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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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.

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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

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. Regional Market Strategies for Pain Management
Robin Fowler, MD, Chairman and Medical Director, Interventional Management Services, Stephen Rosenbaum, Chief Executive Officer, Interventional Management Services
Great topics and speakers focused on key business, financial, clinical and legal issues facing ambulatory surgery centers • 87 Sessions, 132 Speakers

Friday, October 25, 2013

8:00 – 8:05 AM  Introductions

8:05 – 8:45 AM  Keynote Panel: ASCs 2013 and 2014 - Where Does the Industry Stand, Where are the Great Opportunities

8:50 – 9:30 AM  B. Washington D.C., The Budgets, Healthcare, America

5:35 – 7:00 PM  Networking Reception, Cash Raffles and Exhibits

8:00 – 10:10 AM  General Sessions

10:40 – 5:05 PM  Concurrent Sessions

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

8:00 – 10:10 - general Sessions

10:10 – 10:40 AM  Track A - Improving Profits, State of the Union for ASCs, Keynotes

10:40 - 5:05 Pm - Concurrent Sessions

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

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

4:45 – 5:35 PM  A Nasty Bit of Rough

David Feherty, CBS Golf Commentator and Best-Selling Author

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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?

10:40 – 11:20 AM

- Production, doing more with less Staff

12:05 – 12:45 PM

- Cost Reduction and Benchmarking, 10 Key Steps to Immediately Improve Profits
- Westerngard, 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

- Building Volumes, Practice growth, and Practices

12:05 – 12:45 PM

- OSHA Inspections

A. Implant Costs, how to manage Shifting Costs

1:50 – 2:30 PM

B. Achieving Your Personal Best

12:05 – 12:45 PM

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

1:50 – 2:30 PM

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

2:35 – 3:15 PM

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

12:45 – 1:45 pm

Networking lunch & exhibits

2:35 – 3:15 PM

A. Bundled Payments for ASCs - Current Trends and Strategies

12:45 – 1:45 pm

Networking Lunch & Exhibits

1.50 – 2:30 PM

A. Keeping Endoscopy Centers Profitable

12:45 – 1:45 pm

Networking Lunch & Exhibits

1.50 – 2:30 PM

A. The Impact of healthcare Reform on ASCs

12:45 – 1:45 pm

Networking Lunch & Exhibits

1.50 – 2:30 PM

A. Keeping Endoscopy Centers Profitable

12:45 – 1:45 pm

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Networking Lunch & Exhibits

1.50 – 2:30 PM

A. Keeping Endoscopy Centers Profitable
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 PM
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. Minimally Invasive Lumbar Decompressions in the ASC  
Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration

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 for ASC Owners Should Be Aware of, PODs, Anesthesia, ACOs, Selling Shares and Other Observations  
Scott Becker, JD, CPA, Partner, and Gretchen Townsend, 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 Faraclas, 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, 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. Deconciliis, 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 RLTS Technology  
Brett Chambers, Project Manager, IT Consulting, Key Whittman Eye Center, and Jim Stilley, 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 Stilley, 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 Berreh, Administrator, Brainerd Lakes Surgery Center, Karen Reiter, RN, CNOR, RNFA, Chief Operating Officer, D.L.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

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• 132 Speakers

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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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<tr>
<th>Name</th>
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<th>Company/Role</th>
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<tr>
<td>David Abraham, MD</td>
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<td>The Reading Neck &amp; Spine Center</td>
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<td>John Bartos, JD, CEO</td>
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<td>Kelly Bemis, RN, BSN</td>
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<td>Sandy Berreth, Administrator</td>
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<td>Acquisitions &amp; Business Development, Blue Chip Surgical Center Partners</td>
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<td>Bonnie Blair, Speed Skating Champion</td>
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<td>and Gold Medalist</td>
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<td>Jeff Blankinship, President &amp; CEO</td>
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<td>Surgical Notes</td>
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<td>Dotty Bollinger, RN, JD, CASC, LHRM, COO</td>
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<td>Laser Spine Institute</td>
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<td>Robert S. Bray, Jr., MD</td>
<td></td>
<td>Neurological Spine Surgeon</td>
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<td>Jennifer Brown, RN</td>
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<td>Endoscopy Nurse Manager</td>
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<td>Fred N. Davis, MD, Clinical Assistant</td>
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<td>Professor, Michigan State University, College of Human Medicine, ProCare</td>
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<td>Nicole Gritton, MSN, MBA, Vice President</td>
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<td>of Nursing and ASC Operations, Laser Spine Institute</td>
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<tr>
<td>Debbie Hall, Administrator</td>
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<td>High Plains Surgery Center</td>
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# Conference Speakers

Great topics and speakers focused on key business, financial, clinical and legal issues facing ambulatory surgery centers - 87 Sessions, 132 Speakers

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<td>Kenny Hancock</td>
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<td>Adam Lynch</td>
<td>Vice President, Principle Valuation</td>
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<td>Tracey Harbour</td>
<td>BSN, RN, Administrator, Surgery Center of Pinehurst, Nueterra</td>
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<tr>
<td>Nikki Johnson</td>
<td>SPHR, Vice President of Human Resources, Nueterra</td>
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<tr>
<td>Tom Mallon</td>
<td>CEO, Regent Surgical Health</td>
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<tr>
<td>Andrew Hayek</td>
<td>President &amp; CEO, Surgical Care Affiliates</td>
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<tr>
<td>I. Naya Kehayes</td>
<td>MPH, Managing Principal and CEO, Eveia Health Consulting &amp; Management</td>
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<tr>
<td>Stephanie Martin</td>
<td>Administrator, St. Augustine Surgery Center</td>
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<tr>
<td>Bill Hazen</td>
<td>RN, CHT, Administrator, The Surgery Center at Pelham</td>
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<tr>
<td>Wendy Kelley</td>
<td>Administrator, Cool Springs Surgery Center</td>
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<tr>
<td>John D. Martin</td>
<td>Principal, Martin Healthcare Consulting</td>
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<td>Christy Heald</td>
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<tr>
<td>Kevin McDonald</td>
<td>Vice President Surgery Sales, SourceMedical</td>
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<tr>
<td>Bob Herman</td>
<td>Editor, Becker’s Hospital Review, Becker’s Healthcare</td>
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<td>Greg Koonsman</td>
<td>Senior Partner, VMG Health</td>
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<td>Lawrence E. Kosinski</td>
<td>MD, MBA, AGAF, FACC, Elgin Gastroenterology</td>
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<td>Tim Meakem</td>
<td>MD, Medical Director, ProVation Medical</td>
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<td>Carol Hiatt</td>
<td>BSN, RN, LHRM, CASC, CNOR, Consultant and Accreditation Surveyor, Healthcare Consultants International</td>
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<tr>
<td>Brent Lambert</td>
<td>MD, FACS, Principal &amp; Founder, Ambulatory Surgical Centers of America</td>
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<td>Todd J. Mello</td>
<td>ASA, AVA, MBA, Principal &amp; Founder, HealthCare Appraisers, Inc.</td>
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<tr>
<td>Karen Howey</td>
<td>CASC, Administrator, Beaumont Macomb Township ASC</td>
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<td>Luke Lambert</td>
<td>CFA, CASC, CEO, Ambulatory Surgical Centers of America</td>
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<td>Timothy Merchant</td>
<td>CFA, CEO, Vice President of Sales, MEDISISS, Medline Industries, Inc.</td>
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<td>Laura Miller</td>
<td>Editor In Chief, Becker’s Spine Review, Becker’s ASC Review, Becker’s Healthcare</td>
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<td>Thomas H. Jacobs</td>
<td>President &amp; CEO, MedHQ</td>
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<tr>
<td>G-A (Gary) Lawson-Boucher</td>
<td>MD, Lieutenant Commander, Medical Corp., United States Navy</td>
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<td>Amy Mowles</td>
<td>President &amp; CEO, Mowles Medical Practice Management</td>
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<td>Marion K. Jenkins</td>
<td>PhD, FHIMSS, Executive Vice President, 3t Systems</td>
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<td>Liliana Lehmann</td>
<td>Administrator, Hallandale Outpatient Surgical Center</td>
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<td>Christine Henry Musa</td>
<td>Director of Business Development, Regent Surgical Health</td>
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