Orthopedic, Spine and Pain Management-Driven ASC Conference

Improving Profitability and Business and Legal Issues

THE 8TH ANNUAL CONFERENCE FROM ASC COMMUNICATIONS AND THE AMBULATORY SURGERY FOUNDATION

June 10-12, 2010
Westin Hotel • North Michigan Avenue • Chicago, Illinois

Improving the Profitability of Orthopedic, Spine and Pain Management-Driven ASC – Thrive Now and in the Future

• Improve Your Profits Monday Morning
• Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs
• 91 Sessions, 112 Speakers
• 30 Physician Leaders as Speakers, 29 CEOs as Speakers
• Focused on Orthopedic Surgeons, Orthopedic Spine Surgeons, Neurosurgeons and Pain Management Physicians, ASC Physician Owners, Administrators and Others
• Immediately useful guidance plus great keynote speakers

• New and Advanced Procedures for ASCs — Spine, Total Joints, Uniknees and More
• Have an outstanding time in Chicago
• Earn Your CME, CASC, CEU Credits - 13.5 CASC credits and 13.5 CME and CEU credits
• Big Thoughts Combined with Practical Guidance
• Great Networking
• Understand the Impact of Healthcare Reform on ASCs
• Orthopedics, Spine and Pain Management
• Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and more

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Register online: https://www.ascassociation.org/june2010.cfm
Improving the Profitability of Your Orthopedic, Spine and Pain Management-Driven ASC – Thrive Now and in the Future

This exclusive orthopedic, spine and pain-focused ASC conference brings together surgeons, physician leaders, administrators and ASC business leaders to discuss how to improve your ASC and its bottom line and how to manage challenging clinical, business and financial issues.

- 91 Sessions
- 112 Speakers
- 29 CEOs as Speakers
- 30 Physician Leaders as Speakers
- Joe Flower, Healthcare Futurist, and Ron Brownstein, Political Director of Atlantic Media Company
- Great Participants From All Over the Country
- Business, Clinical and Legal Issues

**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, June 10, 2010**

11:30am – 1:00pm Registration  
12:00pm – 4:30pm Exhibitor Set-Up  
1:00pm – 5:20pm Pre-Conference Workshop • Concurrent Sessions A, B, C, D, E, F  
5:20pm - 7:00pm Reception, Cash Raffles and Exhibits

**Main Conference – Friday, June 11, 2010**

7:00am – 8:00am Continental Breakfast and Registration  
8:00am – 5:15pm Main conference, Including Lunch and Exhibit Hall Breaks  
5:15pm – 7:00pm Reception, Cash Raffles, Exhibit Hall

**Conference – Saturday, June 12, 2010**

7:00am – 8:00am Continental Breakfast and Registration  
8:15am – 1:00pm Conference

**Thursday, June 10, 2010**

**Track A – Improving Profits, Turning Around ASCs, and Benchmarking**

1:00 – 1:45 pm  
5 Keys to Maximizing an Orthopedic-Driven ASC’s Returns in a Tough Economy - Brent Lambert, MD, FACS, President & Owner, Ambulatory Surgical Centers of America  
1:50 – 2:30 pm  
Running Your Orthopedic Program Smarter - Benchmarking - Improving Revenues per Case, Reducing Hours per Case, Supply Costs per Case, Staffing and More - Thomas J. Bombardier, MD, FACS, Founding Principal, Ambulatory Surgical Centers of America  
2:30 – 3:15 pm  

2:00 – 4:00 pm  
Assessing and Improving the Profitability of Orthopedic and Spine in ASCs - Luke Lambert, CFA, MBA, CASC, CEO, Ambulatory Surgical Centers of America  
4:05 – 4:40 pm  
A Step by Step Guide to Recruiting Orthopedic and Spine Surgeons - Chris Suscha, VP of Business Development, Meridian Surgical and Spine Surgeons - Chris Suscha, VP of Business Development, Meridian Surgical

4:45 – 5:20 pm  
Selling Shares and Resyndication - Larry Taylor, CEO, Practice Partners in Healthcare, and Melissa Szabad, JD, Partner, and Bart Walker, JD, Attorney, McGuireWoods, LLP

**Track B – Business Planning for ASCs, Spine, Orthopedics, and Pain**

1:00 – 1:45 pm  
Effective Cost Cutting and Benchmarking for your ASC - 5 Examples - Robert Welti, MD, Medical Director and Administrator, Santa Barbara Surgery Center, Introduced by Tom Mallon, CEO, Regent Surgical Health  
1:50 – 2:30 pm  
Building Outstanding and Profitable Pain Management Programs, Making Pain Profitable - Robin Fowler, MD, Executive Director & Owner, Interventional Spine & Pain Management

**Track C – Special Procedures Issues**

1:00 – 1:45 pm  
Minimally Invasive Spine Surgery in ASCs - Greg Poulter, MD, Surgeon, Peak One Surgery Center, Lisa Austin, RN, CASC, Vice President of Operations, Pinnacle III  
1:50 – 2:30 pm  
The Best Procedures to add to ASCs Now - John Hajjar, MD  
3:20 – 4:00 pm  
Recollecting Great Doctors - 5 Key Concepts from an Industry Veteran - Robert Zasa, MSHHA, FACMPE, Partner, Woodrum ASD  
4:05 – 4:40 pm  
Handling Complex Spine Cases in an ASC, Clinical and Financial Issues - Marcus Williamson, President, Neospine Services

4:45 – 5:20 pm  
Extending the Life Span of Your ASC - 10 Key Concepts - Boyd Faust, CPA, CFO, Titan Health

**Track D – General Management**

1:00 – 1:45 pm  
How An Existing, Successful Orthopedic/Pain ASC in New Jersey is Planning for Impending Rate Compression in the State, and Adjusting its Strategy Going Forward Now That a Moratorium on New ASC Development Has Gone Into Effect - David Hall, Chairman or CEO, Practice Partners in Healthcare, and Sean Rambo, Vice President of Operations, Titan Health, Key Physician from Titan NJ ASC

1:50 – 2:30 pm  
How To Reduce Hours Per Case, How to Hire Great DONs and Staff - Joyce Deno, Chief Operations Officer, Eastern Region, Regent Surgical Health

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Track E - Billing, Coding and Contracting for ASCs
1:00 - 1:45 pm
Out of Network - Will It Still Work? What Do I Need to Know? What Is The Future? - Thomas J. Pluuta, MD, JD, President & CEO, Zchart
1:50 - 2:30 pm
10 Ways to Improve an ASC's Orthopedic Spine and Pain Coding - Stephanie Ellis, RN, President, Ellis Medical Consulting
3:20 - 4:00 pm
A 40 Minute Billing Boot Camp - What Centers Need To Do To Improve Their Billing and Coding - Caryl Serbin, RN BSN LHRM, President & Founder, Serbin Surgery Center Billing
4:05 - 4:40 pm
How to Hire Great Administrators and What Should They Be Paid? Greg Zoch, Partner & Managing Director, Kaye Bassman International
4:45 - 5:20 pm
Driving Revenues Up by Driving Denials Down - Bill Gilbert, VP of Marketing, AdvantEdge Healthcare Solutions

Track F - Buying and Selling ASCs and Hospitals, Valuation Issues For ASCs, Antikickback Issues
1:00 - 1:45 pm
ASC Transactions, Current Market Analysis and Valuations, Greg Koonsman, Senior Partner, VMG Health
1:50 - 2:30 pm
5 Antikickback and Stark Act Cases - Scott Becker, JD, CPA, Partner, Elissa Moore, JD, and Lainey Gilmer, Associate, McGuireWoods LLP
3:20 - 4:00 pm
The Elements of an ASC Turnaround - Joseph Zasa, JD, Partner, ASD Management, Michael Gilmore, MD, Surgical Center for Excellence, Panama City, Skip Duabe, MD, Founder, Surgical Center for Excellence, Panama City
4:05 - 4:40 pm
Buying, Selling and Syndication ASCs - Henry H. Bloom, Founder, and Robert S. Goettling, Esq., The Bloom Organization, Todd Mello, ASA AVA MBA, Principal & Founder, Healthcare Appraisers
4:45 - 5:20 pm
Physician Owned Hospitals - Key Concepts to Increase Profits - Tom Michaud, CEO, Foundation Surgery

Cocktail Reception, Cash Raffles and Exhibits

Friday, June 11, 2010

8:00 am
Introductions - Scott Becker, JD, CPA, Partner, McGuireWoods, LLP
8:10 – 9:00 am
The Best Ideas for Orthopedic and Spine Driven ASCs Now - Brent Lambert, MD, FACS, President & Owner, Ambulatory Surgical Centers of America, Joseph Burkhardt, MD, Brookside Surgery Center, Kenny Hancock, President, Meridian Surgical Partners, James T. Caillouette, MD, Chairman, Newport Orthopedic Institute
9:05 - 10:00 am
The Politics of Health Care Reform, Ron Brownstein, Political Director, Atlantic Media Company
10:00 – 11:00 am
Networking Break & Exhibits

General Session A
11:05 - 11:45 AM
Key Developments That Will Transform the Business of Orthopedic Surgery - John Cherf, MD MPH MBA, OrthoIndex
11:50 - 12:30 PM
Key Concepts to Improve the Profitability of Spine Programs, John Caruso, MD, Jim Lynch, MD, Founder, Surgery Center of Reno, Moderator, Jeff Leland, Managing Director, Blue Chip Surgical Center Partners

General Session B
11:05 - 11:45 AM
A National View of Political Advocacy Efforts and ASCs, Andrew Hayek, CEO Surgical Care Affiliates, Chairman ASC Coalition
11:50 - 12:30 PM
Effective Cost Cutting and Benchmarking for Your ASC - 5 Examples - Tom Mallon, CEO, Regent Surgical Health
12:30 – 1:30 PM
Networking Lunch & Exhibits

Concurrent Sessions A, B, C, D, E, F
A - Improving Profits, and Fixing ASCs
1:30 - 2:05 pm
10 Key Concepts for Managed Care Contracting Orthopedics, and Spine and Pain - Naya Kehayes, MPH, CEO, Eveia Health Consulting & Management
2:10 - 2:40 pm
Key Tips for Success - Orthopedics in ASCs - What Works and What Doesn’t - Greg Deconciliis, Administrator, Boston Out-Patient Surgical Suites
2:40 – 3:35 pm
Networking Break & Exhibits

B - Orthopedic and Spine ASC Issues
1:30 - 2:05 pm
New Procedure Advancements for Spine Centers - Jimmy St. Louis, VP of Integrated Business, Blue Chip Surgical Center
2:10 - 2:40 pm
Key Thoughts on Handling Total Joints in ASCs - James T. Caillouette, MD, Chairman, Newport Orthopedic Institute
2:40 - 3:35 pm
Networking Break & Exhibits

3:35 – 4:10 pm
Hand Surgery in ASCs - Key Concepts for Clinical and Financial Success - R. Blake Curd, MD, Orthopedic Institute, Todd Flickema, SVP, Surgical Management Professionals, Kyle Goldammer, SVP Finance, Surgical Management Professionals
4:15 - 4:45 pm
Uni Knees in the Outpatient Setting - Is This Right Fit for Your ASC? - Joseph Burkhardt, D.O., Brookside Surgery Center, Sarah Martin, R.N., Regional Vice President, Meridian Surgical Partners, Becky Klein, Director of Clinical Operations, Brookside Surgery Center
4:45 – 5:20 pm
Creating a Spine Center in a Small Community, Daniel Tomes, MD, Introduced by Jeff Leland, Managing Director, Blue Chip Surgical Center Partners

Track C – Pain Management, Spine and Implant Costs
1:30 - 2:05 pm
Pain Management at an ASC: Benefits and Risks - Brannon Frank, MD, Arise Healthcare
2:10 - 2:40 pm
Pain Management in ASCs - Current Ideas to Increase Profits - Amy Mowles, President & CEO, Mowles Medical Practice Management
2:40 - 3:35 pm
Exhibit Hall Break
3:35 – 4:10 pm
Negotiating Implant Payments with Payors and Payments for Multiple Procedures and Other Issues - Marcus Williamson, President Neospine Division, Symbion Healthcare, and Jamie Pearlman
4:15 - 4:45 pm
Managing Pain Practice-Protocols, Branding and Other Tips to Improve Profitability - Faisal M. Rahman, MD, CEO, APAC Group of Healthcare Companies
4:45 – 5:20 pm
Leadership in the ASC Context - What is Great Leadership and How Can it Make a Difference - Ed Hetrick, President & CEO, Facility Development Management

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### Saturday, June 12, 2010

#### Track A - Clinical Quality, Governance and Profits

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<tr>
<th>Time</th>
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<tr>
<td>4:15 – 4:15 pm</td>
<td>3 Great Ways to Improve Profitability - Nicola Hawkins, CEO &amp; Founder,</td>
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<td>Spine Search, Mel Gunawardena, Founder &amp; CEO, Medigain, Inc., Tom</td>
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<td>Jacobs, CEO, MedHQ, Moderator, Robert Zasa, MSHHA FACMPE, Partner, ASD</td>
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<td>4:50 – 5:20 pm</td>
<td>Building Smart in 2010 - John Marasco, Principal &amp; Owner, Marasco &amp;</td>
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<td>5:25 – 7:00 PM</td>
<td>Cocktail Reception, Cash Raffles and Exhibits</td>
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#### Track B - Orthopedic and Spine Practice Issues, Selling Units and Implants

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<th>Time</th>
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<tr>
<td>8:50 – 9:30 am</td>
<td>Financial Benchmarking - Rob Westgard, Chief Financial Officer, Ambulatory</td>
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#### Concurrent Track Sessions A, B, C, D, and E

**Track A**

8:50 – 9:30 am  
Financial Benchmarking - Rob Westgard, Chief Financial Officer, Ambulatory Surgical Centers of America

9:35 – 10:10 am  
Key Concepts to Managing an Effective Interventional Pain Management Practice Center - Laxmaiah Manchikanti, MD, CEO & Chairman of the Board, American Society of Interventional Pain Physicians

10:15 – 10:50 am  
An Analysis of Clinical Outcomes for Spine Procedures Performed in ASCs - Ken Pettine, MD, Loveland Surgery Center

10:55 – 11:30 am  
Recruiting & Syndication of Orthopedic, Pain Management and Spine Physicians - Updates, Challenges and Strategies - Kenny Spitzer, Senior VP Development, Healthmark Partners

11:35 – 12:10 pm  
A Successful Spine Surgery Center That Includes Neuro and Orthopedic Spine Surgeons, Lessons Learned, Problems to Avoid - Thomas Forget, MD, Neurosurgeon

12:15 – 1:00 pm  
4 Key Topics (1) Healthcare Reform and ASCs, (2) Should You Convert Your ASC to a HOPD (Hospital Outpatient Department) - The Pros and Cons and Key Issues to Consider, (3) Safe Harbors and (4) Out of Network - Scott Becker, JD, CPA, Partner, and Amber Walsh, JD, Attorney, McGuireWoods, LLP

#### Track D – Physician Owned Hospitals, Spine Cost Comparison

1:30 – 2:40 pm  
The Best Ideas for Physician Owned Orthopedic and Spine Focused Hospitals Now - Tom Macy, CEO, Nebraska Orthopedic Hospital and Anna McCaslin, CFO, Nebraska Orthopedic Hospital

2:40 – 3:35 PM  
Building Smart in 2010 - John Marasco, Principal & Owner, Marasco & Associates

3:35 – 4:10 pm  
Financial Benchmarking - Rob Westgard, Chief Financial Officer, Ambulatory Surgical Centers of America

4:50 – 5:20 pm  
Building Smart in 2010 - John Marasco, Principal & Owner, Marasco & Associates

5:25 – 7:00 PM  
Cocktail Reception, Cash Raffles and Exhibits

#### Track E – Orthopedic and Spine Practice Issues, Selling Units and Implants

1:30 – 2:05 pm  
Physician Practice Partnering with Medical Centers - The Good, Bad and the Ugly - Dennis Viellieu, CEO, Midwest Orthopaedics at Rush

2:10 – 2:40 pm  
Key Ideas for Improving Orthopedic Practice Profits - John Martin, CEO, OrthoIndy

2:40 – 3:35 PM  
Exhibit Hall Break

3:35 – 4:10 pm  
Leveraging Engagement to Maximize the Supply Chain - Tom Macy, CEO, Nebraska Orthopedic Hospital and Anna McCaslin, CFO, Nebraska Orthopedic Hospital

4:15 – 4:45 pm  
Converting an ASC to a Hospital - Russ Greene, RN, CEOs Specialty Hospital, Fayetteville

5:40 – 6:15 pm  
Ambulatory Spine Surgery - ASC vs. Hospital Reimbursement Comparison - David Abraham, M.D., Reading Neck & Spine Center

### Track C

**Track C**

9:35 – 10:10 am  
Current Business, and Clinical Thoughts on Spine Procedures in an ASC - Richard A. Kube II, MD, FACC, Owner/CEO, Prairie Spine & Pain Institute, and Bryan Zowin, President, Physician Advantage

10:15 – 10:50 am  
How Changes in the Reimbursement Market will Change the Orthopedic, Spine and Pain Management Device Market - Carl R. Noback, MD, Medical Director, Innovative Pain Solutions, LLC

10:55 – 11:30 AM  
Managing Orthopedic Device Costs in the ASC - John Cherf, MD MPH MBA, OrthoIndex

11:35 – 12:10 pm  
Back to the Future - Hospital Employed Physicians, How Big Will This Be? - Les Jebson, Executive Director, University of Florida, Orthopaedics and Sports Medicine Institute

### Track D

10:15 – 10:50 pm  
Current Challenges in Financing ASCs and Financing Acquisitions and Expansions - Robert Westgard, CPA, CFO, Ambulatory Surgical Centers of America and Mike Karnes, CFO Regent Surgical Health, Moderator, Anthony Mai, SVP Healthcare Finance, Sun National Bank

10:55 – 11:30 am  
Does a Captive Insurance Company Make Sense for your Large Orthopedic or Spine Practice, Pat Sedlack, SVP, Marsh McLennan, J. Brian Jackson, Partner, McGuireWoods LLP

11:35 – 12:10 pm  
Unkinkees in ASCs - Walter Shelton, MD, Mississippi Surgical Center

### Track E

10:15 – 10:50 pm  
5 Steps to a More Prosperous ASC: How to Improve Billing and Coding - Kim Woodruff, VP Corporate Finance and Compliance, Pinnacle III

10:55 – 11:30 am  
Key Concepts on the Smart Use of Information Technology in ASCs - Marion Jenkins, CEO & Founder, QSE Technologies, Craig Veach, SVP Operations, Amkai

11:35 – 12:10 pm  
Maximizing the ROI on Technology Use and Investments - Sean Benson, Co-Founder and Vice President of Consulting, ProVation Medical

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