25th Annual Meeting: The Business and Operations of ASCs

October 18-20, 2018
Swissôtel Chicago

CELEBRITY KEYNOTES

Lou Holtz

Bobbi Brown
Makeup Artist; Author, Entrepreneur & Founder of Bobbi Brown Cosmetics and Beauty Evolution

David Axelrod
Senior Political Commentator, CNN, and Host, The Axe Files; Director, University of Chicago Institute of Politics; Senior Advisor to President Barack Obama (2009-2011)

Reince Priebus
Former White House Chief of Staff (2017); Chairman of the Republican National Committee (2011 - 2017)

KEYNOTE SPEAKERS AND PANELISTS

Tony Kilgore
Chief Executive Officer, Surgical Care Affiliates

James Leavitt
MD, FACP, President, Gastro Health

Michael Redler
MD, Partner, Orthopedic & Sports Medicine Center

Susan Kizirian
RN, MBA, Chief Operating Officer, ASCOA

Lisa Rock
President, National Medical Billing Services

Caitlin Zulla
Chief Financial Officer, Surgical Care Affiliates

Jonathan Kaplan
MD, MPH, Founder and Chief Executive Officer, BuildMyBod Health; Board Certified Plastic Surgeon, Pacific Heights Plastic Surgery

Julie Camardella
BSN, CHCRM, Chief Executive Officer, Surgery Center of Chesapeake, LLC

Thomas K. Miller
MD, Vice Chairman, Department, Orthopaedic Surgery and Chief, Section of Sports Medicine, Carilion Clinic; Associate Professor, Department, Orthopaedic Surgery, Virginia Tech Carilion School of Medicine/Carilion Clinic, Allina Health

John C. Goodman
President, Goodman Institute for Public Policy Research

KEYNOTE DEBATE

Register here at www.beckersasc.com/annual-ambulatory-surgery-centers-conference/
Call 800-417-2035 or email Jessica Cole at jcole@beckershealthcare.com or Scott Becker at sbecker@beckershealthcare.com

175 SPEAKERS, INCLUDING PHYSICIANS, DIRECTORS OF NURSING, ADMINISTRATORS, OWNERS AND CEOs DIRECTLY FROM SURGERY CENTERS
SESSION TRACKS

• TRACK A – Improving Profits, State of the Union for ASCs, Keynotes
• TRACK B – ASCs, Financial Issues, Orthopedics and Spine
• TRACK C – Physician Hospital Ventures and Issues, GI, Pain Management and Anesthesia Issues
• TRACK D – Revenue Cycle, Out-of-Network, Billing and Coding Issues
• TRACK E – Transactions, Legal and Valuation Issues
• TRACK F – Patient Safety, Quality and Accreditation Issues
• AEU CREDIT TRACK

David Axelrod, Senior Political Commentator, CNN, and Host, The Axe Files; Director, University of Chicago Institute of Politics; Senior Advisor to President Barack Obama (2009-2011)

David Axelrod served as senior advisor to President Barack Obama during his historic campaign for the presidency in 2008, his first two years in office, and his reelection in 2012. Today, Axelrod serves as Director of the Institute of Politics at the University of Chicago, a senior political commentator for CNN, and host of The Axe Files podcast, a series of interviews with key figures in the political world. He was inducted into The American Association of Political Consultants’ Hall of Fame in 2013. His New York Times best-selling memoir, BELIEVER: My Forty Years in Politics (February, 2015), spans forty years which include corruption and transformation, turmoil and progress—offering a look behind the closed doors of politics while issuing a thrilling call to democratic action. This powerful, inspiring memoir is enlivened by the charm and candor of one of the greatest political strategists in recent American history.

Bobbi Brown, Makeup Artist, Author, Entrepreneur & Founder of Bobbi Brown Cosmetics and Beauty Evolution

Bobbi Brown was the first person to invent a makeup that did not help women conform to the trendy definition of pretty but instead highlighted every individual’s natural beauty. Her first lipstick, Brown #4, and the nine brown-based colors that followed it are fresh, healthy and in high demand. Bobbi’s products reflect her philosophy that “the secret to beauty is simple – be who you are.” This message is inspirational and it is why women trust Brown to make them look and feel their best. Bobbi’s message of self-esteem resonates with everyone and her business model is as personal as her products. Bobbi believes that it is important to maintain her integrity and her vision, and therefore retains creative control in her company. She shows that ascribing to foundational principles facilitates a harmonious relationship between business, family and self.


One of the most celebrated and accomplished coaches in sports history, Lou Holtz has made a career of inspiring his players and motivating them to be winners. Most notable for taking the struggling Notre Dame football program and building it into being a national powerhouse, Holtz is the only coach in NCAA history to lead six different programs to bowl games and the only coach to guide four different programs to the final top 20 rankings. Holtz’s humor and humility endear him to audiences as he helps them learn to assess their strengths, work as a team and embrace the values that can help improve any organization. Whether it’s helping people understand what’s important, encouraging people to hold themselves accountable or making leaders of followers, Holtz’s advice puts audiences on the road to achievement. Holtz brought his experience and charisma to ESPN as an analyst for the network’s college football coverage from 2004-2015. He is also the author of the best-selling Winning Every Day: The Game Plan for Success, The Fighting Spirit: A Championship Season at Notre Dame and Wins, Losses, and Lessons: An Autobiography. In 2015, Holtz made his debut as a golf analyst on SiriusXM Radio as the host of Holtz in One, where he can be found sharing his passion for the game of golf, discussing the latest news and events on the PGA Tour, and sharing his many stories from the course. Holtz can also be heard on SiriusXM discussing college football on The Playbook and SiriusXM College Football Tailgate Show.

Reince Priebus, Former White House Chief of Staff (2017); Chairman of the Republican National Committee (2011-2017)

Reince Priebus was named White House Chief of Staff shortly after the 2016 campaign. Prior to managing the White House staff, Priebus served as the longest-serving chairman of the Republican National Committee in modern history. He oversaw a dramatic turnaround of the RNC, rescuing its finances, repairing its operations and rebuilding its ground game. By welcoming new voters and harnessing the power of new technologies, Priebus built the infrastructure needed for landslide GOP victories. He left the RNC as one of the winningest chairmen of either political party in American history.
'REGISTER BY
SEPTEMBER 1, 2018
AND SAVE!'

This exclusive meeting brings together surgeons, physician leaders, administrators and ASC business and clinical leaders to discuss how to improve your ASC and its bottom line, how to manage challenging clinical, business and financial issues and more!

Celebrity Keynotes by BOBBI BROWN, Makeup Artist, Author, Entrepreneur & Founder of Bobbi Brown Cosmetics and Beauty Evolution and LOU HOLTZ, Legendary Football Coach and Analyst, ESPN (2004-2015.) Plus a Keynote Debate between DAVID AXELROD, Senior Political Commentator, CNN, and Host, The Axe Files; Director, University of Chicago Institute of Politics; Senior Advisor to President Barack Obama (2009-2011) and REINCE PRIEBUS, Former White House Chief of Staff (2017); Chairman of the Republican National Committee (2011-2017.)

150 LEADING SPEAKERS DIRECTLY FROM SURGERY CENTERS

OVER 175 SPEAKERS TOTAL

A SPECIAL AEU CREDIT TRACK

THE BEST BUSINESS-FOCUSED, STRATEGIC DISCUSSIONS IN THE ASC INDUSTRY

1,500+ ATTENDEES FROM AMBULATORY SURGERY CENTERS ACROSS THE NATION

program schedule

THURSDAY, OCTOBER 18, 2018

10:00 am - 5:35 pm | Registration
10:00 am - 5:35 pm | Sessions
5:35 - 7:00 pm | Networking Receptions & Exhibits

FRIDAY, OCTOBER 19, 2018

7:00 - 8:00 am | Registration & Continental Breakfast
8:00 - 10:25 am | Sessions
10:25 - 10:50 am | Networking Break & Exhibits
10:50 am - 12:15 pm | Sessions
12:20 - 1:20 pm | Networking Luncheon
1:25 - 2:50 pm | Sessions
2:50 - 3:20 pm | Networking Break & Exhibits
3:20 - 4:45 pm | Sessions
4:45 - 6:00 pm | Networking Reception & Exhibits

SATURDAY, OCTOBER 20, 2018

7:10 - 8:10 am | Registration & Continental Breakfast
8:15 am - 12:00 pm | Sessions
Becker’s ASC 25th Annual Meeting: The Business and Operations of ASCs

More than 175 Speakers Total, Including 150 Physicians, Directors of Nursing, Administrators, Owners and CEOs Directly from Surgery Centers

A Special AEU Credit Track

The Best Business-Focused, Strategic Discussions in the ASC Industry

1,500+ Attendees from ASCs and Medical Facilities Across the Nation

Bobbi Brown
Makeup Artist, Author, Entrepreneur & Founder of Bobbi Brown Cosmetics and Beauty Evolution

Lou Holtz

David Axelrod
Senior Political Commentator, CNN, and Host, The Axe Files; Director, University of Chicago Institute of Politics; Senior Advisor to President Barack Obama (2009-2011)

Reince Priebus
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THURSDAY, OCTOBER 18, 2018

TRACK A - Improving Profits, ASC Strategy and Keynotes

TRACK B - ASCs, Financial Issues, Orthopedics and Spine

TRACK C - Physician Hospital Ventures and Issues, GI, Pain Management and Anesthesia Issues

TRACK D - Revenue Cycle, Out-of-Network, Billing and Coding Issues

TRACK E - Transactions, Legal and Valuation Issues

TRACK F - Patient Safety, Quality and Accreditation Issues

10:00 am - 10:40 am

A. The New ASC Model - Navigating Academic Health Systems, Management Companies, Physician Partnerships and more

- Kevin E. Coates, MD, MBA, MPT, Assistant Professor, Orthopaedic Surgery, Sports Medicine, Wake Forest University School of Medicine
- Corrie Massey, MBA, Chief Executive Officer, Wake Forest Baptist Health Outpatient Surgery

B. Spine and Joints in ASCs

- Josh Christensen, Vice President, Ambulatory Surgery Centers, Smith & Nephew
- Joy Taylor, JD, Chief Administrative Officer, Polaris Spine & Neurosurgery Center
- Moderated by Chip Burgett, Executive Vice President, Payor Relations, Global One Ventures

C. The IT Factor: Using Technology to Elevate the Patient Experience

- Daren Smith, Senior Clinical Solutions Specialist, Surgical Information Systems

D. What Do Payor Consolidation and High Deductible Plans Mean for ASCs

- Amy Coletti, Senior Manager, ECG Management Consultants
- Raymond Hino, MPA, FACHE, Administrator, Skyway Surgery Center
- Debbie Welle-Powell, Masters in Public Administration, Chief Population Health Officer, Essentia Health
- Moderated by Timothy Fry, JD, Associate, McGuireWoods LLP

E: The Complexity of the Appeals Process

- Scott Allen, Vice President, Managed Care Contracting, National Medical Billing Services
- ylie Kaczor, MSN-RN, CASC, CMPE, CPHRM, ACHE, CPCO, CLSSBB, Vice President, Clinical and Regulatory Affairs, National Medical Billing Services

F. RESERVED

G. Core Thoughts on Avoiding Staff and Physician Burnout

- Adam Hornback, RN, Administrator, North Texas Team Care Surgery Center
- Beth Hogan, MSN, RN, Clinical Director, Nursing, Northern GI Endoscopy Center
- Gordon Mortensen, MD, Physician, Innovative Pain Care, The Surgery Center
- Marvella Thomas RN, MSN, Clinical Consultant, Cardinal Health
- Moderated by Leo Vartorella, Writer / Reporter, Becker’s Healthcare

10:45 - 11:25 am

A. Patient, Surgeon and Employee Satisfaction - The Triple Aim for ASCs

- Vinod Goyal, MD, Medical Director, Apollo Surgical Center
- Marni Jameson Carey, Executive Director, Association of Independent Doctors

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OR VISIT www.regonline.com/25thAnnualASC
11:30 - 12:05 pm
Networking Break in the Foyer

12:05 - 12:45 pm
A. The Role of ASCs and Specialists in Value-Based Care
   - Brian Mathis, Chief Strategy Officer, OptumCare
   - Interviewed by Scott Becker, JD, CPA, Publisher, Becker’s Healthcare; Partner, McGuireWoods LLP

B. Minimizing Complications and Maximizing Efficiency in Outpatient Spine Procedures
   - Vivek Mohan, MD, Orthopaedic Spine Surgeon, Spine Center at DuPage Medical Group

C. Joint Ventures and Physician / Hospital / ASC Relationships
   - Michael McClain, MHS, MS, PA-C, Executive Director, First Hill Surgery Center, LLC
   - Michael J. Patterson, FACHE, President and Chief Executive Officer, Mississippi Valley Health
   - Julie Camardella, BSN, CHCRM, Chief Executive Officer, Surgery Center of Chesapeake, LLC
   - Moderated by Melissa Szabad, JD, Partner, McGuireWoods LLP

D. Key Thoughts to Improve Collections
   - Mary L. Herweyer, Business Office Manager, Copper Ridge Surgery Center
   - Ethne Nance, Revenue Cycle Analyst / ICD-10 Trainer, Pacific Medical Revenue
   - Rebecca Geise, President, NSN Revenue Resources
   - Moderated by Julie Spitzer, Writer / Reporter, Becker’s Healthcare

E. Ten Common Mistakes in Valuing ASCs – and How to Avoid Them
   - Hunter M. Outcalt, Director, HealthCare Appraisers, Inc.
   - David M. Walline, Director, HealthCare Appraisers, Inc.

12:50 - 1:30 pm
A. The Most Pressing Issues Facing ASCs in 2018
   - Stephen Blake, JD, MBA, CPA, Chief Executive Officer, Central Park ENT & Surgery Center
   - Craig Moriarty, Vice President, Business Development and Corporate Strategy, ProVation Medical
   - Amit Patel, MD, Interventional Pain Physician, ABAPM, Georgia Pain & Wellness Center
   - Moderated by Emily Rapleye, Managing Editor, Becker's Healthcare

B. Key Issues in Minimally Invasive Spine Surgery
   - Sean Keem, MD, Spine Surgeon, First Hill Surgery Center
   - Harel Deutsch, MD, Spine / Neurosurgeon and Co-Director, Rush Spine Center, Rush University Medical Center
   - Ali Prosser, Chief Executive Officer, San Luis Obispo Surgery Center
   - Moderated by Morgan Haefner, Writer / Reporter, Becker’s Healthcare

C. RESERVED

D. Raise Your ASC’s Performance Through Operational Benchmarking / Materials Management
   - Stephanie Martin, Vice President, Operations, Regent Surgical Health
   - Temi Oluwayomi, Director, Supply Chain, Regent Surgical Health

E. Optimizing the Orthopedic Patient for ERAS (Enhanced Recovery after Surgery) - Importance of Pathway and Partnership
150 PHYSICIANS, DIRECTORS OF NURSING, ADMINISTRATORS, OWNERS AND CEOS FROM SURGERY CENTERS SPEAKING + 175 SPEAKERS TOTAL

- Daniel Hoeffel, MD, Orthopedic Surgeon, Specialist in Arthritis and Joint Replacement, Quality & Process Consultant
- Cindy Young, BSN, RN, CASC, Administrative Director, Surgery Center of Farmington, LLC
- Rob Landerholm, MD, FACS, President and Medical Director, Eviva
- Gary Richberg RN, BSN, MBA, CMPE, CASC, Administrator, Pacific Rim Outpatient Surgery Center
- Moderated by Timothy Fry, JD, Associate, McGuireWoods LLP

D. PART 1: Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits
- Robert Westergard, CPA, Chief Financial Officer, Ambulatory Surgical Centers of America
- Ann Geier, MS, RN, CNOR, CASC, Chief Nursing Officer, Surgical Information Systems

E. Litigation for ASCs: The Big Issues for ASCs
- David Pivnick, JD, Partner, McGuireWoods LLP
- Jeffrey Clark, JD, Partner, McGuireWoods LLP
- Brett Barnett, JD, Associate, McGuireWoods LLP
- Moderated by Scott Becker, JD, CPA, Publisher, Becker’s Healthcare; Partner, McGuireWoods LLP

F. RESERVED

3:05 - 3:45 pm
A. Which Key Specialties Are Still Great for ASCs?
- Beth LaBouyer, RN, CNOR, CASC, Executive Director, California Ambulatory Surgery Association
- Bruce Foerster, MD, Medical Director, San Diego Outpatient Surgery Center
- Bill Stewart, Area Vice President, Value Based Purchasing, Johnson & Johnson
- Moderated by Laura Dyrd, Editor-in-Chief, Becker’s Healthcare

B. The New Dynamics of Physician and ASC Transactions
- Matthew Searles, MBA, Partner, Merritt Healthcare Advisors
- Jay Pruzansky, MD, MBA, Principal, Honolulu Healthcare LLC

C. The Growth of Physician Practice Management Companies and Their Impact on Healthcare and ASCs
- Aaron Murski, CVA, Managing Director, VMG Health
- Geoff Cockrell, JD, Partner, McGuireWoods LLP
- Barry Tanner, CPA, President and Chief Executive Officer, Physicians Endoscopy
- Moderated by Scott Becker, JD, CPA, Publisher, Becker’s Healthcare; Partner, McGuireWoods LLP

D. PART 2: Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits
- Robert Westergard, CPA, Chief Financial Officer, Ambulatory Surgical Centers of America
- Ann Geier, MS, RN, CNOR, CASC, Chief Nursing Officer, Surgical Information Systems

E. Increasing Reimbursements, Accurately Projecting Revenue, and Avoiding Liability to Payors: New Strategies and Issues You Haven’t Considered (But Should)
- Brian Hufford, Partner, Health Care Practice, Zuckerman Spaeder LLP
- Jack Fernandez, Partner, Health Care Practice, Zuckerman Spaeder LLP
- Shehzad F. Roopani, Executive Vice President / Head, Business Strategy, Legal and Compliance, ZT Wealth
- Kraig Killough, Chief Operating Officer, ZT Wealth

F. Understanding How to Become and Stay Compliant in the ASC Market
- Mitchell Brie, Senior Vice President of Sales, MTBC

3:50 - 4:30 pm
A. KEYNOTE PANEL
- James Leavitt, MD, FACP, President, Gastro Health
- Jonathan Kaplan, MD, MPH, Founder and Chief Executive Officer, BuildMyBod Health; Board Certified Plastic Surgeon, Pacific Heights Plastic
150 PHYSICIANS, DIRECTORS OF NURSING, ADMINISTRATORS, OWNERS AND CEOS FROM SURGERY CENTERS SPEAKING + 175 SPEAKERS TOTAL

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FRIDAY, OCTOBER 19, 2018

10:25 - 10:50 am
Networking Break in the Exhibit Hall

A. KEYNOTE PANEL
- Thomas K. Miller, MD, Vice Chairman, Department, Orthopaedic Surgery and Chief, Section of Sports Medicine, Carilion Clinic; Associate Professor, Department, Orthopaedic Surgery, Virginia Tech Carilion School of Medicine
- Michael Redler, MD, Partner, Orthopedic & Sports Medicine Center
- Matthew Searles, MBA, Partner, Merritt Healthcare Advisors
- Susan Kizirian, RN, MBA, Chief Operating Officer, ASCOA
- Tony Kilgore, Chief Executive Officer, Surgical Care Affiliates
- Moderated by Scott Becker, JD, CPA, Publisher, Becker’s Healthcare; Partner, McGuireWoods LLP

8:00 - 8:45 am
A. KEYNOTE PANEL
- Reince Priebus, Former White House Chief of Staff (2017); Chairman of the Republican National Committee (2011 - 2017)
- David Axelrod, Senior Political Commentator, CNN, and Host, The Axe Files; Director, University of Chicago Institute of Politics; Senior Advisor to President Barack Obama (2009-2011)
- Moderated by Scott Becker, JD, CPA, Publisher, Becker’s Healthcare; Partner, McGuireWoods LLP

5:30 - 7:00 pm
Cocktail Reception in the Exhibit Hall

B. Total and Partial Outpatient Joint Arthroplasties in the ASC Setting
- Meredith Warf, Director, Support Services / Revenue Cycle Management, Mississippi Sports Medicine & Orthopaedic Center
- Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, LLC
- Colleen Ramirez, RN, CASC, Chief Administration Officer, Bone & Joint Surgery Center of Novi
- Moderated by Chip Burgett, Executive Vice President, Payor Relations, Global One Ventures

C. RESERVED

4:35 - 5:30 pm
A. KEYNOTE DISCUSSION
- James Van Horne, MD, Paragon Orthopedic Center
- Nishant Shah MD, Partner, Midwest Anesthesiology Partner, Medical Director, Illinois Sports Medicine and Orthopedic Surgery Center, Advocate Lutheran General Hospital

5:30 - 7:00 pm
Cocktail Reception in the Exhibit Hall

D. Adding Procedures to ASCs
- Catherine Ruppe RN, CASC, Executive Director, ASC Operations, Proliance Surgeons, Inc PS
- Michael Redler, MD, Partner, Orthopedic & Sports Medicine Center
- Kelli Tesler, RN, CCM, Case Manager, Peachtree Orthopedics
- Moderated by Jessica Kim Cohen, Senior Health IT Writer / Reporter, Becker’s Healthcare

8:50 - 9:35 am
A. KEYNOTE
- Bobbi Brown, Makeup Artist, Author, Entrepreneur and Founder of Bobbi Brown Cosmetics and Beauty Evolution

9:40 - 10:25 am
A. KEYNOTE
- Christine Hines, President and COO, BrightSpeed HealthCare Advisors
- Tony Kilgore, Chief Executive Officer, Surgical Care Affiliates
- Moderated by Kayla McCann Marty, JD, Associate, McGuireWoods LLP

B. Enabling Technologies and Pain Management Across the Orthopedic Spectrum in an ASC
- James Van Horne, MD, Paragon Orthopedic Center
- Nishant Shah MD, Partner, Midwest Anesthesiology Partner, Medical Director, Illinois Sports Medicine and Orthopedic Surgery Center, Advocate Lutheran General Hospital

C. How to Treat Sub Acute Pain to Improve Outcomes, Save Money, and Reduce Opioid Misuse and Abuse
- Scott E. Glaser, MD, DABIPP, Co-Founder and President, Pain Specialists of Greater Chicago

D. Payer Contracting and Other Issues for ASCs?
- Tammy Smittle, RN, CASC, Chief Operating Officer, Arise Austin Medical Center
- Matt Kilton, Associate Principal, ECG Management Consultants
- John Schweitzer Esq. President and Chief Business Development Officer Echelon Medical Capital
- Andrew Watts, Director, Payer Relations, Laser Spine Institute
- Moderated by Kayla McCann Marty, JD, Associate, McGuireWoods LLP

E. ASC Mergers and Acquisitions 2017-2018

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F. The Vision Center Network of America: Clinical Integration of a Network of Ophthalmologic Surgery Centers
- Ellis “Mac” Knight, MD, Senior, Vice President and Chief Medical Officer, Coker Group
- Brian Wnorowski, MD, Ocean Regional Eye Surgery Center
- Jerome Levy, MD, Managing Director, Ambulatory Surgery Center of Greater New York, LLC
- Glenn deBrueys, Chief Executive Officer, American SurgiSite Centers
- Phil Meyer, RN, BSN, MHA, Director, Operations, VCNA

11:35 am - 12:15 pm
A. RESERVED
B. Orthopedic Roundtable 1: The Business of Orthopedics
- Jarett Landman, MS, PA-C, MBA, Chief Executive Officer, Orthopedic Surgical Center of the North Shore
- Earl Anderson, Chief Executive Officer, Tennessee Orthopaedic Clinics
- Jack Jensen, MD, FACSM, Chief Executive Officer, Athletic Orthopedics & Knee Center and AOK Medical Center
- Moderated by Morgan Haefner, Writer / Reporter, Becker’s Healthcare

C. GI Roundtable: The Business of Gastroenterology and Endoscopy
- Rodger Baca, Chief Development Officer, Physicians Endoscopy, Endo-Surgical Center of Florida
- Martha Stevener, Practice Manager, Digestive Disease Center
- John J. Hong, MD, MBA, Chief Executive Officer, United Gastroenterologists
- Farid Naffah, MD, FACP, AGAF, Gastroenterologist, Avamar Gastroenterology, Inc.
- Moderated by Julie Spitzer, Writer / Reporter, Becker’s Healthcare

D. How Can We Improve Reimbursement per Case?
- Michael Graziano, Administrator, Clifton Surgery Center
- Angela Mattioda, Vice President of Revenue Cycle Management Services, Surgical Note
- Melanie Puccella, Vice President, Operations, AOK Medical Center
- Marybeth Fuller, Billing Coordinator, Fullerton Kimball Medical Surgery Center
- Moderated by Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago

E. Strategies and Relationships Between Hospitals and ASC
- Yasser Said, MD, Medical Director, Care Management, Advocate Children’s Hospital
- Nader Samii, Chief Executive Officer, National Medical Billing Services
- Sandra Jones, CASC, CPHRM, LHRM, CHCQM, FHFMA, Founder, Ambulatory Strategies Inc.
- Moderated by LauraLee Lawley, JD, Partner, McGuireWoods LLP

F. Cybersecurity for ASCs
- Ann Geier, MS, RN, CNOR, CASC, Chief Nursing Officer, Surgical Information Systems
- Margaret Chappell, Senior Vice President, Operations, ASCOA

12:20 - 1:20 pm
Networking Luncheon in the Exhibit Hall

1:25 - 2:05 pm
A. Consolidation Trends, Private Equity and Their Impact to Valuations
- Kevin McDonough, CFA, Managing Director, VMG Health
- Colin Park, CPA, Director, VMG Health

B. Orthopedic Roundtable 2: The Business of Orthopedics

C. Pain Management in ASCs
- Jaymin Shah, RPh, DO, Medical Director, Mercy Pain Centers
- Ned Urbizondo, MD, Physician, Interventional Pain Management Anesthesiology, Pain Specialists of Greater Chicago
- Ramsin Benyamin, MD, DABIPP, President, Millennium Pain Center, Illinois
- Vincent Galan, MD, Medical Director, Pain Care, LLC; President, Center for Pain and Spine, LLC
- Moderated by Anuja Vaidya, Writer / Reporter, Becker’s Healthcare

D. Responding to Varied ASC Payment Models: It Doesn’t Have to Mean Making Less
- Max Reiboldt, CPA, President and Chief Executive Officer, Coker Group
- Barry Tanner, President and Chief Executive Officer, Physicians Endoscopy

E. Current Trends for Success in Bundles and Strategies for Financial Changes: Orthopedics and Beyond
- James Slover, MD, MS, Associate Professor, Adult Reconstructive Division, Department of Orthopaedic Surgery, NYU Langone Orthopedic Hospital
- Lorraine H. Hutzler, MPA, Associate Program Director, The Center for Quality and Patient Safety, NYU Langone Orthopedic Hospital

F. Strategic Considerations and the ASC’s Role in the Evolving Healthcare Environment
- I. Naya Keyhayes, Principal, ECG Management Consultants, Inc.
- Sean Hartzell, Associate Principal, ECG

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### 3:20 - 4:00 pm

#### A. Key Legislative Issues for ASCs
- Timothy Fry, JD, Associate, McGuireWoods LLP
- William Prentice, Chief Executive Officer, Ambulatory Surgery Center Association
- Moderated by Amanda K. Roenius, JD, Associate, McGuireWoods LLP

#### B. Peri-Operative Management of Outpatient Joint Replacement: Pain Control and Complications
- Morteza Meftah, MD, Chief, Adult Reconstruction Surgery and Clinical Research and Director, Adult Reconstruction Fellowship, Bronx-Lebanon Hospital Center; Assistant Professor, Orthopaedic Surgery, NYU Langone Medical Center

#### C. The Big 3: How Will Orthopedics, Ophthalmology and GI Fare Over the Next Few Years?
- James Leavitt, MD, FACG, President, Gastro Health
- Arvind Movva, MD, Chief Executive Officer, Healthland Clinic & Regional Surgicenter; Founder and Chief Executive Officer, divvyDOSE
- Lawrence Kosinski, MD, Managing Partner, Illinois Gastroenterology Group; President, SonarMD, LLC
- Moderated by Kerri Zelenshek, JD, Associate, McGuireWoods LLP

#### D. Price Transparency in ASCs
- Jonathan Kaplan, MD, MPH, Founder and Chief Executive Officer, BuildMyBod Health; Board Certified Plastic Surgeon, Pacific Heights Plastic Surgery
- Andy Poole, FACHE, Chief Executive Officer, Monticello Community Surgery Center
- Devanan Mangar, MD, FACC, President, FGTBA; Regional Medical Director, TeamHealth Anesthesia; Chief, Anesthesiology, Tampa General Hospital
- Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago
- Moderated by Brian Murray, CPA, Healthcare Managing Director, Crowe LLP as the new moderator

### 4:05 - 4:45 pm

#### A. The Biggest Challenges and Opportunities for ASCs
- Barry Tanner, President and Chief Executive Officer, Physicians Endoscopy
- Zach Pocklington, Senior Vice President, ASC Sales, Medline Industries, Inc.
- Jon Vick, President, ASCs Inc.
- Ying Chen, DO, FACOS, Neurological Surgeon, OrthoNeuro, Inc.
- Moderated by Mackenzie Bean, Writer / Reporter, Becker's Healthcare

#### B. What New Procedures Can be Brought to Your ASC & Business Development for ASCs
- Anne Christopher, MD, Chief Executive Officer, St. Louis Pain Consultants
- Cheryl Nieves, ASC Manager, Perimeter Orthopedics
- Moderated by Susan Kizirian, RN, MBA, ASCA

#### C. TBD
- Vikram Acharya, Vice President, Clinical and Procedural Services, University of Chicago Medicine
- Jon Brickman, University of Chicago Medicine
D. Improving Revenue Cycle Management to Boost Bottom-Line Performance
- Amanda Penrod, PhD, MBA, Chief Operating Officer, Orthopaedic & Sports Medicine Center and Physicians Surgical Center
- Deborah Goodman, Administrator, Laporte Medical Group Surgery Center
- Moderated by Kerri Zelensek, JD, Associate, McGuireWoods LLP

E. How to Hire Effectively in Today’s Market
- Becky Ziegler-Otis, RHIA, CPHQ, CHC, CASC, Administrator, Ambulatory Surgical Center, Stevens Point
- Deborah Goodman, Administrator, Laporte Medical Group Surgery Center

F. Supply Chain in an ASC
- Rick Ngo, MD, General Surgeon, Southwest Surgical Associates

4:45 - 6:00 pm Cocktail Reception in the Exhibit Hall

SATURDAY, OCTOBER 20, 2018

TRACK A - Improving Profits, ASC Strategy and Keynotes

A. KEYNOTE
- Caitlin Zulla, Chief Financial Officer, Surgical Care Affiliates

8:45 - 9:25 am
- John C. Goodman, President, Goodman Institute for Public Policy Research

9:30 - 10:10 am
A. Office Endoscopy: A Chicago-Based Success Story
- Manoj Mehta MD, Board-certified Gastroenterologist; Owner, Endoscopy Center of the North Shore
- Rock Rockett, PhD, Rockett Healthcare Strategies, LLC

B. Patient Satisfaction: An Increasingly Important Challenge for Hospitals, ASCs and Other Healthcare Providers
- John Larson, Senior Partner, John Larson & Company

C. Strategies to Stay Independent in a Consolidating World
- James A. Turner, Jr., MBA, MHA, Chief Executive Officer, Indianapolis Gastroenterology and Hepatology, Inc.

D. TBD
- Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago

10:15 - 10:55 am
A. The Future of Outpatient Facility Reimbursement: From Volume to Value
- Zeev N. Kain, MD, MBA, FAAP, Director, System Redesign & Value based Healthcare, HPR; Executive Director, Center of Stress & Health; Chancellor’s Professor, Anesthesiology & Medicine, University of California School of Medicine

B. Emerging Trends in Front-End Revenue Cycle Management and Self-Service Registration
- Brandon Beshear, Administrator, Wichita Falls Endoscopy Center

C. Data Visualization as an Analytical Tool
- Joseph Engel, MPS, Administrator, Gastroenterology Associates of Fairfield County and The Endoscopy Center of Fairfield

D. Unions and IPAs Directly Making Relationships with ASCs to Direct Patients for a Lower-cost Alternative of Treatment
- Jeffrey Flynn, CASC, Chief Executive Officer, Gramercy Healthcare Management, LLC; Administrator, Gramercy Surgery Center

11:00 - 11:30 am
A. RESERVED

B. Machine Learning / Artificial Intelligence in ASCs
- Atul Kumar, MD, MBA, Gastroenterologist, Northport VA Medical Center

C. AI for Risk-Intelligent Joints & Spine Programs
- Jaideep J. Iyengar, MD, FAAOS, Orthopedic Surgeon, Silicon Valley Orthopedics, President and Chief Executive Officer, San Jose Surgery Inc.

D. Laughter is the Best Medicine. Using your 6th Sense (Sense of Humor) to Reduce Stress
- Marsha Rowe, RN, MBA, Administrator, Southeastern Ambulatory Surgery Center

11:40 - 12:15
A. RESERVED

12:00 pm Meeting Adjourns
### SPECIAL AEU CREDIT TRACK

**THURSDAY, OCTOBER 18, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>12:00 - 1:00 pm</td>
<td>The Peer Review Process for ASCs</td>
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<tr>
<td></td>
<td>Benita Tapia, RN, CASC, Administrator, 90210 Surgery Medical Center</td>
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<tr>
<td></td>
<td>Heather Hilgendorf-Cooley, MBA, CASC, Administrator, Spring Park Surgery Center, LLC</td>
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<td></td>
<td>Moderated by Anuja Vaidya, Writer / Reporter, Becker’s Healthcare</td>
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<tr>
<td>1:00 - 2:00 pm</td>
<td>The Best Steps for ASC Growth</td>
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<tr>
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<td>Apryl McElheny, RN, BSN, CASC, Clinical Director, Laurel Laser &amp; Surgery Center; Clinical Manager, Eastern Region, Laurel Eye Clinic</td>
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<td></td>
<td>Lianne McDowell, CASC, Administrator, South Portland Surgical Center, LLC</td>
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<td>Kristine Kilgore, RN, Administrator, Surgical Care Center of Michigan</td>
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<tr>
<td></td>
<td>Molly Gamble, Editor-in-Chief, Becker’s Healthcare</td>
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<tr>
<td>2:10 - 3:10 pm</td>
<td>Thought-Provoking Ideas for Administrators</td>
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<tr>
<td></td>
<td>Amanda Hawkins, BSN, RN, CASC, Administrator, The Surgery Center of Charleston</td>
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<td>Colleen Ingraham, Chief Operating Officer, Prairie Spine &amp; Pain Institute, S.C.</td>
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<td>Lori Callahan, Director, Algonquin Road Surgery Center</td>
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<td></td>
<td>Janie Kinsey, RN, CASC, Administrator, Saint Luke’s Surgicenter-Lee’s Summit</td>
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<td>Moderated by Brian Zimmerman, Writer / Reporter, Becker’s Healthcare</td>
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<tr>
<td>3:20 - 4:20 pm</td>
<td>Improving Quality and Infection Control: Challenges and Thoughts for 2018</td>
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<td></td>
<td>Jane Haire, RN, BSN, CASC, Administrator, Nebraska Surgery Center</td>
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<td></td>
<td>Claudette Fox, RN, BSN, CNOR, CASC, Administrator, Short Hills Surgery Center</td>
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<td>Moderated by Leo Vartorella, Writer / Reporter, Becker’s Healthcare</td>
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### FRIDAY, OCTOBER 19, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:40 - 11:00 am</td>
<td>Networking Break &amp; Exhibits</td>
</tr>
<tr>
<td>11:00 am - 12:00 pm</td>
<td>Perioperative Nursing, Infection Control and How to Meet CMS and Accreditation Standards</td>
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<tr>
<td></td>
<td>Gina E. Mayo, RN, BSN, Administrator, Sequoia Surgery Center</td>
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<td></td>
<td>Maria Alvarado, RN, Associate Administrator and Nurse Manager, Saddle Brook Surgicenter, Inc, Mayhill Medical Group, LLC</td>
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<td>Amy Amos, Administrator, Liberty Cataract Center, LLC</td>
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<td>Moderated by Kate Carow, Pincipal, Carow Consulting</td>
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<tr>
<td>12:20 - 1:20 pm</td>
<td>Networking Lunch &amp; Exhibits</td>
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<tr>
<td>1:45 - 2:45 pm</td>
<td>So You Want to Be an ASC Administrator?</td>
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<td></td>
<td>Helen Lowenwirth, CASC, Administrator, East Side Endoscopy, LLC</td>
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<td></td>
<td>Christina McDonald, MHA, Chief Executive Officer / Administrator, Texas Health Surgery Center Rockwall</td>
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<td>Cami Love, BSN, RN, CCM, Director, Arkansas Specialty Surgery Center</td>
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<td>Rebecca Paine, CASC, Vice President and CFO, Surgery Center Administrator, Beckley Surgery Center</td>
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<td>Moderated by Ann Geier, MS, RN, CNOR, CASC, Chief Nursing Officer, Surgical Information Systems</td>
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<tr>
<td>2:45 - 2:55 pm</td>
<td>Networking Break &amp; Exhibits</td>
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<td>2:55 - 3:55 pm</td>
<td>The Importance of Staff Engagement, Fighting Burn-Out, Growing a Great Team and More</td>
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<td>Tracey Couse, MSN, MBA-HMC, NE-BC, RN, Clinical Director, UPMC Hamot</td>
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<td></td>
<td>Fawn Esser-Lipp, RN, BSN, CNOR, CASC, Executive Director, The Surgery Center LLC</td>
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<td>Brooke Smith, CASC, Administrator, Maryland Surgery Center for Women</td>
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<td>Moderated by Laura Lee Lawley, JD, Partner</td>
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**SATURDAY, OCTOBER 20, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>4:00 - 5:00 pm</td>
<td>Cost Containment in the OR</td>
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<tr>
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<td>Barbara Cowling, RN, Director, Nursing / Clinical Manager, SurgCenter Cleveland</td>
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<td>Mary Ryan, Administrator, Tri-State Surgery Center</td>
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<td></td>
<td>Zeev N. Kain, MD, MBA, FAAP, Director, System Redesign &amp; Value based Healthcare, HPRI; Executive Director, Center of Stress &amp; Health; Chancellor’s Professor, Anesthesiology &amp; Medicine, University of California School of Medicine</td>
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<td>Rajiv Chandawarkar, MD MBA, Director, Plastic Surgery, OSU East Hospital, The Ohio State Wexner Medical Center</td>
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<td></td>
<td>Katie Lehman, RN, BSN, MA, Administrator, Center for Ambulatory and Minimally Invasive Surgery</td>
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<td>Moderated by Jessica Kim Cohen, Senior Health IT Writer / Reporter, Becker’s Healthcare</td>
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</tbody>
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**TO REGISTER:** CALL **800 417 2035** • FAX **866 678 5755** • REGISTRATION@BECKERSHEALTHCARE.COM

OR VISIT www.regonline.com/25thAnnualASC
REGISTRATION FORM
Photocopies are acceptable. Please print or type below. Please use a separate registration form for each attendee.

# Becker’s ASC Review Annual Meeting

**OCTOBER 18-20, 2018 | SWISSÔTEL | CHICAGO, ILLINOIS**

## REGISTRATION INFORMATION

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

## REGISTRATION FEES

**ANNUAL CONFERENCE & EXHIBITS** – One reasonable registration price - come for as much of the conference as you would like! Receive multiple registrant discounts. 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>
<thead>
<tr>
<th>FEES (Before 9/1/18)</th>
<th>AMOUNT</th>
<th>FEES (After 9/1/18)</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>1st Attendee</td>
<td>$850</td>
<td>$</td>
<td>$950</td>
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<tr>
<td>2nd Attendee</td>
<td>$825</td>
<td>$</td>
<td>$925</td>
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<tr>
<td>3rd Attendee</td>
<td>$800</td>
<td>$</td>
<td>$900</td>
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<tr>
<td>4th Attendee or more</td>
<td>$775</td>
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**TOTAL ENCLOSED $**

### PAYMENT INFORMATION

- [ ] I authorize to charge my:
  - [ ] VISA
  - [ ] MASTERCARD
  - [ ] AMERICAN EXPRESS
  - [ ] DISCOVER

- **Credit Card Number:** ____________________________
- **Expiration Date:** ____________________________
- **Printed Cardholder Name:** ____________________________
- **Zip Code:** ____________________________
- **Cardholder Billing Address:** ____________________________
- **City/State/Zip:** ____________________________
- **CVV#/3-digit #:** ____________________________

**TO REGISTER**

**COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:**

- **Online:** www.regonline.com/25thAnnualASC
- **Fax:** Fax registration form with credit card information to 866-678-5755
- **Call:** Call 800-417-2035 to register by phone
- **Email:** registration@beckershealthcare.com

Cancellation Policy: Written cancellation requests must be received within 120 days of transaction or by Sept. 1, 2018, whichever is first. 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 hospital must be registered at one time and work at the same address. Just copy the registration form for each attendee. Employees from a second location are not eligible for the discount.

**www.BeckersASC.com**