



ASC Communications, Inc. and FASA

PROUDLY PRESENT
THE 14TH ANNUAL



Ambulatory Surgery Center Conference & Exhibits

October 18-20, 2007

THE WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS

OVERALL CONFERENCE OBJECTIVES

- To describe the current business and legal issues pertaining to ambulatory surgery centers (ASCs).
- To identify the disciplines involved in the development and operation of a successful ASC.
- To enable participants to incorporate innovative business and strategic strategies into their ASCs.
- To identify the key business, clinical and staffing issues involved in ASCs.
- To provide the opportunity for participants to interact with a variety of different ambulatory surgery center experts throughout the conference.

TARGET AUDIENCE

This 2 1/2 day conference is designed to provide orthopedic surgeons, ENTs, hospital and ASC administrators, ophthalmologists, neurosurgeons, gastroenterologists, pain management physicians, surgeons, and all physicians involved in single- or multi-specialty ASCs the latest information on business, legal and regulatory issues, establishing and improving the profitability of ASCs.

CONTINUING EDUCATION CREDITS



CONTINUING MEDICAL EDUCATION

This CME activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) thru the Joint Sponsorship of the Institute for Medical Studies (IMS) and ASC Communications, Inc.

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

IMS designates this educational activity for a maximum of 15.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

CASC CREDIT

This program is approved for 13.45 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.

AMBULATORY SURGERY CENTERS – IMPROVING THE PROFITABILITY OF AND ESTABLISHING ASCs – BUSINESS AND LEGAL ISSUES

This conference will focus on Improving the Profitability of and Establishing ambulatory surgery centers (ASCs). The topics will be addressed through panel discussions, case studies and lectures. These will be presented by distinguished faculty who are experts in the ambulatory surgery center industry.

Key topics include: Turning Around ASCs; Establishing and Operating Physician Hospital Joint Ventures; Benchmarking for ASCs; Developing a Physician Owned Hospital; Seven Steps to Turning Around an ASC; Should You Develop an ASC or Hospital- Weighing the Pros and Cons; Keys to Get Great Billing and Coding for ASCs; The Economics of Adding Key Specialties-Ortho, ENT, Pain Management and other Services to an ASC; Washington Update; Key Legal and Regulatory Issues For an ASC; Key Steps To Selling Your ASC and much, much more!

During the exhibit viewing, reception and luncheons you will be in contact with key industry partners who can make a tremendous impact on the success of your business.

Join other surgeons, ASC administrators, ASC owners, medical directors, hospital administrators, nursing directors and consultants for this dynamic 2 1/2 day conference.

The program is approved for 15.5 hours of Category 1 Credit toward the AMA Physicians Recognition Award.



CONFERENCE PROGRAM

THURSDAY, OCTOBER 18, 2007

12:00 – 2:00 pm

Registration

Pre-Conference Workshop – Concurrent Sessions A, B, C

2:00 – 3:15 pm

A. A Case Study Approach to Turning Around ASCs

Brent Lambert, MD, Founder, Ambulatory Surgical Centers of America

B. Understanding the Impact of the New CMS Rules and the CMS Reimbursement Rates

Kathy Bryant, President, FASA

C. Using Spine and Bariatrics as the Cornerstone of a Thriving ASC

Jim Lynch, MD, Kent Sasse, MD, Founders, Surgery Center of Reno

Tom Mallon, CEO, Regent Surgical Health, Jeff Simmons and

Nap Gary, Western and Eastern Region, President, Regent Surgical Health

3:15 – 3:30 pm

Break

3:30 – 5:15 pm

A. Key Legal and Regulatory Issues for ASCs and a Brief Discussion on Selling ASCs

Scott Becker, Krist Werling, Alison Mikula, Elissa Moore, McGuire Woods, LLP

3:30 – 4:20 pm

B. How to Make Sure an ASC Succeeds After Selling a Part of the ASC to a National Partner

Rick Pence, President and COO, National Surgical Care

C. Developing a Successful Physician Hospital Joint Venture - A Step by Step Approach

Jo Vinson, CASC, V.P., and John Goehle, MBA, CASC, V.P., Surgery

Consultants of America, LLC

4:20 – 5:15 pm

B. A Step-by-step Approach to Establishing an Ambulatory Surgical Center

Joe Zasa and Robert Zasa, Woodrum ASD

C. The Negotiation of Managed Care Contracts for the Start-Up Center

Naya Kehayes, CEO, Eveia Health Consulting and Management

EXHIBITS OPEN

Thursday Evening Cocktail Party

FRIDAY, OCTOBER 19, 2007

7:00 – 8:00 am

Registration & Continental Breakfast

8:00 – 8:45 am

His Perspective on the Future of ASCs

Mark McClellan, MD, Former Administrator, Centers for Medicare and Medicaid Services

8:50 – 9:30 am

Code Red, Reviving the American Healthcare System

David Dranove, Professor Northwestern University Kellogg School of Business

9:35 – 10:15 am

His Views on Building a First Class Company in the ASC Arena

Tom Hall, CEO NovaMed

10:15 – 11:15 am

Exhibits Open

11:15 – 11:50 am

7 Keys to Turning Around a Failing ASC

Brent Lambert, MD, Founder, Ambulatory Surgical Centers of America

FRIDAY, OCTOBER 19, 2007

11:55 – 12:30 pm

5 Key Steps to Establishing a Successful ASC

Tom Mallon, CEO, Regent Surgical Health

12:30 – 1:30 pm

Networking Lunch & Exhibits

1:30 – 2:05 pm

Concurrent Sessions A, B, C, D, E

A. Developing a Pediatric Driven ASC

Joe Zasa and Robert Zasa, Woodrum ASD

B. Revitalizing an ASC - A Case Study Based on a Texas Turnaround

Bill Southwick, CEO, HealthMark Partners

C. Joint Ventures Between Physicians and Hospitals - Core Tips for Success

Tom Yerden, CEO, TRY Ventures

D. Advanced Case Costing for ASCs

Susan Kizirian, Vice President, Ambulatory Surgical Centers of America

E. Bariatric Lap Band Surgery in the ASC and Other Minimally Invasive Bariatric Solutions, Pros and Cons

Tom Michaud, CEO, Foundation Surgery Affiliates

2:10 – 2:45 pm

A. The Power of a Three-party Model - A Hospital, Physician and a Best in Class Management Company

Evelyn Miller, Director of Acquisitions, and Monica Cintado, Senior Vice President, United Surgical Partners International

B. Business Strategies for Endoscopy Centers and GI Practices

Barry Tanner, CEO and Karen Sablyak, VP, Physicians Endoscopy

C. How to Maintain the Success of Your Center Throughout the Life Cycle of Your Business

Mary Beth Brust, CASC, VP of Operations Eastern Region, Health Inventures, and Dr. Chris Danis, MD, Hand and Reconstructive Surgeons, Dayton, Ohio

D. The ABCs of Benchmarking for ASCs

Sanda Jones, CASC, President, Woodrum ASD

E. How an Expert ASC Manager Can Prepare to Manage a Start Up Hospital

Alex Rintoul, CEO, Medical Center at St. Elizabeth Place

2:45 – 3:15 pm

A. Success Tips for Operating an ASC with a Management Partner

Steve Stern, MD, Northwestern University Orthopedics

B. Developing a Consistent Model for Success - Why What Works in One Market Often Works in Another Market

Ajay Mangal, MD, CEO, Prexus Health

C. The Inside Scoop on Preparing Your ASC For Acquisition

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

D. 7 Keys to Making Partnerships Successful Over the Long Run

James Jackson, Vice President, United Surgical Partners International

E. The Pros and Cons of Different Specialties for ASCs - From Orthopedics to Podiatry to Ophthalmology

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

3:15 – 4:10 pm

Exhibits Open

4:10 – 4:40 pm

A. Combining Specialties and Finding a Means to Work Together for Patient Quality and Financial Success

Scott Holley, MD, Surgery Center of Kalamazoo

CONFERENCE PROGRAM

FRIDAY, OCTOBER 19, 2007

B. What to Do When the 800-pound Hospital Wants to Put You Out of Business

Joe Banno, MD, and Bryan Zowin, Peoria Day Surgery Center

C. Billing and Coding with the New ASC Payment System

Caryl Serbin, President, Serbin Surgery Center Billing

D. Why Are Prices so High and What Is the Price at Which a National Company Should Buy Your ASC?

Mike Weaver, Senior Vice President, Symbion, Inc.

E. Doing a Cost Benefit Analysis on Implementing an EMR System for an ASC

Tom Pliura, MD, JD, CEO and Founder Z-Chart

4:40 – 5:15 pm

A. How Aggressive Hospital Competition Led to a Very Successful Tertiary Care Hospital

Jeff Mason, CEO, FACHE, BayCare Clinic, LLP

B. How to Recruit Doctors and Improve Financial Stability

Chris Bishop, VP, Ambulatory Surgical Centers of America, Krist Werling and Ron Lundeen, McGuireWoods, LLP

C. Single Specialty ASCs - How to Operate Single Specialty ASCs for High Quality and Outstanding Operating Margins

Rob Carrera, CEO, Pinnacle

D. Financing Start-up ASCs and the Recapitalization of ASCs

Anthony Mai, National Business Development, CIT Healthcare,

Brad Stern, Senior Vice President, MarCap Corp.

E. Current Legal Issues - Safe Harbor Issues and Credentialing and Staff Privileges Issues

Scott Becker, Alison Mikula and Tom Stallings, McGuireWoods LLP

5:15 – 7:30 pm

Networking Reception & Exhibits

SATURDAY, OCTOBER 20, 2007

8:00 – 9:00 am

Continental Breakfast

9:00 – 9:40 am

Building a Successful Physician Hospital Joint Venture

Richard Hanley, CEO, Health Inventures

9:40 – 10:25 am

The State of the Union for ASCs

Kathy Bryant, President, FASA

10:25 – 11:00 am

(Concurrent Sessions A, B, C & D)

A. The Societal and Business Case for Physician Owned Hospitals

Brett Gosney, CEO and Founder, Animas Surgical Hospital

B. The Anatomy of Three Deals - A Large Multi Specialty Deal, a Spine Driven Deal, and a Large Scale Single Specialty Deal

David Abraham, Reading Neck & Spine Center and Jon Vick, ASCs Inc.

C. Working with Letters of Protection as a Vital ASC Revenue Source

Robert Goetting

D. Developing a Successful Lap-Band Program at Your ASC

Kenny Bozorgi, MD, Mark Mayo and Bret Petkus, Day One Health

11:00 – 11:40 am

(Concurrent Sessions A, B, C & D)

A. Progressive Surgical Solutions - Outcomes Monitoring for ASCs

Debra Saxton Stinchcomb, CASC, Progressive Surgical Systems

SATURDAY, OCTOBER 20, 2007

B. Buy Outs and Syndications - A Case Study Approach

Bill Southwick, CEO, HealthMark Partners, and Jim Corum

C. Developing Spine Driven Centers of Excellence and Other Customer Services Around Spine Services

Marcy Rogers, Spine Mark, CEO

D. Is the ASC Healthy? Assessing the Vital Signs of Your ASC

Kyle Goldammer, Senior Vice President and CFO, Surgical Management Professionals

11:45 – 12:30 pm

(Concurrent Sessions A, B, C & D)

A. How to Make an ASC or Specialty Hospital Hum - A Talk on Strategy

Mike Lipomi, Founder, CEO of Stanislaus Surgical Center,

Administrator Pinehurst Surgical Center

B. Key Tips to Finding Great Leaders and Managers for ASCs

Greg Zoch, Partner, Kaye Bassman International

C. The Economics of Different Real Estate Decisions, Buy or Lease, Sell or Hold, and Single Use or Part of MOB

John Daby, Alex Hlavacek, McShane Construction

D. 2 Key Valuation Issues - (1) The Value of Shares for Physician Buyins and (2) Valuing Compensation Relationships in Under Arrangement Models

Greg Koonsman, VMG and Todd Mello, Health Care Appraisers

12:35 – 1:15 pm

(Concurrent Sessions A, B, C & D)

A. Managing in the Red Zone - Key Things to Do in the 60 Days Before Opening an ASC

Fred Ortmann, CEO, Ortmann Healthcare

B. Financing - The Lender's and Borrower's Perspectives

Ken Seip, Vice President, Citicapital, and Bart Walker, McGuireWoods

C. Certificate of Need in the 21st Century - Is It a Good Thing?

Tom Mulhern, Administrator, Limestone Surgical Center, Member

Delaware Bureau of Health Planning

D. Understanding the Three C's (Compliance, Convenience and Cash Flow) Related to Medication at an ASC

Dan Connolly, MHS, ARM, Vice President of Operations, Pinnacle III, Medication Dispensing

1:20 – 2:00 pm

(Concurrent Sessions A, B, C & D)

A. What You Need to Know About Facility Regulation Before You Invest in an ASC, and Forever After

Bill Lindeman, CEO, WEL Designs PLC

B. How, When and Why to Separate the Real Estate from the Operating Company and the Keys to the Making Real Estate Deals Work, Including Lease Terms

David Thoene, VP, Titan Healthcare Care

C. Managing Your Portfolio - Indexing Strategies - The Most Effective Approach to Portfolio Management

David Rapport, Founder, Rapport Reiches

D. "The Best of Both Worlds": Hospital Management Contract with Surgeons vs. an Equity JV (An Alternative Collaborative Model - Case Study)

Chuck Owen & John Smalley, Principals & Co-Founders Healthcare Venture Professionals (HVP); Louise DeChesser, RN, CNOR, MS, Administrator West Hartford Surgery Center (WHSC); Jeffrey Morgenstern, MD, Medical Director WHSC, and Kevin J. Kinsella, Vice President Hartford Hospital

2:00 pm

Meeting Adjourn



ASC COMMUNICATIONS, INC. PRESENTS
The 14th Annual Ambulatory Surgery Center Conference & Exhibits
October 18-20, 2007
The Westin Michigan Avenue, Chicago IL



REGISTRATION INFORMATION

First/Last Name: _____
 Degree: As you wish it to appear on your badge _____
 Title: _____
 Facility/Company: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Web site: _____

REGISTRATION FEES

ANNUAL CONFERENCE & EXHIBITS

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.

MAIN CONFERENCE ONLY

	FEES (Before 9/5/07)	AMOUNT	FEES (After 9/5/07)	AMOUNT
1st Attendee	\$625	\$ _____	\$725	\$ _____
2nd or more Attendee	\$575	\$ _____	\$675	\$ _____
	(From same facility)			

MAIN CONFERENCE + PRE-CONFERENCE

	FEES (Before 9/5/07)	AMOUNT	FEES (After 9/5/07)	AMOUNT
1st Attendee	\$875	\$ _____	\$975	\$ _____
2nd or more Attendee	\$825	\$ _____	\$875	\$ _____
	(From same facility)			

OPTIONAL

Becker's ASC Review			\$199 (per year)	\$ _____
(Published six (6) times a year)			\$299 (for 2 years)	\$ _____
\$50 Discount per attendee for FASA Members			(-\$50)	\$ _____
			TOTAL ENCLOSED	\$ _____

PAYMENT INFORMATION

Enclosed is a check, payable to FASA Fall Conference Check #: _____
 I authorize **FASA** to charge my:
 Credit Card Number: _____ Expiration Date: _____
 Printed Cardholder Name: _____ Zip Code: _____
 Signature: _____ CVV#/3-digit #: _____

TO REGISTER

COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:

Mail: **Make checks payable to FASA Fall Conference** and mail to:
 FASA, 1012 Cameron St., Alexandria, VA 22314
 Fax: Fax registration form with credit card information to (703) 836-2090
 Call: Phone (703) 836-5904 and register over the phone.
 Web site: www.BeckersASC.com

Cancellation Policy: Written cancellation requests must be received by September 18, 2007. Refunds are subject to a \$100 processing fee. Refunds will not be made after this date.

Fax registration form with credit card information to (703) 836-2090

GENERAL INFORMATION

HOTEL RESERVATIONS

The Westin Michigan Avenue has set aside special group rates for conference attendees. Please contact the hotel directly to make your reservation. **Be sure to mention you are attending the ASC Conference in order to receive the discounted group rate of \$239**

THE WESTIN MICHIGAN AVENUE

908 N. Michigan Avenue
 Chicago IL 60611

Phone: (888) 627-8385 or (312) 943-7200
 Group Name: **ASC Conference**
 Group Rate: **\$239 (Sgl/DbI)**
 Online Reservations:
www.starwoodmeeting.com/Book/asc2007

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Becker's *ASC Review* is published six (6) times a year. If you would like to subscribe please submit your \$199 or \$299 payment with your conference registration fees.

FASA

To obtain membership information on FASA please call (703) 836-8808, email FASA@fasa.org or visit www.fasa.org.

CONFERENCE QUESTIONS

For additional information or questions regarding the conference please contact:

Exhibitor/Sponsorship Sales – Jessica Cole & Grace Boyles

For Conference Questions Contact:

Maisha Gibson
 Phone: (312) 420-9370
 Fax: (216) 359-0035
 Email: m Gibson@beckersasc.com
 -or-

Scott Becker, JD, CPA

McGuireWoods, LLP
 Phone: (312) 750-6016
 Email: sbecker@mcguirewoods.com
 Web: www.beckersasc.com

For ASC Review & Exhibitor/Sponsorship Questions Contact:

Grace Boyles
 Phone: (202) 337-5739
 Email: grace@bluehouse.us

Jessica Cole

Phone: (312) 505-9387
 Email: jessica@beckersasc.com

ADA REQUEST

If you require special ADA accommodations, please contact us at (703) 836-8808 or email FASA@fasa.org.

Visit www.beckersasc.com
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CONFERENCE SPEAKERS

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Reading Neck & Spine Center

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