

ASC Communications, Inc. Proudly Presents

THE 6TH ANNUAL ORTHOPEDICS, PAIN MANAGEMENT AND SPINE DRIVEN ASC CONFERENCE: IMPROVING PROFITS, BUSINESS AND LEGAL ISSUES

June 19–21, 2008

THE WESTIN MICHIGAN AVENUE – CHICAGO, ILLINOIS

Visit www.beckersasc.com

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



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."



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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 Politics 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.

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

CONFERENCE PROGRAM

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, Dresner Partners

D. Handling Spine Procedures in ASCs

Russ Greene, RN, CEO, 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, DABIP, FIPP, Pain Specialists of Greater Chicago

3:00 – 3:55 pm

B. Building a Spine Driven ASC – The Chesterfield Surgery Center

George Goodwin, Chief Development Officer, Symbion, Inc., and Brett 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, Acclarent 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, Prexus Health Partners

4:00 – 5:00 pm

A. Developing and Managing a Physician Hospital Joint-Venture

Joe Zasa, CEO, Woodrum ASD

B. The Impact of the New CMS Payment System on Orthopedics and Pain Management

Greg Cunniff, 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 Roski, MD, MBA, Neurosurgeon, Chief Medical Officer, Blue Chip Surgical Partners

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

FRIDAY, JUNE 20, 2008

7:00 – 8:00 am – Registration & Continental Breakfast

General Session

8:00 am

Introductions

Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

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

Caryl Serbin, RN, BSN, LHRM, 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 Viellieu, 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 Caruso, 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

CONFERENCE PROGRAM

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 Geier, *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*

4:20 – 5:30 pm

E. Legal Issues for ASCs – A 70-Minute Discussion – Regulatory Issues and Common Litigation Issues

Scott Becker and Jeff Clark, *McGuireWoods, LLP*

4:55 – 5:30 pm

A. How to Improve My Center Monday Morning: Leadership Tips from Industry Experts

Joe Zasa, *CEO Woodrum 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, Prexus Health Partners*

C. Recruiting New Physicians to ASCs

Chris Bishop, *Vice President Business Development, Ambulatory Surgical Centers of America; Kristian Werling, McGuireWoods, LLC; and Ronald E. Lundeen Jr., Associate, McGuireWoods, LLP*

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

7:30 – 8:30 am – Continental Breakfast

8:30 – 9:10 am

How to Implement Macro Industry Trends and How to Assess and Implement Them on a Center By Center Level

Cliff Adlerz, *President/COO, Symbion, Inc.*

9:10 – 9:50 am

Current Opportunities and Challenges in the ASC Industry

Mike Snow, *CEO, Surgical Care Affiliates, LLC*

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 Kizirian, *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 Dodaro, Chairman, AON*

C. 10 Ways to Maximize the Use of Your ASC's IT System

Scott Palmer, *Source Medical, and Melody Mena, Administrative Director, Surgery Center at Mount Zion*

D. Healthcare Real Estate Decisions

Bruce Bright, *Director of Business Development, The Sanders Trust*

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 Pliura, *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 Heinze, 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 Sandvig, *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

Steven 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, Marasco and Associates, and Christopher M. Bowen, Chief Development Officer, Marshall Erdmann and Associates*

1:00 pm – Meeting Adjourns

ASC COMMUNICATIONS, INC. PRESENTS
The 6th Annual Orthopedics, Pain Management and Spine Driven ASC Conference
 June 19-21, 2008
 The Westin Michigan Avenue – Chicago IL

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|---|--------------------------------|-------------------------------|---------------|
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| Additional Attendee (from same facility) | \$825 | \$875 | \$ _____ |

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| | | | |
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GENERAL INFORMATION

HOTEL RESERVATIONS

The Westin Michigan Avenue has set aside special group rates for conference attendees. ***Be sure to mention you are attending the ASC Conference in order to receive the discounted group rate.***

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 Email: srechtin@a5inc.com

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CONFERENCE SPEAKERS

David Abraham, MD
Reading Neck and Spine Center

Cliff Adlerz, President/COO
Symbion, Inc.

Jack Amormino, 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
Ion Healthcare

James Caillouette, 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
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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
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Ann Geier, VP of Operations
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Scott Glaser, MD
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George Goodwin, CDO
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Russ Greene, RN, CEO
Physicians' Surgery Center

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Ken Seip, Vice President
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Caryl Serbin, President/Founder
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ASC Conference to be held June 19-21,
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This informative and influential
conference will focus on improving
profitability, development and
operation of ASCs. The conference
agenda will highlight the expertise of
leaders and decision-makers within
the ASC industry.



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