central Virginia, and Tim Meakem, MD, Medical Director, ProVation Medical

E. HR Issues - Management Techniques for Top Production, Doing More with Less Staff

Stephanie Martin, Administrator, St. Augustine Surgery Center, and Jill Thrasher, CASC, Administrator, Precision Surgery Center of Dallas

F. Secrets to Better Infection Control Compliance

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

G. Minimally Invasive Hysterectomy in an Out-patient Setting, Successes and Suggestions

Jon Nielsen, MD, North Memorial Ambulatory Surgery Center at Maple Grove

11:25 – 12:00 PM**A. The Impact of Healthcare Reform on ASCs and Practices**

Tom Mallon, Chief Executive Officer, Regent Surgical Health, Barry Tanner, President & CEO, Physicians Endoscopy, LLC, Richard N. W. Wohns, MD, JD, MBA, South Sound Neurology, PLLC, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, moderated by Anna Timmerman, Associate, McGuireWoods LLP

C. Opening a State of the Art ASC in Changing Times

Michael Redler, MD, The OSM Center

D. Most Common Coding and Billing Errors that Impact Your Bottom Line

Lisa Rock, President, National Medical Billing Services

E. ASC Association - Key Priorities for 2014

Nap Gary, Chief Operating Officer, Regent Surgical Health and William M. Prentice, JD, Chief Executive Officer, ASCA

F. Preparing for Joint Commission Accreditation

Wendy Kelley, Administrator, and P.J. Jarboe, RN, Cool Springs Surgery Center

G. The 5 Most Important Issues Facing ASCs

Mike Pankey, Administrator, ASC of Spartanburg, Bill Hazen, Administrator, RN, CHT, The Surgery Center at Pelham, Erik Flaxman, MHPA, Executive Director, Forest Canyon Endoscopy & Surgery Center, moderated by Amber McGraw Walsh, Partner, McGuireWoods LLP

12:05 – 12:45 PM**A. Implant Costs, How to Manage Shifting Costs**

Tom Gallagher, Chief Executive Officer, PDP Holdings, Blaire Rhode, MD, ROG Sports Medicine, Orland Park Orthopedics, Robert Sabra, Jr., MD, Neurological Spine Surgeon, D.I.S.C. Sports & Spine Center, Natalie Soule, RN, MBA, CNOR, CASC, Administrator, Premier Orthopaedic Surgery Center, moderated by Barton C. Walker, Partner, McGuireWoods LLP

B. Achieving Your Personal Best

Bonnie Blair, Speed Skating Champion and Gold Medalist

C. Evolving CMS Mandates With Reimbursement and Quality Reporting

Debra Stinchcomb, RN, BSN, CASC, Consultant, Progressive Surgical Solutions, LLC

D. Key Steps to Great Payor Contracting

I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer, Eveia Health Consulting & Management

E. Should You Sell Your ASC? Valuation, Operating Agreement, Non Competes, Legal and Process Issues

Amber Walsh, Partner, and Scott Becker, JD, CPA, Partner, McGuireWoods LLP

F. OSHA Inspections

Stephanie Martin, Administrator, St. Augustine Surgery Center

G. So You Think Your Anesthesia Services are "Good" but How Do You Really Know? Evaluating Efficiency and Quality of Your Anesthesia Services

Charles Militana, MD, North American Partners in Anesthesia

12:45 – 1:45 PM**Networking Lunch & Exhibits****1:50 – 2:30 PM****A. Keeping Endoscopy Centers Profitable**

Barry Tanner, President & Chief Executive Officer, and John Poisson, Executive Vice President & Strategic Partnerships Officer, Physicians Endoscopy, LLC

B. How to Stay Out of Trouble When You Own Ancillaries

Richard N.W. Wohns, MD, JD, MBA, South Sound Neurology, PLLC

C. Strategies to Recruit New Physician Partners

Christine Henry Musa, Vice President of Business Development, and Jamie Crook, Director of Physician Recruiting, Regent Surgical Health

D. Assessing the Movement (and the Impact on Profits) From Out of Network to In Network

I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer

E. Reorganizing ASCs for Success

Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management and Tom Mallon, Chief Executive Officer, Regent Surgical Health

F. The Patient Acquisition Cycle: Benchmarking and Best Practices for Attracting and Retaining Patients

Scott Christiansen, CCO Partners

2:35 – 3:15 PM**A. Bundled Payments for ASCs - Current Trends and Strategies**

I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer, Eveia Health Consulting & Management, Rebecca Overton, Director of Revenue Cycle Management, Surgical Management Professionals, LLC, moderated by Bob Herman, Editor, Becker's Hospital Review, Becker's Healthcare

B. Advanced High Acuity Procedures for ASCs

Robert S. Bray, Jr., MD, Neurological Spine Surgeon, and Karen Reiter Chief Operating Officer, D.I.S.C. Sports & Spine Center

C. You Don't Need Another Report, You Need Results

John Seitz, Chief Executive Officer, MMX Holdings (ManageMyASC), Tamar Glaser, Chief Executive Officer, Accreditation Services, Inc. and AccredAbility, Inc.

D. Inventory Management: Importance of Supply Management & Control

Ann Geier, RN, MS, CNOR, CASC, Senior Vice President of Operations, Ambulatory Surgical Centers of America

E. Is HOPD and Co Management Right for Your Center?

Melissa Szabad, Partner, McGuireWoods, and Jen Johnson, CFA, Partner, VMG Health

F. Does Your Infection Prevention Program Meet Survey Requirements?

Marcia Patrick, RN, MSN, CIC, Infection Prevention Consultant, AAAHC, and Marsha Wallander, RN, Associate Director of Accreditation Services, AAAHC

3:15 – 3:40 – Networking Break and Exhibits**3:40 – 4:15 PM****A. Joint Ventures with Hospitals: Models that Work in Today's Healthcare Environment**

Nap Gary, Chief Operating Officer, Regent Surgical Health and Jeffrey Simmons, Chief Development Officer, Regent Surgical Health

B. ASC Joint Ventures with Hospitals: An Example of a Multi-Facility Partnership in New York City

Tom Mallon, Chief Executive Officer, Regent Surgical Health, and Allan Fine, Chief Strategy and Operations Officer, New York Eye and Ear*

C. The Ins and Outs of Medical Staff Credentialing

Thomas J. Stallings, Partner, McGuireWoods LLP

D. Income Diversification & Monetization of Assets Through Real Estate Ownership

Pedro J. Vergne, Chief Executive Officer, Physicians' Capital Investments

E. Key Stark and Anti-Kickback Issues ASC Owners Should Be Aware of, PODs, Anesthesia, ACOs, Selling Shares and Other Observations

Scott Becker, JD, CPA, Partner, and Gretchen Townshend, Associate, McGuireWoods LLP

F. Key Tips for Quality Assurance and Infection Prevention

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

4:20 – 5:00 PM**A. The Evolution of Measuring Patient Satisfaction**

Paul Faracis, MBA, President & Chief Executive Officer, Voyance

B. Key Thoughts on Medicare Inspections and Survey Readiness

Tracy Harbour, RN, BSN, Administrator, Surgery Center of Pinehurst, Nueterra Healthcare, Marti Potter, Administrator, Jersey Shore Ambulatory Surgery Center, Marcy Sasso, CASC, Director of Compliance and Development, Facility Development & Management, LLC, Regina Robinson, RN, MBA, CMPE, CASC, Administrator, The Toledo Clinic-Outpatient Surgery, moderated by Melissa Szabad, Partner, McGuireWoods LLP

C. Coaching Beyond Sports: How Coaching Improves Employee Engagement, Culture and Patient Outcomes

Karen Howey, Administrator of Beaumont Macomb Township ASC and Nikki Johnson, Vice President Human Resources, Nueterra

D. Pre-Op Screening Prior to Day of Surgery – How to Achieve Patient Compliance

Trish Corey, Sales Associate, Simple Admit

E. Key Steps to Improve Profits in Orthopedic-Driven ASCs

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

F. Trends in Marketing Your ASC to Drive Patient Volume

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

5:05 – 6:00 PM**Networking Reception, Cash Raffles & Exhibits****Saturday, October 26, 2013****7:15 – 8:15 am – Continental Breakfast****8:10 – 9:00 AM****KEYNOTE – Success is a Choice**

Rick Pitino, Head Men's Basketball Coach University of Louisville

9:05 – 9:45 AM**A. Healthcare Outlook 2014 - Key Trends, Opportunities and Threats for ASCs**

John Venetos, MD, John Venetos Ltd, R. Blake Curd, MD, Board of Directors Chairman, Surgical Management Professionals, Edward P. Hetrick, President, Facility Development & Management, LLC, Scott Glaser, MD, DABIPP, Co-Founder and President, Pain Specialists of Greater Chicago, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Avoiding Critical Mistakes in New Facility Startups

Joyce Deno Thomas, Senior Vice President, Operations, Regent Surgical Health

C. From Chaos to Calm: Improving Patient Flow with RTLS Technology

Brett Chambers, Project Manager, IT Consulting, Key Whittman Eye Center, and Jim Stillely, MHA, CASC, FACHE, Director of Clinical Workflow Consulting, Versus Technology

D. Common Billing Mistakes that Cost Your ASC Money and Correct Modifier and Revenue Code Usage for ASC Claims

Stephanie Ellis, RN, CPC, Ellis Medical Consulting, Inc.

E. ICD 10 and Technology: Tools and Tips to Smooth the Transition

Angela Talton, MBA, RHIA, CCS, CPC, CPC-H, Senior Vice President of Coding, National Medical Billing Services

9:50 – 10:30 AM**A. ASCs and ACOs - Can ASCs Profit With ACOs**

Jon Friesen, Chief Financial Officer, U.S. Operations, Nueterra, Jon O'Sullivan, Principal, HealthEconomix, and Jim Stillely, MHA, CASC, FACHE, Director of Clinical Workflow Consulting, Versus Technology, moderated by Holly Carnell, Associate, McGuireWoods LLP

B. EMRs - How to Improve Productivity and Profits for Physicians and ASCs

Marion K. Jenkins, PhD, FHIMSS, Executive Vice President, 3t Systems

C. Key Strategies for Billing and Coding

Paul Cadorette, CPC, CPC-H-ORTHO, CPC-P-ASC, Director of Educational Services, mdStrategies

D. RAC and CMS Audits: Top Documentation Issues for ASCs and How to Reduce Risk

Stephanie Ellis, RN, CPC, Ellis Medical Consulting, Inc.

E. Utilizing Technology to Improve Revenue Cycle Metrics

Mike Orseno, Revenue Cycle Director, Regent Surgical Health and Tom Hui, HST Pathways

10:35 – 11:15 AM**A. Key Items That Great Administrators and Great DONs Focus On**

Marti Potter, Administrator, Jersey Shore Ambulatory Surgery Center, Sandi Berreth, Administrator, Brainerd Lakes Surgery Center, Karen Reiter, RN, CNOR, RNFA, Chief Operating Officer, D.I.S.C. Sports & Spine Center, Moderator TBD

B. Total Joint Reimbursement Strategies in the ASC

Rebecca Overton, Director of Revenue Cycle Management, Surgical Management Professionals

C. Regulatory Processes Between State, Medicare and Accreditation Organizations

Amy Mowles, President and Chief Executive Officer, Mowles Medical Practice Management

D. On-Line Pre-Admission Screening: A Win-Win for Patients, Surgeons, Anesthesiologists, Staff and Administration

Jim Freund, Vice President of Business Development, Medical Web Technologies

11:10 – 12:00 PM**5 Key ASC Legal Issues for 2014, Anesthesia, Safe Harbors, Non Competes, HIPAA and More**

Scott Becker, JD, CPA, Partner, McGuireWoods LLP

12:00 PM – Meeting Adjourns

Register by September 1, 2013 and SAVE!

20th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

THE BEST ANNUAL ASC BUSINESS AND CLINICAL CONFERENCE

Great topics and speakers
focused on key business,
clinical and legal issues
facing ASCs –

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- John Venetos, MD, John Venetos, Ltd.
- R. Blake Curd, MD, Board of Directors, Chairman, Surgical Management Professionals
- Jennifer Brown, RN, Endoscopy Nurse Manager, Gastroenterology Associates of Central Virginia

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David Feherty

David Feherty was born in the seaside town of Bangor in Northern Ireland. He grew up with aspirations to become an opera singer, until he discovered he had the knack for hitting a golf ball. He jokes about his career change, "I was always interested in music from a very early age. But when I turned pro at age 17, I haven't sung a note since. Now, I only sing to punish my children."

David enjoyed a successful professional career, with 10 victories worldwide and over \$3 million in prize money. He was a regular on the European Tour, with victories including the ICL International, the Italian Open, Scottish Open, South Africa PGA, BMW Open, Cannes Open, and Madrid Open. He captained the winning Irish team in the 1990 Alfred Dunhill Cup and played on the European Ryder Cup Team in 1991, an experience that rejuvenated his fervor for golf.

In 1997, David retired from professional golf when offered a position as a golf commentator for CBS Sports. "I always enjoyed talking more than playing, and now CBS and the Golf Channel are paying me for what I like to do most." Thanks to his sharp wit and colorful personality, David has become golf's favorite announcer.

David's success extends beyond broadcasting. He's authored 6 books, several making the *New York Times* bestsellers list: *An Idiot for all Seasons* (Rugged Land LLC 2005), *Somewhere in Ireland, A Village is Missing an Idiot* (Rugged Land LLC 2003) and *A Nasty Bit of Rough* (Rugged Land LLC 2002). Each is "choked full with belly-busting humor," including his latest bestseller, *The Power of Positive Idiocy* (Doubleday 2010).



Rick Pitino

Rick Pitino, one of the most brilliant minds in coaching, began a new era in University of Louisville men's basketball when he was named the Cardinals' head coach on March 21, 2001.

The first coach in NCAA history to win a national championship at two different schools, Pitino's up-tempo style, pressure defense, strong work ethic and family atmosphere quickly returned Louisville to national prominence where it is firmly seated.

In 28 seasons as a collegiate head coach at five different schools, Pitino has compiled a 664-239 record, a .735 winning percentage that ranks him 12th among active coaches. His current contract ties him with U of L through the 2021-2022 season.

The first coach in NCAA history to take three different teams to the NCAA Final Four, Pitino is a member of the 2013 Induction Class for the Naismith Memorial Basketball Hall of Fame, lofty recognition for a lifetime of basketball achievement.

Pitino served as head coach of the New York Knicks for two seasons. In his initial year there in 1987-88, the Knicks improved by 14 victories and made the NBA Playoffs for the first time in four seasons. The Knicks won 52 games in 1988-89 and swept the Philadelphia 76ers in the first round of the NBA Playoffs.

Aside from his hoops prowess, Pitino has achieved success off the court as well in such realms as broadcasting, publishing, motivational speaking and horse racing. He is an accomplished author, producing such books as the best seller *Success Is A Choice* and *Lead to Succeed*.



Bob Woodward

Since 1971, Bob Woodward has worked for *The Washington Post* where he is currently an associate editor. He and Carl Bernstein were the main reporters on the Watergate scandal for which the Post won the Pulitzer Prize in 1973. Woodward was the lead reporter for the Post's articles on the aftermath of the September 11 terrorist attacks that won the National Affairs Pulitzer Prize in 2002. In 2004, Bob Schieffer of CBS News said, "Woodward has established himself as the best reporter of our time. He may be the best reporter of all time."

Woodward has authored or coauthored 16 books, all of which have been national nonfiction bestsellers. Twelve have been #1 national bestsellers -- more than any contemporary non-fiction author:

- All the President's Men (1974) and The Final Days (1976), both Watergate books, co-authored with Bernstein
- The Brethren: Inside the Supreme Court (1979), co-authored with Scott Armstrong
- Wired: The Short Life and Fast Times of John Belushi (1984)
- Veil: The Secret Wars of the CIA 1981-1987 (1987)
- The Commanders (1991) on the first Bush administration and the Gulf War
- The Agenda: Inside the Clinton White House (1994)
- Shadow: Five Presidents and the Legacy of Watergate (1999)
- Bush at War (2002)
- Plan of Attack (2004)
- State of Denial: Bush at War Part III (2006)
- Obama's Wars (2010)

Woodward was born March 26, 1943, in Illinois. He graduated from Yale University in 1965 and served five years as a communications officer in the United States Navy before beginning his journalism career at the Montgomery County (Maryland) Sentinel, where he was a reporter for one year before joining the Post.



Bonnie Blair

Success under pressure is the measure of a true champion. There are numerous winners in the world of sports but the celebrated athletes are the few who meet the challenge of pressure time after time. Bonnie Blair is undoubtedly celebrated as the speedskater who produces her best performances when it counts the most.

Bonnie began her race in the 500 meter event of the 1988 Calgary Olympics immediately after her rival Christa Rothenburger of East Germany set a world record. Not to be outdone, Bonnie proceeded to skate the 500 meters faster than any woman had before or has since, capturing the gold medal in a world record time of 39.1. This record stood for 5 years until March 1994, when at the age of 30, Blair met her ultimate goal of shattering the 39 second mark with a time of 38.99.

Career Highlights

- Most decorated female Winter Olympian
- 1994, Gold medalist in 500m and 1000m
- 1992, Gold medalist in 500m and 1000m
- 1988, Gold medalist in 500m
- 1988, Bronze medalist in 1000m
- 1st woman to break 39 second barrier in the 500m
- 1st American to win 3 consecutive gold medals in a Winter Olympic event
- Named one of the Century's Five Best Female Athletes by Sports Magazine
- 2004, Inducted in to USOC Olympic Hall of Fame
- Winner of the 2000 ESPY Award for American Female Olympian
- 1994, Named Sportswoman of the Year from Sports Illustrated
- 1994, Named Female Athlete of the Year from the Associated press
- Recipient of the Sullivan Award, given to the top amateur, American Athlete

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