The 6th Annual Orthopedics, Pain Management and Spine Driven ASC Conference provides guidance on improving the profitability of and on operating and establishing orthopedic, pain management and spine-driven ambulatory surgery centers.

This event focuses on ASC business and legal issues. For example, presentations and case studies will discuss successful turnarounds; start-ups and physician hospital joint ventures; regulatory and legal issues; implant purchasing; recruiting surgeons; revitalizing an ASC; and a wide variety of other issues. The conference also provides insight on new procedures being handled in ASCs, including total joints to spine procedures and to various types of pain management procedures.

The conference combines high-level views from national speakers such as Tucker Carlson, leading political commentator and media personality, to Brian Cole, MD, a leading national expert on cartilage restoration and advances in orthopedics; to practical guidance from leading national experts and operators of ASCs.

More than 70 speakers will address topics such as selling an ASC, joint-venturing an ASC, out-of-network issues, physician-hospital joint-ventures, Medicare payment changes, managed care contracting and recruiting physicians. The event will also include numerous case studies.

The conference will include an outstanding opportunity to share insights, learn from and network with other orthopedic surgeons, pain management physicians and spine surgeons.

The conference is designed for surgeons, ASC owners and administrators, hospital leadership and companies that work with surgery centers and hospital out-patient departments, with a focus in the musculoskeletal area.

**KEYNOTE SPEAKER: Tucker Carlson**

Hear Tucker Carlson Speak Friday, June 20, 2008: The Political Landscape, Healthcare and ASCs

Keynote speaker Tucker Carlson is the host of MSNBC’s Tucker, a fast paced, no-holds-barred conversation about the day’s developments in news, politics, world issues and pop culture. A longtime magazine and newspaper journalist, Carlson offers insights on “The Political Landscape, Healthcare and ASCs.”

**PRELIMINARY CONFERENCE AND EXHIBIT SHOW AGENDA**

**Thursday, June 19, 2008**
- Noon-4:30 pm Exhibit Set-Up
- 2:00-5:00 pm Pre-Conference Concurrent Sessions
- 5:00-7:30 pm Networking Reception and Exhibits

**Friday, June 20, 2008**
- 7:00-8:00 am Registration, Exhibits and Continental Breakfast
- 8:00-10:30 am General Session
- 10:35-11:20 am Networking Break and Exhibits
- 11:20 am-12:30 pm Concurrent Sessions
- 12:15-1:30 pm Networking Lunch and Exhibits
- 1:30-2:45 pm Concurrent Sessions
- 2:45-3:45 pm Networking Break and Exhibits
- 3:45-5:30 pm Concurrent Sessions
- 5:30-7:00 pm Networking Reception and Exhibits

**Saturday, June 21, 2008**
- 7:30-8:30 am Continental Breakfast
- 8:30-10:25 am General Session
- 10:30 am-12:55 pm Concurrent Sessions
- 1:00 pm Meeting Adjourns

**ACCREDITATION**

CME Accreditation: 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) through the Joint Sponsorship of 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 13.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

CASC Accreditation: This program is approved for 13.5 hours of AEU credit by BASC Provider #3672.

BRN Accreditation: Nurses may claim credit for activities approved for AMA PRA Category 1 Credits in most states, for up to 50 percent of the nursing requirement for recertification. This activity is designated for up to 13.5 AMA PRA Category 1 Credits™.

For information on Exhibits or Sponsorships, please call (800) 417-2035.

Visit www.beckersasc.com or call (800) 417-2035
THURSDAY, JUNE 19, 2008

Track A - Establishing Orthopedic-Driven ASCs, Pain Management and Physician Hospital Driven ASCs

Track B - Turning Around ASCs: Establishing a Spine Driven ASC; CMS Reimbursement Issues for Orthopedics

Track C - The Intersection of Health Care and Wall Street: An Analysis for the Next Five Years for ASCs; 3 Quick Methods to Add Profits to an ASC

Track D - Reducing Operating Room Costs, Medical Devices and Implants, The X Stop Procedure

2:00 – 2:55 pm
A. A Case Study Approach to Building an ASC Around Orthopedics: What Works and What Does Not
Brent Lambert, MD, FACS, Principal, Ambulatory Surgical Centers of America

B. Successful Strategies and Methods to Use Orthopedics, Spine and Pain Management to Pump New Life Into a Multispecialty ASC
Tom Mallon, CEO/Founder, Regent Surgical Health

C. The Intersection of Health Care and Wall Street: How the Capital Markets View ASCs and Health Care
John C. Riddle, Managing Director, Dresser Partners

D. Handling Spine Procedures in ASCs
Rui Greene, RN, CFO, Physicians’ Surgery Center and John Caruso, MD, Neurosurgeon and President of Parkway Spine Surgery Center

3:00 – 3:30 pm
A. Pain Management in ASCs: A Clinical and Business View
Scott Glaser, MD, DABIPP, FIPP, Pain Specialist of Greater Chicago

B. Building a Spine Driven ASC – The Chesterfield Surgery Center
George Goodwin, Chief Development Officer, Symbion, Inc., and Brent A. Taylor, MD, The Orthopedic Center of St. Louis

C. 3 Different Methods to Improve Profits Quickly in an ASC – A Panel Discussion
Brent Ashby, Administrator, Audubon Surgery Center; Steve Burton, Ion Healthcare; and Bob Wood, Accredent Inc.; moderated by Tom Yerden, TRY Healthcare

D. The X Stop Procedure: A New Outpatient Treatment of Spinal Stenosis
David J. Abraham, MD, The Reading Head, Neck and Spine Center

3:30 – 4:00 pm
A. Developing a Consistent Model for Success: Why What Works in One Market Often Works in Other Markets
Ajay Mangal, MD, MBA, President/CEO, and Don Jansen, Vice President Marketing and Development, Presses Health Partners

B. The Impact of the New CMS Payment System on Orthopedics and Pain Management
Greg Cuzniew, CFO, National Surgical Care

C. A Strategic Analysis for ASCs and Physician Owned Hospitals: What Works, and What Does Not
Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

D. Developing a Spine-Driven ASC
Jeff Leland, CEO/Founder, and Richard Ruki, MD, MBA, Neurosurgeon, Chief Medical Officer, Blue Chip Surgical Partners

5:00 – 7:30 pm – Networking Reception & Exhibits

FRIDAY, JUNE 20, 2008

8:00 – 8:55 am
The Political Landscape, Healthcare and ASCs
Tucker Carlson, Noted Political Columnist and TV Commentator

9:00 – 9:40 am
Using Orthopedics, Spine and Pain Management to Turn Around and Drive an ASC’s Success – 3 Key Tips: Great Recruiting, Outstanding Operations and Intelligent Case Management
Brent Lambert, MD, FACS, Principal, Ambulatory Surgical Centers of America

9:45 – 10:35 am
Key Clinical Developments That Will Transform Orthopedic Surgery
Brian Cole, MD, MBA, Professor, Departments of Orthopedics and Anatomy and Cell Biology, Section of Sports Medicine; Section Head, Cartilage Restoration Center at Rush University Medical Center

10:35 – 11:20 am – Exhibits Open

11:20 – 11:55 am
Spine Surgery as a Core Driver in Multispecialty ASC
Jim Lynch, MD, Chairman, Director of SpineNevada and Surgery Center of Reno; Director of Spine Services, Regent Surgical Health

11:55 am – 12:30 pm
Managed Care Contracting for Orthopedic, Pain Management and Spine Driven ASCs
Naya Kehayes, MPH, CEO, Eveia Health Consulting and Management

12:15 – 1:30 pm – Networking Lunch & Exhibits

1:30 – 2:05 pm – Concurrent Sessions
A. Why On Site Leadership is Critical to an ASC’s Success: How to Hire Great Administrators and Empower the Same
Thomas Michaud, Chairman/CEO, Foundation Surgery Affiliates

1:30 – 2:45 pm
B. Billing, Coding, Collecting and Contracting for Ortho, Spine and Pain Management Driven ASCs – A 75-Minute Workshop
Carol Serbin, RN, BSN, LHCRM, President/Founder, Surgery Consultants of America, Serbin Surgery Center Billing

1:30 – 2:05 pm
C. Maintaining Successful Physician Investor Relationships Over a Long Period
Jack Jensen, MD, Athletic Orthopedics and Knee Center

D. Building a Private Orthopedic Practice in the Context of an Academic Medical Center
Dennis Veldieu, Midwest Orthopedics at Rush

E. Five Creative Strategies to Overlay Orthopedic Service Lines in a Struggling ASC
Darin Jay Hill, MBA, Chief Development Officer, Titan Health Corporation

2:10 – 2:45 pm
A. Keeping the Team Together – A Case Study on Keeping an Orthopedic and Pain Driven ASC Profitable and Managing Conflicts
Tom Yerden, CEO/Founder, TRY Health Care Solutions

C. Contracting for Spine Cases: Get Excellent Reimbursement and Do Not Pay Too Much for Implants
John Carson, MD, Neurosurgeon and President of Parkway Spine Surgery Center, Beth Johnson, Vice President Clinical Systems and Elizabeth Smallwood, Vice President of Contracting and Reimbursement, Blue Chip Surgical Partners

D. Pain Management in ASCs – Yes, Pain Management Can Still be a Key Leader for ASCs
Amy Gail Mowles, CEO/Administrator, Mowles Medical Practice Management, LLC

E. Using Financial Benchmarking to Measure and Enhance the Value of an ASC
Jon O’Sullivan, Senior Principal, VMG Health

2:45 – 3:45 pm – Exhibits Open

Visit www.beckersasc.com or call (800) 417-2035
**FRIDAY, JUNE 20, 2008**

3:45 – 4:20 pm  
A. Revitalizing ASCs – A Case Study  
Bill Southwick, President/CEO, HealthMark Partners  
B. 5 Tips to an Outstanding and Cost Effective Staff: Staffing Strategies for ASCs  
Ann Grier, RN, MS, CNOR, CASC, Vice President of Operations, Ambulatory Surgery Centers of America  
C. Should You Sell Your ASC – Assessing Your Value and the Pros and Cons  
Kenneth Hancock, President/Chief Development Officer, Meridian Surgical Partners  
D. How An ASC Can Thrive with Physicians, a Hospital and Management Company: Tips for Success and How to Avoid Problems  
Monica Cintado, Senior VP USPI  
E. Ownership and Financing of Your Medical Real Estate – Finding the Optimal Solutions  
Jack Amormino, President/CEO, American Medical Buildings, and John Daly, Vice President, Healthcare Services, McShane Construction Corporation

4:20 – 4:55 pm  
A. How a Hospital Partner Can Add Stability and Help an Orthopedic Driven Center Excel  
Tom Lorish, MD and Miriam Odermann, CEO/Administrator, Ambulatory Services Division, Providence Health System – Oregon  
B. Successful Approaches to Investment and Portfolio Management  
Robert S. Burnstine, Portfolio Manager, Harris Associates, LP  
C. Post Acquisition Success with a Corporate Partner  
Richard D. Pence, President/Chief Operating Officer, National Surgical Care  
D. Acquiring an ASC or Interests in an ASC – Due Diligence and Trouble Shooting  
Darlene Johnson and Jeff Peo, Vice Presidents, Ambulatory Surgery Centers of America

4:55 – 5:30 pm  
A. How to Improve My Center Monday Morning: Leadership Tips from Industry Experts  
Joe Zata, CEO Woodrun ASD; Bill Southwick, CEO HealthMark; Kenneth Hancock, President, Chief Development Officer, Meridian Surgical Partners; Moderated by Tom Yerden, CEO/Founder, TRY Healthcare  
B. Payor Contracting with Carve Outs for Orthopedic and Pain  
Robyn Finnegan, Vice President/Managed Care, Precera Health Partners  
C. Recruiting New Physicians to ASCs  
Chris Bishop, Vice President Business Development, Ambulatory Surgical Centers of America; Kristian Welting, McGuireWoods, LLC, and Ronald E. Lundeen Jr., Associate, McGuireWoods, LLC  
D. Core Tips and Strategies to Succeed with Orthopedics and Neurosurgery  
Mike Lipomi, CEO/Founder, RMC Medstone

5:30 – 7:00 pm – Networking Reception & Exhibits

---

**SATURDAY, JUNE 21, 2008**

9:50 – 10:25 am
Building an ASC Around Orthopedics, Spine and Pain Management  
Tom Mallon, CEO/Founder, Regent Surgical Health

10:30 – 11:00 am – Concurrent Sessions
A. Utilizing Customer and Patient Surveys to Enhance Operations  
Larry Teuber, MD, Physician Executive, Black Hills Surgery Center, President, Medical Facilities Corporation  
B. Financing and Recapitalizations for ASCs and Specialty Hospitals  
Ken Seip, Vice President, CitiCapital; Anthony Mai, Vice President, CIT HealthCare; William M. Karnes, Chief Financial Officer, Regent Surgical Health; Don Ensing and Bart Walker, McGuireWoods, LLP  
C. Advanced Case Costing: Using Case Costing to Implement Strategy and plans for Orthopedics, Spine and Pain Management  
Susan Kazirian, Vice President, Ambulatory Surgical Centers of America  
D. Develop and Operate a Successful Spine Center of Excellence in Any Setting  
Marcy Rogers, CEO, SpineMark Corporation

11:05 – 11:35 am
A. 6 Keys to Making a Physician Hospital Orthopedic Joint Venture Successful Plus Handling Total Joints in ASCs  
James Caillouette, MD, Orange County Orthopedic Surgery  
B. Overview of the Medical Malpractice Insurance Market: The Use of Captives and Other Strategies for Orthopedic and Neuro Groups and Related Facilities  
Pat Sedlak, Director, and Frank Dedaro, Chairman, AON

11:35 – 12:10 pm
A. Physician-owned Hospitals: The Benefits and the Business Case  
John Rex-Waller, CEO, National Surgical Hospitals  
B. Out of Network – Can Your Business Still Utilize Out of Network as an Option – How Insurers are Fighting with ASCs and Imaging Facilities  
Tom Plusea, MD, JD  
C. The New Jersey Codey Case and Other Attacks on Physician Ownership of ASCs and Hospitals – A Panel Discussion  
Scott Becker, Amber Walsh and Gretchen Heinzer, McGuireWoods, LLP  
D. Using Healthcare Information Technology and Implementing Strategies to Improve the Revenue (i.e., cash) Cycle for ASCs – Revenue Cycle Management and Automation  
Azadeh Farahmand, CEO, GHN-Online

12:15 – 12:55 pm
A. Physician-owned Hospitals at the Crossroads: How to Stop the Government from Killing Innovation  
Molly Sandeig, Executive Director, Physician Hospitals of America  
B. Physician Owned Community Hospitals – How to Design and Complete a Hospital  
Michael S. McCoy, Senior Vice President Operations, Nueterra Healthcare  
C. Sales and Syndications of ASCs: Tips for Success  
Stevens Rosenbaum, CPA, The Bloom Organization  
D. ASC Real Estate: Understanding Your Options – What to Consider When Developing an Orthopedic Driven ASC or Specialty Hospital or Orthopedic Driven MOB  
Todd E. Larson, AIA, Principal, Manuso and Associates, and Christopher M. Bouen, Chief Development Officer, Marshall Erdmann and Associates

1:00 pm – Meeting Adjourns

---

**CONFERENCE PROGRAM REGISTRATION FORM**

Visit www.beckersasc.com or call (800) 417-2035
CONFERENCE SPEAKERS

David Abraham, MD
Reading Neck and Spine Center

Cliff Adlerz, President/COO
Symbion, Inc.

Jack Amorino, President/CEO
American Medical Buildings

Brent Ashby, Administrator
Audubon Surgery Center

Scott Becker, JD, CPA, Partner
McGuireWoods, LLP

Chris Bishop
VP Business Development, ASCOA

Christopher M. Bowen, CDO
Marshall Erdmann & Associates

Bruce Bright, Director of Business Development
The Sanders Trust

Robert S. Burnstine, Portfolio Manager
Harris Associates, L.P.

Steve Burton, Founder/President
Jon Healthcare

James Calliouette, MD
Orange County Orthopedic Surgery

Tucker Carlson
Political Columnist & TV Commentator

John Caruso, MD, Neurosurgeon and President
Parkway Spine Surgery Center

Monica Cintado, Senior Vice President
USPI

Jeff Clark, Partner
McGuireWoods, LLP

Brian Cole, MD, Professor
Rush University Medical Center

Greg Cunniff, CFO
National Surgical Care

John Daly Jr., Vice President, Health Services
McShane Construction Services

Frank Dodaro, Chairman
Aon Healthcare

Don Ensing, Partner
McGuireWoods, LLP

Azadeh Farahmand, CEO
GHN-Online

Robyn Finnegan, VP Managed Care
Prexus Health Partners

Ann Geier, VP of Operations
ASCOA

Scott Glaser, MD
Pain Specialists of Greater Chicago

George Goodwin, CDO
Symbion, Inc.

Russ Greene, RN, CEO
Physicians’ Surgery Center

Kenneth Hancock, President/CDO
Meridian Surgical Partners

Gretchen Heinze
McGuireWoods, LLP

Darin Jay Hill, MBA, Chief Development Officer
Titan Health Corporation

Don Jansen, VP Marketing and Development
Prexus Health Partners

Jack Jensen, MD
Athletic Orthopedics and Knee Center

Beth Johnson, Vice President Clinical Systems
Blue Chip Surgical Partners

Darlene Johnson, Vice President
ASCOA

William M. Kames, CFO
Regent Surgical Health

Naya Kehayes, CEO
Evera Health Consulting and Management

Susan Kizirian, Senior VP
ASCOA

Brent Lambert, MD, Principal
ASCOA

Todd E. Larson
Marasco & Associates Healthcare Architects & Consultants

Jeff Leland, Principal
Blue Chip Surgical Partners

Michael Lipomi, CEO/Founder
RMC Medstone

Thomas R. Lorish, MD
Providence Health & Services

Ronald E. Lundeen Jr., Associate
McGuireWoods, LLP

Jim Lynch, MD
Chairman, SpineNevada & Surgery Center of Reno

Anthony Mai, VP National Business Development
CIT Healthcare

Tom Mallon, CEO/Founder
Regent Surgical Health

Ajay Mangal, MD, President/CEO
Prexus Health Partners

Michael S. McCoy, Senior VP Operations
Nuetaera Healthcare

Melody Mena, Administrative Director
Surgery Center at Mount Zion

Thomas Michaud, Chairman/CEO
Foundation Surgery Affiliates

Amy Gail Mowles, CEO
Mowles Medical Practice Management, LLC

Miriam Odermann, Administrator
Providence Health & Services

Jon O’Sullivan, Senior Principal
VMG Health

Scott Palmer
Source Medical

Richard D. Pence, President/COO
National Surgical Care

Jeff Peo, Vice President Business Development
ASCOA

Tom Pliura, MD, President/CEO
2Chart

John Rex-Waller, President/CEO
National Surgical Hospitals

John C. Riddle, Managing Director
Desner Partners

Marcy Rogers, CEO
SpineMark Corporation

Steven Rosebaum, CPA, Senior VP of Finance
The Bloom Organization

Richard Roski, MD, Neurosurgeon,
Chief Medical Officer
Blue Chip Surgical Partners

Molly Sandvig, Executive Director
Physician Hospitals of America

Pat Sediak, Director
Aon Healthcare

Ken Seip, Vice President
CitiCapital

Caryl Serbin, President/Founder
Surgery Consultants of America, Inc. and
Serbin Surgery Center Billing, LLC

Elizabeth Smallwood, Vice President of Contracting
and Reimbursement
Blue Chip Surgical Partners

Mike Snow, President/CEO
Surgical Care Affiliates, LLC

William Southwick, CEO
Healthmark

Brett A. Taylor, MD
The Orthopedic Center of St. Louis

Dennis Vielieu, CEO
Midwest Orthopedics at Rush

Barton C. Walker
McGuireWoods, LLP

Amber Walsh
McGuireWoods, LLP

Kristian Werling
McGuireWoods, LLP

Bob Wood, Vice President Strategic Planning
Acclarent, Inc.

Tom Yerden, CEO/Founder
TRY Health Care Solutions

Joe Zasa, CEO
Woodrum ASD

Visit www.beckersasc.com or call (800) 417-2035

ASC Communications, Inc. Proudly Presents

June 19–21, 2008
Chicago, Illinois

ASC Communications, Inc.
Glencoe, IL 60022

Thank you to our Senior Level Sponsor:

Leading Valuation Firm Serving ASCs
Visit: www.vmghealth.com

This informative and influential conference is designed for surgeons, ASC owners and administrators, hospital surgery center orthopedists, the 6th Annual Ambulatory Surgery Consultants of America, Inc. and Meridian Surgical Partners.

The conference will include an outstanding opportunity to share insights, learn from leading national experts and operators of ASCs. More than 70 speakers will address topics such as selling an ASC, joint-venturing an office-based surgery, entrepreneurship, implant purchasing, recruiting surgeons, revitalizing an ASC; and a wide variety of other issues. The conference also provides practical guidance from leading national experts and operators of ASCs.

Tucker Carlson

Friday, June 20, 2008
10:35-11:20 am Networking Break and Exhibits
11:20 am-12:30 pm Concurrent Sessions
12:15 -1:30 pm Networking Lunch and Exhibits
3:45-5:30 pm Concurrent Sessions

Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

For information on Exhibits or Sponsorships, please visit: www.beckersasc.com or call (800) 417-2035.