



16th Annual Ambulatory Surgery Centers Conference Improving Profitability and Business and Legal Issues

October 8-10, 2009

Westin Hotel • North Michigan Avenue • 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, financial, clinical and legal issues facing ASCs – 74 Sessions, 97 Speakers
- Focused on Surgeons, Proceduralists, ASC Physician Owners and Administrators and Others Examining Leadership and Opportunities in ASCs
- Immediately useful guidance plus great keynote speakers
- Have an outstanding time in Chicago
- Earn Your CME, CASC, CEU Credits - 14 CASC credits and 13.45 CME and CEU credits
- Big Thoughts Combined with Practical Guidance
- Great Networking
- Understand the Impact of Healthcare Reform on ASCs
- Orthopedics, GI, Ophthalmology, Spine, ENT, Bariatrics 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

**To register, contact the Ambulatory Surgery Foundation (703) 836-5904
or fax (703) 836-2090 • registration@ascassociation.org
Register online: <https://www.ascassociation.org/chicagoOct2009.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 8, 2009

11:30am – 1:00pm	Registration
1:00pm – 5:15pm	Pre-Conference
5:15pm – 7:00pm	Reception, Cash Raffles, Exhibit Hall

Main Conference – Friday October 9, 2009

7:00am – 8:00am	Continental Breakfast and Registration
8:30am – 5:15pm	Main conference, Including Lunch and Exhibit Hall Breaks
5:15pm – 7:00pm	Reception, Cash Raffles, Exhibit Hall

Conference – Saturday October 10, 2009

7:30am – 8:15am	Continental Breakfast
8:15am – 1:00pm	Conference

Thursday, October 8, 2009

Concurrent Session A Improving Profits, Turning Around ASCs, and Benchmarking

1:00-1:45pm
Turning Around an ASC, Key Lessons from Case Studies — Brent Lambert, MD, Principal, Ambulatory Surgical Centers of America

1:45-2:25pm
Running Your ASC Smarter - Benchmarking - Improving Revenues per Case, Reducing Hours per Case, Supply Costs per Case, Staffing and More — Susan Kizirian, COO, Ambulatory Surgical Centers of America and Tom Bombardier, MD, FACS, Founder of Ambulatory Surgical Centers of America

2:30-3:15pm - KEYNOTE
Driving a Business to Success, Lessons from Jack Welch and GE and The Importance of Effective Communication — Bill Lane, Former Speech Writer to Jack Welch

3:20-4:00pm - KEYNOTE
The Payors View of ASCs and Paying for Healthcare — Steven Stern, MD, VP Neuroscience, Orthopedic and Spine, United Healthcare

4:05-4:35pm
3 Ways to Improve Profits in ASCs — Larry Taylor, CEO, Practice Partners in Healthcare

4:40-5:15pm
Selling Shares to Physicians - Business and Legal Issues — Larry Taylor, CEO, Practice Partners in Healthcare, Elissa Moore, Associate, McGuireWoods LLP and Melissa Szabad, Partner, McGuireWoods LLP

Concurrent Session B Business Planning for ASCs; Spine, Orthopedics and Pain

1:00-1:45pm
Business Planning for ASCs — Tom Mallon, CEO, Regent Surgical Health

and Jeff Simmons, President, Western Division Regent Surgical Health

1:45-2:25pm
Minimally Invasive Spine Surgery in ASCs — Greg Poulter, MD, Peak One Surgery Center and Lisa Austin, RN, CASC, Vice President of Operations, Pinnacle III

3:20-4:00pm - KEYNOTE
How to Work with Generation Y — Bruce Bright, Lt. Colonel, Introduced by Bart Starr

4:05-4:35pm
Orthopedics - The Forecast for the Next Five Years — John Cherf, M.D., Dept. of Orthopedics, The Neurological & Orthopedic Hospital of Chicago

4:40-5:15pm
Building Outstanding and Profitable Pain Management Centers, Making Pain Profitable — Robin Fowler, MD, Interventional Spine and Pain Management Ambulatory Surgical Center, Inc.

Concurrent Session C GI, ENT, Bariatrics and Specialties

1:00-1:45pm
ASCs and Gastroenterology - What to Do Now? — John Poisson, Executive VP, Physicians Endoscopy

1:45-2:25pm
Assessing and Improving the Profitability of ENT in ASCs— Jim Corum, Vice President Operations, Healthmark Partners and Mark Mashburn, MD, SurgiCenter of Baltimore

4:05-4:35pm
Building a Successful Bariatrics Program - 10 Keys to Success — Tom Michaud, CEO, Foundation Surgery Affiliates

4:40-5:15pm
What are the Best Specialties to Add to Your ASC and Why — John Marasco, Principal and Owner Marasco and Associates and Rob McCarville, Principal, Medical Consulting Group, LLC

Concurrent Session D

Billing, Coding and Contracting for ASCs

1:00-1:45pm

A Case Study Approach - How to Transform Your Billing and Collections — Caryl Serbin, CEO, Serbin Surgical Center Billing

1:45-2:25pm

Hidden Ways Your ASC is Leaving Money on the Table - 20 Ways to Improve an ASCs Coding — Stephanie Ellis, President Ellis Medical Consulting, Inc.

4:05-4:35pm

The Impact of the Economy on ASC Contracting and the Importance of Contract Compliance — Naya Kehayes, CEO & Stephanie Ream, Director of Reimbursement Analysis, Eveia Health Consulting and Management.

4:40-5:15pm

The Global Economy - Can You Make Outsourcing to India Work for Your Center? — AJ Mangal, CEO, Prexus Health Partners, and Mike Griffin, CFO, Prexus Health Partners

Concurrent Session E

Buying and Selling ASCs and Hospitals, Valuation Issues For ASCs

1:00-1:45pm

Key Issues in Buying and Selling ASCs - Price, Buyers, Hospitals and More — Henry Bloom, Founder, The Bloom Organization, Robert Goettling, ESQ, The Bloom Organization, Todd Mello, Principal & Co-Founder Healthcare Appraisers, Tom Hall, CEO NovaMed and Gregg Beasley, President, Medical Care America, An HCA Affiliate

1:45-2:25pm

7 Key Legal and Business Issues — Scott Becker, JD, CPA, Partner, McGuireWoods LLP

4:05-4:35pm

Compliance Plans, HIPAA, Red Flags and More — Amber Walsh, Associate, McGuireWoods LLP and Melissa Szabad, Partner, McGuireWoods LLP

4:40-5:15pm

Medical Real Estate Values - Current Trends in the Valuation, Financing and Sale of Healthcare Related Real Estate — Chris Matthews, President, RM Crowe

Concurrent Session F

1:00-1:45pm

10 Ways to Keep Your Staff Happy and Retain Great Employees — Joe Zasa, President, Woodrum/ASD and Glenda Beasley, Administrator, RN, Kentucky Surgery Center

1:45-2:25pm

10 Things You Need to Know About the Revised Medicare Conditions of Participation — Joyce Deno, Chief Operating Officer, Eastern Division Regent Surgical Health

4:05-4:35pm

10 Things You Need to Know About Joint Commission Accreditation — Michael Kulczycki, Executive Director, Joint Commission

4:40-5:15pm

Using Data and Dashboards and Key Statistics to Manage for Success — Raj Chopra, Principle and CFO, The C/N Group

Friday, October 9, 2009

7:00-8:00am

Registration & Continental Breakfast

8:00am

Introductions — Scott Becker, JD, CPA, Partner, McGuireWoods

General Sessions - Keynote Presentations

8:15-9:00am

The Best Ideas for ASCs Now — Brent Lambert, MD, Principal, Ambulatory Surgical Centers of America, Tom Mallon, CEO, Regent Surgical Health, Richard Francis, CEO, Symbion and Richard Pence, President and COO, National Surgical Care

9:05-10:00am

The Politics of Healthcare Reform — Norman J. Ornstein, Resident Scholar, American Enterprise Institute

10:05-11:00am

Exhibits Open

11:05-11:45am

Key Concepts to Improve the Profitability of ASCs - A Focus on Orthopedics, Gastroenterology and Ophthalmology — Barry Tanner, CPA, President and CEO, Physicians Endoscopy, Naya Kehayes, CEO, Eveia Health Consulting and Management, Buddy Bacon, CEO, Meridian Surgical Partners and Bill Southwick, President and CEO, HealthMark Partners

11:50-12:30pm

Washington Update — Kathy Bryant, President, ASC Association

12:30-1:30pm

Networking Lunch

Concurrent Session A

Improve Profits and Fixing ASCs

1:30-2:00pm

Turning Around an ASC - A Case Study from Panama City — Joe Zasa, President, Woodrum ASD and Daniel "Skip" Daube, MD, Founder of The Surgical Center for Excellence in Panama City, Florida, Gulf Coast Facial Plastics

2:05-2:35pm

Marketing Your ASC and Attracting Patients and Physicians — Mike Lipomi, CEO, RMC MedStone Capital

2:35-3:35pm

Exhibits Open

3:40-4:15pm

Digging in Deeper - Finding New and Old Ways to Increase Surgical Volume — Gary Rippberger and Julie Bell, Hawthorn Surgery Center

4:20-5:00pm

Current Challenges in Financing ASCs and Financing Acquisitions and Expansions — Robert Westergard, CFO, Ambulatory Surgical Centers of America and Michael Karnes, CFO and Co-Founder, Regent Surgical Health

Concurrent Session B

Specialty Issues - Orthopedics, Pain Management, Spine and Bariatrics

1:30-2:00pm

Key Tips for Success - Orthopedics in ASCs - What Works and What Doesn't — Greg DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites

2:05-2:35pm

Pain Management in ASCs - Clinical and Business Issues — Scott Glaser, MD, DABIPP, Pain Specialists of Greater Chicago

2:35-3:35pm

Exhibits Open

3:40-4:15pm

Assessing and Improving the Profitability of Orthopedics and Spine in ASCS — Luke Lambert, CASC, CEO, Ambulatory Surgical Centers of America

4:20-5:00pm

Bariatrics - The Next Five Years — Kent Sasse, MD, MPH, FACS, Medical Director of the Western Bariatric Institute

Concurrent Session C

Specialty Issues - Anesthesia, Ophthalmology ENT and General Surgery

1:30-2:00pm

5 Tips for Managing Anesthesia in Your ASC — Marc Koch, MD, President and CEO, Somnia

2:05-2:35pm

Key Thoughts on Improving the Profits of Ophthalmology in ASCs — John Fitz, MD, Surgery Center of Farmington

2:35-3:35pm

Exhibits Open

3:40-4:15pm

ENT in ASCs, Profitability and Business Issues — Naya Kehayes and Matt Kilton, Eveia Health Consulting and Management

4:20-5:00pm

General Surgery in ASCs Current Trends and Opportunities— George Trajtenberg, MD, Turks Head Surgery Center and Jeff Leland, CEO, Blue Chip Surgical Partners

Concurrent Session D

Contracting, Billing and Coding

1:30-2:00pm

New Ideas For Payor Contracting for ASCs - Using CMS Methodology to Negotiate Greater Payments from Commercial Insurers — Dan Connolly, MHS, ARM, Vice President of Development & Payor Contracting, Pinnacle III

2:05-2:35pm

How to Audit Your Billing Process —
Caryl Serbin, CEO, Serbin Surgical Center
Billing

2:35-3:35pm

Exhibits Open

3:40-4:15pm

Key Steps to Maximizing Patient Satisfac-
tion — Margaret Acker, CEO, Blake Woods
Surgery Center

4:20-5:00pm

How to Accurately Project Reimbursement
from Insurance and to Use This Knowledge to
Improve Collections — David W. Odell, CPA,
President, MedBridge Surgery Center Billing

Concurrent Session E

**Hospital, Physician Owned Hospitals, Physi-
cian Issues, and Legal Issues**

1:30-2:00pm

ASC Valuations - Current Trends and
How to Value ASCs — Greg Koonsman,
Principal, VMG Health and Jon O'Sullivan,
Principal VMG Health

2:05-2:35pm

Physician Owned Hospitals Washing-
ton Update — Molly Sandvig, Executive
Director Physician Hospitals of America
and Brett Gosney, CEO, Animas Surgical
Hospital, President of PHA

2:35-3:35pm

Exhibits Open

3:40-4:15pm

Acquisition Strategy, ASC Acquisitions in
the Current Economic Environment, How
Buyers Value ASCs — Evie Miller, Vice
President of Development, USPI,
Peter Fatianow, Director of Merger and Ac-
quisitions, Health Inventures, Greg Koons-
man, Principal, VMG Health, Moderator
Scott Downing, Partner, McGuire Woods

4:20-5:00pm

Converting an ASC to an HOPD - Does
it Make Sense and How Do You Make it
Happen? — AJ Mangal, CEO, Prexus Health
Partners and Peter Laterza, General Coun-
sel, Prexus Health Partners

Concurrent Session F

1:30-2:00pm

How to Effectively Measure and Track
Patient Quality — David Shapiro, MD,
Ambulatory Surgery Company, LLC

2:05-2:35pm

10 Ways to Cut Costs in an ASC —
John Goehle, CASC, MBA, CPA and
Ed Hetrick, CEO, Facility Development
and Management

2:35-3:35pm

Exhibits Open

3:40-4:15pm

A Step by Step Guide to Recruiting Physi-
cians — Chris Bishop, VP, ASCOA and Dan
Pereles, MD Orthopedic Surgeon & Medical
Director for Surgery Center of MD in Silver
Spring, MD.

4:20-5:00pm

How to Make an HOPD Operate as an ASC -
Transforming Your ASC by Adopting an ASC
Operational Platform — Rick Dehart, CEO,
Pinnacle III and Lisa Austin, RN, CASC, Vice
President of Operations, Pinnacle III

Saturday, October 10, 2009

7:30-8:20am Continental Breakfast

8:15 - 9:00am - KEYNOTE

**The Financial World's View of ASCs —
Craig Frances, MD, Summit Partners**

9:05 - 9:45am - KEYNOTE

**Physician Hospital Joint Ventures and the
ASC Business - 5 Lessons from the Front
Lines— Joe Clark, Executive Vice Presi-
dent, Surgical Care Affiliates**

Concurrent Session A

Improve Profits and Fixing ASCs

9:50-10:30am

ASC Leadership - How Physician Leaders
Should Maximize Their Contribution to the
ASC — Tom Yerden, CEO, TRY Ventures

10:35-11:10am

The 10 Statistics Your ASC Should Examine
Each Week — Greg Cunniff, CFO, National
Surgical Care

11:15-11:50pm

Physician Management Company Relation-
ships - Communications and Marking the Cen-
ter Highly Successful — Dennis Pappas, MD,
Outpatient Care Clinic, Introduced by Holly
Ramey, VP Operations, Surgical Care Affiliates

11:55-1:00 pm

5 Current Issues - Can I Shoot My Partner?
What Will be the Impact of Health Care
Reform be? Should I Sell? Do I Need a Hos-
pital Partner? Legal Q & A — Scott Becker,
JD, CPA, Partner, McGuireWoods LLP

Concurrent Session B

Specialty Issues

9:50-10:30am

So You Want to Start an ASC - The Chal-
lenges in 2009 — Lori Ramirez, Founder
and CEO of Elite Surgical Affiliates

10:35-11:10am

Healthcare IT - The Stimulus Package and
Opportunities for ASCs — Marion Jenkins,
CEO, QSE Technologies

11:15-11:50pm

Working Proactively to Avoid Reactive
Situations and Achieve Great Patient Safety
Outcomes — Holly Hampe,
Director of Quality and Safety, Amerinet

11:55-12:30

Recruiting Specialists - Key Thoughts on
Recruitment — Jeff Peo, VP, Ambulatory
Surgical Centers of America

12:30-1:00 pm

Internal Controls/Audit - Internal
Controls that are Necessary to Prevent
Fraud at Your ASC - A Real Life Experience
as told by Sam Rice, MD, Treasurer, Doc-
tors' Surgery Center of Apple Valley, Inc.

Concurrent Session C

Specialty Issues

9:50-10:30am

How to Add Spine to an ASC and How to
Make Spine Profitable — Joe Stapleton,
MD and Jordi Kellogg, MD, East Portland
Surgery Center. Introduced by Jeff Leland,
CEO, Blue Chip Surgical Partners

10:35-11:10am

3 Core Models for Delivering Anesthesia
Services - Should ASCs Profit from Anesthe-
sia, Trends and Observations — Scott Becker,
JD, CPA, Partner, McGuireWoods LLP

11:15-11:50pm

Electronic Medical Records - What you
Don't know Can Kill You — Kevin McDon-
ald, Source Medical

11:55-12:30 pm

Calculating the Possible Impacts of Health-
care Reform — Thomas Ealey, CPA, Associ-
ate Professor ALMA College

Concurrent Session D

Contracting, Billing and Coding

9:50-10:30am

HOPD or Freestanding or Somewhere in
Between — Joan Dentler, President, ASC
Strategies

10:35-11:10am

How Automating the Procedure
Documentation and Coding Process can
Reduce Costs, Improve Accuracy of
Documentation and Coding for Increased
Revenues, and Maximize Workflow Efficien-
cies — Rebecca Craig, CASC, Administrator,
Harmony Surgery Center and Cindy Hall,
Administrator, Borland Groover Clinic

11:15-11:50pm

The Correct Use of Modifiers in ASC Billing
— Stephanie Ellis, President Ellis Medical
Consulting, Inc.

11:55-12:30

The Economics of Outsourcing Billing, Col-
lections and Contracting — Tom Chirillo,
CEO, Healthcare Business Solutions

12:30-1:00 pm

CMS RAC Audits - Are You Ready for Your
Upcoming RAC Audit — Melanie Maycock,
CASC, Director of Revenue Cycle Manage-
ment, Excellentia Advisory Group LLC

Concurrent Session E

**Hospital, Physician Owned Hospital,
Physician Issues, and Legal Issues**

9:50-10:30am

Effective Cost Cutting and Benchmarking
for Your ASC - 5 Examples —
Robert Welti, MD, Chief Operating Officer,
Western Division Regent Surgical Health

10:35-11:10am

Buying and Selling Hospitals, Valuations,
Diligence and Other Issues — Carstein Beith,
Managing Director, Cain Brothers and Dave
Felsenthal, Co-Founder, Principle Valuation

11:50-1:00 pm

Driving Revenues Up by Driving Denials
Down - Advantage Healthcare Solutions, a
detailed analysis of cost cutting in operations
and in expansions — Speaker to come.

Register by September 1, 2009 and SAVE!

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- 97 Speakers

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- Bill Lane, author of *Jacked Up* and Speech Writer to Jack Welch for 20 years.
- Brent Lambert, MD, Founder Ambulatory Surgical Centers of America
- Norm Ornstein, Political Commentator, American Enterprise Institute
- Steve Stern, MD, VP Neuroscience, Orthopedic and Spine, United Healthcare
- Kathy Bryant, President, ASC Association
- Tom Mallon, CEO, Regent Surgical Health
- Richard Francis, CEO, Symbion Healthcare
- Rick Pence, President, National Surgical Care
- Barry Tanner, President, Physicians Endoscopy
- Naya Kehayes, CEO, Eveia Health Consulting and Management
- Bill Southwick, President and CEO, Healthmark Partners
- Joseph Zasa, CEO, Woodrum/ASD
- Craig Frances, MD, Summit Partners
- Joe Clark, EVP and Chief Development Officer, Surgical Care Affiliates
- Bruce Bright, Lt Col. and Bart Starr, Sanders Trust

To join the ASC Association call (703) 836-8808

For more information, call (800) 417-2035 or email
sbecker@mcguirewoods.com

If you would like to sponsor or exhibit at the program, please call (800) 417-2035.

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CONFERENCE SPEAKERS

Margaret Acker, CEO,
Blake Woods Surgery Center

Lisa Austin, RN, CASC,
Vice President of Operations,
Pinnacle III

Buddy Bacon, CEO,
Meridian Surgical Partners

Glenda Beasley, Administrator, RN,
Kentucky Surgery Center

Gregg Beasley, President,
Medical Care America,
An HCA Affiliate

Carstein Beith, Managing Director,
Cain Brothers

Julie Bell, Hawthorn Surgery Center

Chris Bishop, VP, ASCOA

Henry Bloom, Founder,
The Bloom Organization

Tom Bombardier, MD, FACS,
Founder of ASCOA

Lt. Colonel Bruce Bright,
Director of Business Development,
The Sanders Trust

Brian Broker, MD

Kathy Bryant, President,
ASC Association

John Cherf, M.D.,
Dept. of Orthopedics,
The Neurologic & Orthopedic
Hospital of Chicago

Tom Chirillo, CEO,
Healthcare Business Solutions

Raj Chopra, Principle and CFO,
The C/N Group

Joe Clark, Executive Vice President,
Surgical Care Affiliates

Dan Connolly, MHS, ARM,
Vice President of Development &
Payor Contracting,
Pinnacle III

Jim Corum,
Vice President, Operations,
HealthMark Partners

Rebecca Craig, CASC, Administrator,
Harmony Surgery Center

Greg Cunniff, CFO,
National Surgical Care

Daniel "Skip" Daube, MD,
Founder of The Surgical Center for
Excellence in Panama City, Florida,
Gulf Coast Facial Plastics

Greg DeConciliis, PA-C, CASC,
Administrator,
Boston Out-Patient Surgical Suites

Rick Dehart, CEO, Pinnacle III

Joyce Deno, Chief Operating Officer,
Eastern Division Regent Surgical
Health

Joan Dentler, President,
ASC Strategies

Scott Downing, Partner,
McGuireWoods LLP

Thomas Ealey, CPA,
Associate Professor ALMA College

Stephanie Ellis, President,
Ellis Medical Consulting, Inc.

Peter Fatianow,
Director of Merger and Acquisitions,
Health Inventures

Dave Felsenthal, Co-Founder,
Principle Valuation

John Fitz, MD,
Surgery Center of Farmington

Craig Francis, MD, Summit Partners

Richard Frances, CEO, Symbion

Robin Fowler, MD,
Interventional Spine and Pain
Management Ambulatory Surgical
Center, Inc.

Ann Geier, CASC, Vice President
of Operations, Ambulatory Surgical
Centers of America

Scott Glaser, MD, DABIPP,
Pain Specialists of Greater Chicago

John Goehle, CASC, MBA, CPA

Robert Goettling, ESQ,
The Bloom Organization

Brett Gosney, CEO, Animas Surgical
Hospital, President of PHA

Mike Griffin, CFO,
Prexus Health Partners

Cindy Hall, Administrator,
Borland Groover Clinic

Tom Hall, CEO, NovaMed

Holly Hampe,
Director of Quality and Safety,
Amerinet

Ed Hetrick, CEO,
Facility Development and
Management

Marion Jenkins, CEO,
QSE Technologies

Michael Karnes, CFO and
Co-Founder, Regent Surgical Health

Naya Kehayes, CEO,
Eveia Health Consulting and
Management

Jordi Kellogg, MD,
East Portland Surgery Center

Susan Kizirian, COO,
Ambulatory Surgical Centers of
America

Marc Koch, MD, President and CEO,
Somnia

Greg Koonsman, Principal,
VMG Health

Micheal Kulczycki, Executive Director,
Joint Commission

Brent Lambert, MD, Principal,
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Peter Laterza, General Counsel,
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Rob McCarville, Principle,
Medical Consulting Group

Kevin McDonald, Vice President,
Account Management,
Source Medical

Tom Mallon, CEO,
Regent Surgical Health

AJ Mangal, CEO,
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John Marasco, Principal and Owner,
Marasco and Associates

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SurgiCenter of Baltimore

Chris Matthews, President, RM Crowe

Melanie Maycock, CASC, Director
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Excellentia Advisory Group LLC

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Dennis Pappas, MD,
Outpatient Care Clinic

Richard Pence, President and COO,
National Surgical Care

Jeff Peo, VP, Ambulatory Surgical
Centers of America

Dan Pereles, MD Orthopedic Surgeon
& Medical Director for Surgery Center
of MD in Silver Spring, MD.

John Poisson, Executive VP,
Physicians Endoscopy

Greg Poulter, MD,
Peak One Surgery Center

Lori Ramirez, Founder and CEO of
Elite Surgical Affiliates

Sam Rice, MD, Treasurer,
Doctors' Surgery Center of Apple
Valley, Inc.

Molly Sandvig, Executive Director,
Physician Hospitals of America

Kent Sasse, MD, MPH, FACS, medical
director of the Western Bariatric
Institute

Caryl Serbin, CEO,
Serbin Surgical Center Billing

David Shapiro, MD,
Ambulatory Surgery Company, LLC

Jeff Simmons, President, Western
Division Regent Surgical Health

Bill Southwick, President and CEO,
HealthMark Partners

Joseph Stapleton, MD,
East Portland Surgery Center

Steven Stern, MD, VP Neuroscience,
Orthopedic and Spine,
United Healthcare

Melissa Szabad, Partner,
McGuireWoods LLP

Barry Tanner, CPA, President and CEO,
Physicians Endoscopy

Larry Taylor, CEO,
Practice Partners in Healthcare

George Trachtenberg, MD,
Turks Head Surgery Center

Amber Walsh, Associate,
McGuireWoods LLP

Robert Welti, MD, Chief Operating
Officer, Western Division Regent
Surgical Health

Robert Westergard, CFO,
Ambulatory Surgical Centers of
America

Tom Yerden, CEO, TRY Ventures

Joe Zasa, President, Woodrum ASD

TO REGISTER, CALL (703) 836-5904

REGISTRATION FORM Photocopies are acceptable. Please print or type below. Please use a separate registration form for each attendee.

16th Annual Ambulatory Surgery Centers Conference
Improving Profitability and Business and Legal Issues

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

OCTOBER 8-10, 2009

WESTIN HOTEL • CHICAGO, ILLINOIS

REGISTRATION INFORMATION

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

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

Table with 4 columns: FEES (Before/After 9/1/09), AMOUNT, FEES (Before/After 9/1/09), AMOUNT. Rows for 1st, 2nd, 3rd, and 4th Attendee or more.

MAIN CONFERENCE + PRE-CONFERENCE

Table with 4 columns: FEES (Before/After 9/1/09), AMOUNT, FEES (Before/After 9/1/09), AMOUNT. Rows for 1st, 2nd, and 3rd Attendee or more.

Subtract \$100 per Attendee if either a Paid ASC Association Member or Becker's ASC Review Paid Subscriber

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(+ \$100) \$

TOTAL ENCLOSED \$

PAYMENT INFORMATION

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TO REGISTER

COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:

- Mail: Make checks payable to Ambulatory Surgery Foundation October Conference and mail to: Ambulatory Surgery Foundation Meeting Registration, 1012 Cameron St., Alexandria, VA 22314
Fax: Fax registration form with credit card information to (703) 836-2090
Call: Call (703) 836-5904 to register by phone
Email: registration@ascassociation.org
Web site: www.BeckersASC.com

REGISTER ONLINE AT:
www.ascassociation.org/
chicagoOct2009.cfm

Cancellation Policy: Written cancellation requests must be received by Sept. 1, 2009. Refunds are subject to a \$100 processing fee. Refunds will not be made after this date.

Multi-Attendee Discount Policy: To be eligible for the discount, your ASC must be registered at one time and work at the same address. Just copy the registration form for each attendee. Employees from a 2nd location are not eligible for the discount.

GENERAL INFORMATION

HOTEL RESERVATIONS

Westin Hotel has set aside special group rates for conference attendees. To make a reservation, go to http://www.starwoodmeeting.com/Book/ascOctober2009

The Westin
909 N. Michigan Avenue
Chicago, IL 60611
(312) 943-7200
Group Room Rates: \$289

ASC ASSOCIATION

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

CONFERENCE QUESTIONS

For additional information or questions regarding the conference please contact

Ambulatory Surgery Foundation

Phone: (703) 836-5904
Fax: (703) 836-2090
Email: registration@ascassociation.org

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

ASC Communications, Inc.

(800) 417-2035

ADA REQUEST

If you require special ADA accommodations, please contact us at (703) 836-5904

ONLINE REGISTRATION

www.ascassociation.org/chicagoOct2009.cfm

Register before
September 1, 2009,
and SAVE on registration!

For information on exhibiting
and sponsorships,
call (800) 417-2035

Visit www.BeckersASC.com.

16th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

TO REGISTER, CALL (703) 836-5904 • FAX (703) 836-2090 • registration@ascassociation.org

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

The CME activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCM) through the Joint Sponsorship of the Institute for Medical Studies (IMS) and ASC Communications.

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

IMS designates this educational activity for a maximum of 13.45 *AMA PRA Category 1 Credits*™. Physicians should only claim credit commensurate with the extend of their participation in the activity.

CASC CREDIT

This program is approved for 14 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

SAMPLE TOPICS INCLUDE

- The Politics of Healthcare Reform
- The Best Ideas for ASCs Now
- The Financial World's View of ASCs
- Orthopedics, Gastroenterology, ENT, Ophthalmology, Pain Management in ASCs – What Works and What Doesn't
- Orthopedics in ASCs – The Next Five Years
- How to Add Cases to ASCs
- How to Reduce Staffing Hours Per Case
- The State of the Union for ASCs
- Bariatrics in ASCs
- Making ENT a Success in Your ASC
- 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
- Orthopedics, Gastroenterology and Ophthalmology in ASCs
- Key Legal Issues
- 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, IIG 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