ASC
Ambulatory Surgery Center Association

BECKER'S
ASCREVIEW
Practical Business, Legal and Clinical Guidance for Ambulatory Surgery Centers

ASC Communications

ASF
Ambulatory Surgery Foundation

17th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

October 21-23, 2010
Swissotel • Chicago, Illinois

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

- Improve Your Profits Monday Morning
- Great topics and speakers focused on key business, clinical and legal issues facing ASCs – 83 Sessions, 123 Speakers
- Focused on Surgeons, Proceduralists, ASC Physician Owners, Directors of Nursing and Administrators and Others Examining Leadership and Opportunities in ASCs
- Immediately useful guidance plus great keynote speakers
- Have an outstanding time in Chicago
- Coach Bob Knight - Pre Conference Keynote Speaker; Tucker Carlson - Friday AM Keynote Speaker; Lt. Colonel Bruce Bright - Saturday AM Keynote Speaker
- Earn Your CME, CASC, CEU Credits - 16 CASC credits and 15.25 CME and CEU credits
- Big Thoughts Combined with Practical Guidance
- Great Networking
- Understand the Impact of Healthcare Reform on ASCs
- Co-Management, HOPDs, Recruiting, Selling Your ASC
- Orthopedics, GI, Ophthalmology, Spine, ENT, and More
- Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and more

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

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Register online: https://www.ascassociation.org/chicagoOct2010.cfm

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

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

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

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

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

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

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

PROGRAM SCHEDULE

Pre Conference – Thursday October 21, 2010

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

Main Conference – Friday October 22, 2010

7:00am – 8:00am	Continental Breakfast and Registration
8:00am – 5:40pm	Main conference, Including Lunch and Exhibit Hall Breaks
5:45pm – 7:00pm	Reception, Cash Raffles, Exhibit Hall

Conference – Saturday October 23, 2010

7:00am – 8:10am	Continental Breakfast
8:10am – 1:00pm	Conference

Thursday, October 21, 2010

Session A – Turning Around ASCs, Ideas to Improve Performance and Benchmarking

1:00 – 1:40 pm
ASC Strategies for the Foreseeable Future - A View of The National Landscape Trends Through the ASC Prism - Brent W. Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, and Luke Lambert, CFA, MBA, CASC, CEO, Ambulatory Surgical Centers of America

1:45 – 2:25 pm
Selling Shares and Resyndication - Larry Taylor, CEO Practice Partners in Healthcare and Melissa Szabad, JD, Partner, and Elaine Gilmer, McGuireWoods, LLC

2:30 – 3:05 pm
10 Statistics Your ASC Should Review Each Day, Week, and Month and What to do About Them - Brian Brown, Regional Vice President, Operations, Meridian Surgical Partners, and Reed Simmons, Administrator, Treasure Coast Center for Surgery

3:10 – 3:45 pm
5 Steps to Have Your ASC Maximize its Profits - Chris Bishop, SVP, Acquisitions & Business Development, Blue Chip Surgical Center Partners

3:50 – 4:25 pm
What Every Surgeon Should Know; What Really Matters to Your Manager? - Lisa Austin, RN, CASC, Vice President of Operations, Pinnacle III

4:30 – 5:30 pm - KEYNOTE
Leadership and Motivation in 2010 - Coach Bob Knight, Legendary NCAA Basketball Coach

Session B – Spine, Orthopedics, Pain and General Surgery

1:00 – 1:40 pm
Business Planning for Orthopedic and Spine Driven Centers - Jeff Leland, CEO, Blue Chip Surgical Center Partners

1:45 – 2:25 pm
Key Issues Facing ASCs Now -Jeff Blankinship, President & CEO, Surgical Notes, Michael J. Lipomi, President, RMC Medstone, Jonathan Vick, President ASCs Inc., Christian D. Ellison, Vice President, Health Inventures, LLP, moderated by Scott Becker, JD, Partner, CPA, McGuireWoods, LLP

2:30 – 3:05 pm
Assessing and Improving the Profitability of Orthopedic, Spine and Pain in ASCs - Luke Lambert, CFA, MBA, CASC, CEO, Ambulatory Surgical Centers of America

3:10 – 3:45 pm
Acute Pain Management Cases in an ASC Setting: How to Make the Big Cases Work - Stephen Rosenbaum CEO, and Robin Fowler, MD, Medical Director, Interventional Management Services

3:50 – 4:25 pm
General Surgery in ASCs - What you Can and Can't Do - Bob Scheller, Jr., CPA, CASC, Chief Operating Officer, and Tom N. Galouzis, MD, FACS, President & CEO, Nikitis Resource Group

Session C – GI, Ophthalmology and Management

1:00 – 1:40 pm
GI - Centers What to Expect for the Next Five Years - John Poisson, EVP & Strategic Partnerships Officer, Physicians Endoscopy

1:45 – 2:25 pm
Benchmarking for GI Centers - Barry Tanner, President & CEO, and Karen Sablyak, EVP, Management Services, Physicians Endoscopy

2:30 – 3:05 pm
Using Ophthalmology as the Beach Head of a Center - Cataracts, Retina and IOLS Ophthalmologists as Leaders - Carol Slagle, Administrator, Specialty Surgery Center of New York, John Fitz, MD, Medical Director, Precision Eye Care, Joseph Zasa, JD, Partner, ASD Management, Moderator

3:10 – 3:45 pm
Dealing With Difficult Physicians - John Byers, MD, Medical Director, Surgical Center of Greensboro, Orthopaedic Surgical Center, Introduced by Holly Ramey, Vice President of Operations, Surgical Care Affiliates

3:50 – 4:25 pm
Tomorrow is Now, Prepare Your ASC for an Uncertain Future, Rajiv Chopra, Principal and CFO The C/N Group, Inc.

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Session D – General Management and Accreditation

1:00 – 1:40 pm
How to Reduce Costs and Hours Per Case - Joyce Deno Thomas, RN, BSN, SVP Operations & Corporate Clinical Director, Regent Surgical Health and Nap Gary, Chief Operating Officer, Regent Surgical Health

1:45 – 2:25 pm
We Don't Need a Hospital or Management Company - Thriving as an Independent ASC - Keith M. Metz, MD, Great Lakes Surgical Center

2:30 – 3:05 pm
How to Recruit and Retain Great Talent - Tim Morgan, BSN, MBA, COO, BE Smith

3:10 – 3:45 pm
The Most Common Accreditation Problems - Raymond E. Grundman, MSN, CASC, Senior Director, External Relations, AAAHC, Edward Glinski, D.O., MBA, CPE, Heritage Eye Surgicenter of OK, moderated by Debra Stinchcomb, Progressive Surgical Solutions

3:50 – 4:25 pm
Infection Control in ASCs - Best Practices and Current Ideas - Cassandra Speier, Senior Vice President of Operations, NovaMed

Session E – Billing, Coding and Contracting for ASCs

1:00 – 1:40 pm
Opportunities and What it Takes to Expand Services via a Collaborative Effort with the Payor - I. Naya Kehayes, MPH, Managing Partner & CEO, and Matt Kilton, Principal and COO, Eveia Health Consulting and Management, and Anna Gimble, VP Ancillary Services-West, United Healthcare Services, Inc.

1:45 pm – 2:25 pm
Information Technology - Key Ways to Improve Your Centers Operations - What are the Best Solutions? - Jennifer Brown, RN, Nurse Manager, Gastroenterology Associates of Central Virginia

2:30 – 3:05 pm
Meeting Today's Reimbursement Challenges: "A Case Study for Success" - Caryl Serbin, RN BSN LHRM, President & Founder, Serbin Surgery Center Billing, and Nancy Easley-Mack, LPN, Business Office Manager, Short Hills Surgery Center

3:10 – 3:45 pm
The Top 10 Reasons Claims are Being Denied - Lisa Rock, President, National Medical Billing Services

3:50 – 4:25 pm
EMR What Should It Cost; What System Should our ASC Adopt? Best Practices; Policies and Implementation - Patrick Doyle, VP Sales, SourceMedical

Session F – Valuation and Transaction Issues

1:00 – 1:40 pm
ASC Transactions, Current Market Analysis and Valuations - Greg Koonsman, Senior Partner, VMG Health and Jon O'Sullivan, Senior Partner, VMG Health

1:45 – 2:25 pm
Selling Your ASC - A Process and Plan - What Can you Expect? - Monica Cintado Scokin, SVP Development, United Surgical Partners International, Inc. Michael Weaver, VP Acquisitions & Development, Symbion, Inc., Tom Chirillo, SVP Corporate Development, NovaMed, Jon O'Sullivan, Senior Partner, VMG Health, Scott Downing, JD, Partner, McGuireWoods LLP, Moderator

2:30 – 3:05 pm
Co-Management Relationships With HOPDs - Krist Werling, JD, McGuireWoods, LLP and Scott Safriet, MBA, AVA, Principal, Healthcare Appraisers

3:10 – 3:45 pm
ASC and Healthcare Transactions - The Year in Review - Todd Mello, ASA AVA MBA, Principal & Founder, Healthcare Appraisers, Inc.

3:50 – 4:25 pm
Co-Management Arrangements - Valuation and Other Issues- Jen Johnson, CFA, Managing Director, VMG Health and Melissa Szabad, JD, Partner, McGuireWoods, LLP

5:30 pm
Cocktail Reception, Cash Raffles and Exhibits

Friday, October 22, 2010

8:00 am
Introductions - Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

8:10 – 9:00 am - KEYNOTE
Politics, Healthcare Reform and the 2010 Election - Tucker Carlson, Contributor, FOX News, Editor-in-Chief, The Daily Caller and Senior Fellow, The Cato Institute

9:05 – 9:45 am
The State of The ASC Industry - Andrew Hayek, President & CEO Surgical Care Affiliates

9:50 – 10:30 am
Healthcare Reform and Its Impact on ASCs - Brent W. Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, Tom Mallon, CEO & Founder, Regent Surgical Health, Marian Lowe, Partner, Strategic Health Care, Moderated and Led by David Shapiro, MD, Director of Medical Affairs, AMSURG

10:30 – 11:20 am
Networking Break & Exhibits

11:25 – 12:10 pm
General Session A
Developing a Strategy for your ASC in Challenging Times - Larry Taylor, President & CEO, Practice Partners in Healthcare, Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners, Joseph Zasa, JD, Partner, ASD Management, William G. Southwick, President & CEO, Healthmark Partners, Inc.

General Session B
Orthopedics - The Next Five Years - John Cherf, MD MPH MBA, President, OrthoIndex

11:25 – 1:00 pm
General Session C
An 80 Minute Workshop - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits - Robert Westergard, CPA, Chief Financial Officer, Susan Kizirian, Chief Operating Officer, and Ann Geier, RN MS CNOR CASC, SVP of Operations, Ambulatory Surgical Centers of America

12:15 – 1:00 pm
General Session A
The Best Ideas to Immediately Improve the Profitability of Your ASC - Graham Cherrington, SVP of Operations, NovaMed, I. Naya Kehayes, MPH, Managing Principal & CEO, Eveia Health Consulting & Management, Jeff Leland, CEO, Blue Chip Surgical Center Partners, Caryl Serbin, RN BSN LHRM, President & Founder, Serbin Surgery Center Billing

General Session B
What Works and What Doesn't in Hospital JV's - James Jackson, Senior Vice President, United Surgical Partners International, Inc., and John Dickenson, Senior Director, Catholic Healthcare West

1:00 – 2:00 pm
Networking Lunch & Exhibits

Concurrent Sessions A, B, C, D, E, F

Session A – Ideas to Improve Profits

2:00 – 2:35 pm
The Best Procedures for ASCs and What an ASC Should Get Paid - Matt Lau, Director of Financial Analysis, and Mike Orseno, Revenue Cycle Director, Regent Surgical Health

2:40 – 3:15 pm
Practical Tips for Recruiting Physicians - Dale Holmes, Administrator, Warner Park Surgery Center

3:15 – 3:45 pm
Networking Break & Exhibits

3:50 – 4:25 pm
10 Steps to Reduce Costs in ASCs - John Snyders, VP Operations and Anita Lambert-Gale, VP Clinical Services, HealthMark Partners, Inc.

4:30 – 5:05 pm
A Checklist Guide - 7 Steps to Take to Improve Profits Today - Kyle Goldammer, SVP Finance, Surgical Management Professionals

5:10 – 5:40 pm
Should 2 ASCs Merge? The Pros, the Cons and the Next Steps, Can 1+1 Make 3? - A Case Study Review - Tom Yerden, CEO & Founder, TRY HealthCare Solutions

Session B – Orthopedic and Spine ASC Issues

2:00 – 2:35 pm
Handling Complex Spine Cases in an ASC, Clinical and Financial Issues - Marcus Williamson, President, Symbion Neospine Division

2:40 – 3:15 pm
Orthopedics in a Changing Market - TK Miller, MD, Medical Director and Orthopedic Surgeon, Roanoke Orthopaedic Center and Joseph Zasa, JD, Partner, ASD Management

3:15 – 3:45 pm
Networking Break & Exhibits

3:50 – 4:25 pm
Current Issues and Advances in Orthopedics - Michael R. Redler, MD, The OSM Center, John Cherf, MD MPH MBA, President, OrthoIndex, and Elaine Gilmer, JD, McGuireWoods, LLP, Moderator

4:30 – 5:05 pm
Key Thoughts on Urology, Orthopedics and Partners – Bryan Zowin, President, Physician Advantage, Inc., Rob Carrera, President, Pinnacle III, Herbert W. Riemenschneider, MD, Riverside Urology, Inc., Moderator Barton C. Walker, JD, McGuireWoods LLP

5:10 – 5:40 pm
Key Steps to Reduce Implant Costs - John Cherf, MD MPH MBA, President, OrthoIndex, John Seitz, Chairman & CEO, Ambulatory Surgical Group, and Jon Hamrick, SVP of Business Development, Access MediQuip

Session C – GI, Ophthalmology, ENT, Urology and Pain Management

2:00 – 2:35 pm
GI - How to Thrive in a Declining Reimbursement Market, Barry Tanner, CPA, President & CEO, Physicians Endoscopy

2:40 – 3:15 pm
Ophthalmology, ENT and Pain Management in ASCs - Current Ideas to Increase Profits- Tammy Ham, President, Surgical Specialty Division

3:15 – 3:45 pm
Networking Break & Exhibits

3:50 – 4:25 pm
Taking Bold Steps to Build Case Volume - Our Direct Access, Screening Colonoscopy Program A Great Case Study - Cindy Givens, Executive Director, and Christine Corbin, MD, Medical Director, Surgery Center at Tanasbourne

4:30 – 5:05 pm
Using Anesthesia to Improve the Effectiveness of Your OR's, Marc E. Koch, MD, MBA, President & CEO, Somnia Anesthesia

5:10 – 5:40 pm
The Cost Benefit to Outsourcing Your Back Office Operations - What Can You and Can't You Outsource? - Tom Jacobs, President & CEO, MedHQ

Session D – Physician Owned Hospitals, Other Models of Physician Hospital Integration

2:00 – 2:35 pm
Healthcare Reform and Its Impact on Physician Owned Hospitals - What Does One Do Now? What are the Alternatives? - Brett Gosney, MD, CEO, Animas Surgical Hospital, and Molly Sandvig, JD, Executive Director, Physician Hospitals of America

2:40 – 3:15 pm
Adjusting to Married Life - Keys to Successful Integrations with ASC Partners - Monica Cintado-Scokin, SVP Development and Michael Stroup, VP Development, United Surgical Partners International, Inc.

3:15 – 3:45 pm
Networking Break and Exhibits

3:50 – 4:25 pm
Lithotripsy Models and Current Issues with Lithotripsy ASC Relationships - Jay Sweetnich, NovaMed, Inc., Todd J. Mello, ASA, AVA, MBA, Principal, Healthcare Appraisers, Inc.

4:30 – 5:05 pm
ASC Litigation, Non Competition, Employee Litigation and Other Kinds of Litigation, Key Thoughts - Jeffrey C. Clark, Partner and David J. Pivnik, Associate, McGuireWoods, LLP

5:10 – 5:40 pm
Partnership Restructuring A Case Study - Danny Bundren, CPA, JD, Symbion Healthcare

Session E – Managed Care, Revenue Cycles and Reimbursement Issues

2:00 – 2:45 pm
How to Assess if Your ASC Should be In or Out of Network - I. Naya Kehayes, MPH, Managing Partner & CEO, Eveia Health Consulting & Management, and Melissa Szabad, JD, Partner, McGuireWoods, LLP

2:40 – 3:15 pm
How to Handle New Pressure from Payors on Out of Network Issues - Tom Pliura, MD, J.D., zChart

3:15 – 3:45 pm
Networking Break & Exhibits

3:50 – 4:25 pm
Ambulatory Anesthesia - Using a Management Company versus Employing an Anesthesia Team - Gregory Wachowiak, MHA, Co-Founder & President, Anesthesia Healthcare Partners

4:30 – 5:05 pm
Key Steps to Improve Billing and Increase Collections - Bill Gilbert, VP Marketing, AdvantEdge Healthcare Solutions

5:10 – 5:40 pm
10 Ways to Improve an ASCs Coding - Document Deficiencies, Financial Impacts and How to Work with Physicians - Cristina Bentin, CCS-P, CPC-H, CMA, Founder, Coding Compliance Management, LLC

Session F – Leadership, Competition and Legal Issues

2:00 – 2:35 pm
What Great Administrators Should be Paid and What They Should Do to Excel? - Greg Zoch, Partner & Managing Director, Kaye Bassman International

2:40 – 3:15 pm
The Most Common Medical Staff Issues and How to Handle Them - Thomas J. Stallings, Partner, McGuireWoods LLP

3:15 – 3:45 pm
Networking Break & Exhibits

3:50 – 4:25 pm
Medical Director 101 - What it Takes to be a Great Medical Director - Dawn McLane, RN, MSA, CASC, CNOR, Chief Development Officer, Nikitis Resource Group, and Jenni Foster, MD, The ASC at Flagstaff

4:30 – 5:05 pm
How to Develop a Successful ASC Joint Venture with a Hospital - Robert Zasa, MSHHA FACMPE, Founder, ASD Management

5:10 – 5:40 pm
How to Value and Sell an Under Performing ASC - Chris Bishop, SVP, Acquisitions & Business Development, Blue Chip Surgical Center Partners

Roundtable Sessions:

2:00 - 2:35 pm
Current Issues Facing Joint Ventures - Christian D. Ellison, Vice President, Health Inventures

2:40 - 3:15 pm
Leveraging ASC Best Practices to Improve Your Bottom Line - Ed Gallo, Chief Executive Officer, and Roy Georgia, Chief Information Officer, GENASCIS

3:50 - 4:25 pm
Constructing Successful Physician Hospital Joint Ventures in a Time of Change - Brent W. Lambert, MD, FACS, Principal & Founder, Brandon Frazier, VP Development and Acquisitions, Ambulatory Surgical Centers of America, and Allan Fine, Senior Vice President, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary

5:45 – 7:00 pm
Cocktail Reception, Cash Raffles and Exhibits

Saturday, October 23, 2010

8:10 – 8:50 am
ASCs and Healthcare - An Overview of the Key ASC Trends and Large ASC Chains -Tom Mallon, CEO and Founder, and Vivek Taparia, Director of Business Development, Regent Surgical Health

8:55 – 9:40 am - KEYNOTE
Peak Performance - How to Achieve Peak Performance as a Person and an Organization - Lt. Colonel Bruce Bright, President & CEO, The Bright Consulting Group

Concurrent Sessions A, B, C, D, E

Session A

9:45 – 10:45 am
Physicians, Hospitals, and Management Companies - What it Takes to Make a Winning Partnership and ASC - Jeffrey Simmons, Chief Development Officer, Nap Gary, Chief Operating Officer, Regent Surgical Health

10:50 – 11:50 am
How to Start a Spine Focused Center - Jeff Leland, CEO, Blue Chip Surgical Center Partners

Session B

9:45 – 10:45 am
10 Keys to Great Performance as a DON - Sarah Martin, MBA, RN, CASC, Regional Vice President of Operations, Meridian Surgical Partners, Lori Martin, RN, BSN, RT(R), Administrator, Summit Surgery Center, Anne M. Remm, RN, BSN, Administrator, Miracle Hills Surgery Center

10:50 – 11:50 am
Accreditation 101, Everything You Need to Know About ASC Accreditation - Marilyn K. Kay, RN, MSA, HFAP Nurse Surveyor, fomerly Vice President of Patient Care Services and Chief Nursing Officer, Henry Ford Bi-County Hospital, HFAP

Session C

9:45 – 10:45 am
Why Develop an ASC and Why Now is a Great Time to Do So? Key Steps for Development - John Marasco, AIA, NCARB, Principal & Owner, Marasco & Associates, and Rob McCarville, MPA, Principal, Medical Consulting Group

10:50 – 11:50 am
Can You Split Up Shares Based on Value of Cases; Can you Redeem 1 Non Safe Harbor Doctor and Keep Others in? Can You Amend Your Operating Agreement to Require Safe Harbor Compliance - Scott Becker, JD, CPA, Partner, Elissa Moore, JD, Gretchen Townshend, JD, and Sarah Abraham Chacko, JD, McGuireWoods, LLP

Session D

9:45 am – 10:45 am
Making the Best Use of Information Technology in ASCs - Marion Jenkins, Founder & CEO, QSE Technologies, Inc., Todd Logan, VP Sales, Western Region, Ron Pelletier, Director of Development, SourceMedical

10:50 – 11:50 am
Should You Sell Your Practice to a Hospital? What Will the Agreement Look Like? What are the Key Issues? - Stephen Peron, Partner, AVA, and Todd Sorenson, Partner, AVA, VMG Health

Session E

9:45 – 10:45 am
Billing and Coding - A 60 Minute Workshop to Maximize Reimbursement - Caryl Serbin, RN BSN LHRM, President & Founder, Serbin Surgery Center Billing

10:50 – 11:50 am
How to Improve Coding for ASC Procedures - A Discussion of Orthopedic, Spine, GI and Ophthalmology Procedures - Stephanie Ellis, RN, CPC, President, Ellis Medical Consulting, Inc.

General Session

12:00 – 1:00 pm
10 Key Legal Issues for 2010 - 2011 - Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

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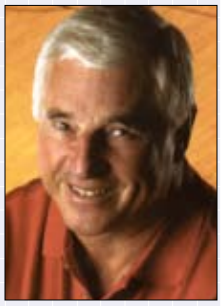
Coach Bob Knight

- Coach Bob Knight, Legendary NCAA Basketball Coach
- Brent Lambert, MD, Founder Ambulatory Surgical Centers of America
- Robin Fowler, MD, Medical Director, Interventional Management Services
- Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners
- Tom Mallon, CEO, Regent Surgical Health
- Jeff Leland, CEO Blue Chip Surgical Center Partners
- David Shapiro, MD, AMSURG
- Barry Tanner, President, Physicians Endoscopy
- I. Naya Kehayes, CEO, Eveia Health Consulting and Management

Tucker Carlson

- Tucker Carlson, Political Commentator
- Bill Southwick, President and CEO, Healthmark Partners
- Joseph Zasa, CEO, ASD Managment
- Larry Taylor, CEO, Practice Partners in Healthcare
- Andrew Hayek, President and CEO, Surgical Care Affiliates
- Lt. Colonel Bruce Bright, President & CEO, The Bright Consulting Group
- Brett Gosney, MD, CEO, Animas Surgical Hospital
- Brett Broadnax, EVP & Chief Development Officer, United Surgical Partners International, Inc.
- Michael R. Redler, MD, The OSM Center
- Christine Corbin, MD, Medical Director, Surgery Center at Tanasbourne

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CONFERENCE SPEAKERS

Lisa Austin, RN, CASC,
Vice President of Operations
Pinnacle III
Scott Becker, JD, CPA, Partner,
McGuireWoods, LLP
Christina Bentin, CCS-P CPC-H CMA,
Principal
Coding Compliance Management
Chris Bishop, SVP Acquisitions &
Business Development, Blue Chip
Surgical Center Partners
Jeff Blankinship, President & CEO,
Surgical Notes
Lt. Colonel Bruce Bright
President & CEO,
The Bright Consulting Group
Brian Brown, Regional Vice President of
Operations, Meridian Surgical Partners
Jennifer Brown, RN, Nurse Manager
Gastroenterology Associates of
Central Virginia
Danny Bundren, VP Acquisitions and
Development, Symbion, Inc.
John Byers, MD, Medical Director,
Surgical Center of Greensboro &
Orthopaedic Surgical Center
Tucker Carlson, Political Commentator
Robert Carrera, President, Pinnacle III
Sarah Abraham Chacko, JD,
McGuireWoods, LLP
John Cherf, MD, MPH, MBA, President,
OrthoIndex
Graham Cherrington, SVP of
Operations, NovaMed
Thomas J. Chirillo, SVP Corporate
Development, NovaMed
Rajiv Chopra, CFO, The C/N Group
Monica Cintado-Scokin, SVP
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Patrick Doyle, VP Sales, SourceMedical
Nancy Easley-Mack, LPN, Business Office
Manager, Short Hills Surgery Center
Stephanie Ellis, RN, CPC, President, Ellis
Medical Consulting, Inc.
Christian D. Ellison, VP, Health
Inventures
Allan Fine, SVP, Chief Strategy &
Operations Officer, The New York Eye &
Ear Infirmary
John Fitz, MD, Medical Director,
Precision Eye Care
Thomas Forget, MD, Neurosurgeon
Jenni Foster, MD, The ASC at Flagstaff
Robin Fowler, MD
Executive Director & Owner,
Interventional Management Services
Brandon Frazier, VP Development
& Acquisitions, Ambulatory Surgical
Centers of America
Anita Lambert-Gale, VP Clinical
Services, HealthMark Partners, Inc.
Ed Gallo, CEO, GENASCIS
Tom N. Galouis, MD, FACS, President &
CEO, Nikitis Resource Group
Nap Gary, Chief Operating Officer,
Regent Surgical Health
Ann Geier, RN, MS, CNOR, CASC,
SVP of Operations, Ambulatory Surgery
Centers of America
Roy Georgia, CIO, GENASCIS
Bill Gilbert, Vice President – Marketing
AdvantEdge Healthcare Solutions
Elaine Gilmer, McGuireWoods, LLP
Anna Gimble, VP Ancillary Services-
West, United Healthcare Services, Inc.
Cindy Givens, Executive Director,
Surgery Center at Tanasbourne
Edward Glinski, D.O., MBA, CPE,
Heritage Eye Surgicenter of OK
Kyle Goldammer, SVP Finance, Surgical
Management Professionals
Brett Gosney, MD, CEO,
Animas Surgical Hospital
Raymond E. Grundman, MSN, CASC,
Senior Director, External Relations,
AAAHC
Tammy Ham, President, Surgical
Specialty Division, Nueterra Healthcare
Jon Hamrick, SVP of Business
Development, Access MediQuip
Kenny Hancock, President & Chief
Development Officer,
Meridian Surgical Partners
Andrew Hayek, President & CEO,
Surgical Care Affiliates
Dale Holmes, Administrator, Warner
Park Surgery Center
James Jackson, SVP, United Surgical
Partners International, Inc.
Tom Jacobs, President & CEO, MedHQ
Marion K. Jenkins, PhD
Founder, CEO, QSE Technologies, Inc.
Jen Johnson, CFA, Managing Director,
VMG Health
Marilyn K. Kay, RN, MSA, HFAP Nurse
Surveyor, Former VP of Patient Care
Services and Chief Nursing Officer,
Henry Ford Bi-County Hospital
I. Naya Kehayes, MPH,
Managing Principal & CEO, Eveia Health
Consulting & Management
Matt Kilton, MBA, MHA,
Principal & Chief Operating Officer,
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Michael J. Lipomi, President, RMC
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Improving Profitability and Business and Legal Issues

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

OCTOBER 21-23, 2010

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Group Room Rates: $279 Single/$299 Double

ASC ASSOCIATION

For ASC Association membership information please call (703) 836-8808, or visit www.ascassociation.org

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Ambulatory Surgery Foundation
Phone: (703) 836-5904
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Email: registration@ascassociation.org

For *Becker's ASC Review* and exhibitor/sponsorship questions contact (800) 417-2035

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SAMPLE TOPICS INCLUDE

- Healthcare Reform and ASCs
- The Best Ideas for ASCs Now
- Coach Bob Knight on Leadership and Motivation
- Co-Management, HOPDs, Recruiting, Selling Your ASC
- Orthopedics, Gastroenterology, ENT, Ophthalmology, Pain Management in ASCs – What Work's and What Doesn't
- Orthopedics in ASCs – The Next Five Years
- Tucker Carlson on on Politics, Healthcare Reform and the 2010 Election
- How to Add Cases to ASCs
- How to Reduce Staffing Hours Per Case
- The State of the Union for ASCs
- 10 Legal Issues for ASCs
- How to Turn Around Your ASC
- Practical Case Costing and Benchmarking for ASCs
- Successful Structuring of Physician Hospital ASC Joint Ventures
- Assessing the Profitability of Orthopedics and Spine in ASCs
- Key Legal Issues
- Co-management and HOPD Transactions
- Buying and Selling ASCs
- 10 Key Statistics You Should Review Each Week
- How to Recruit and Retain Great Staff
- Developing Strategies for Managed Care Contracting
- Key Practical Tips to Improving an ASCs Coding Efforts
- Safe Harbor, and Other Legal Issues, OIG Work Plan and Out of Network Issues
- Key Steps to Establishing ASCs
- Core Strategies to Succeed with Orthopedics and Neurosurgery in ASCs
- Billing, Coding and Collecting for ASCs

TARGET AUDIENCE

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

CONTINUING EDUCATION CREDITS

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