

BECKER'S
ASC REVIEW

25TH Annual Meeting: The Business and Operations of ASCs

October 18-20, 2018
Swissôtel Chicago

175 SPEAKERS,
INCLUDING PHYSICIANS,
DIRECTORS OF NURSING,
ADMINISTRATORS,
OWNERS AND CEOS
DIRECTLY FROM SURGERY
CENTERS

KEYNOTES



Lou Holtz

Legendary Football Coach
and Analyst, ESPN
(2004-2015)



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 DEBATE

KEYNOTE PANELISTS



James Leavitt

MD, FACG, President,
Gastro Health



Michael Redler

MD, Partner, Orthopedic &
Sports Medicine Center



Susan Kizirian

RN, MBA, Chief Operating
Officer, ASCOA



Brian Mathis

Senior Vice President, Strategy
and Payment Innovation, Surgical
Care Affiliates



Lisa Rock

President, National Medical
Billing Services



John Cherf

MD, MPH, MBA, President, OrthoIndex;
Chief Medical Officer, Pinpoint Care,
Vice Chairman and Medical Director,
OrthoCentrix Solutions; Chief, Orthopedics,
Advocate Illinois Masonic Medical Center



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; Officer, Allina Health

**175 SPEAKERS,
INCLUDING PHYSICIANS,
DIRECTORS OF NURSING,
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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.



Lou Holtz, Legendary Football Coach and Analyst, ESPN (2004-2015)

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

175 SPEAKERS, INCLUDING PHYSICIANS, DIRECTORS OF NURSING, ADMINISTRATORS, OWNERS AND CEOS DIRECTLY FROM SURGERY CENTERS

PROGRAM SCHEDULE

THURSDAY, OCTOBER 18, 2018

12:05 - 5:35 pm	Registration
12:05 - 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



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

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

12:05 - 12:45 pm

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

- Bobby Bhatti, MD, Physician Owner, Atlanta Spine
- Ritesh Shah, MD, Orthopedic Surgeon, Partner, Illinois Sports Medicine & Orthopedic Surgery Center; Partner and Medical Director, Hip and Knee Research, Illinois Bone & Joint Institute
- Joy Taylor, JD, Chief Administrative Officer, Polaris Spine & Neurosurgery Center
- Ricardo Ruiz-Lopez, MD, FIPP, President, Barcelona Spine and Pain Surgery Center
- Moderated by Scott Leggett, Chief Executive Officer, Surgery One; Principal, Global One Ventures; Principal, Convergent Ortho

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
- Zubin Kapadia, Vice President, Global Ventures, Hospital for Special Surgery
- Moderated by Melissa Szabad, JD, Partner, McGuireWoods LLP

D. Key Thoughts to Improve Collections

- Mary L. Herweyer, Business Office Manager, Copper Ridge Surgery Center
- Sarah Malaniak, CASC, Administrator, Teaneck Surgical Center
- Jeff Peacock, MBA, Executive Director, Rochester Surgery Center and Linden Surgery Center
- Ethne Nance, Revenue Cycle Analyst / ICD-10 Trainer, Pacific Medical Center
- Moderated by Ayla Ellison, Managing Editor, Becker's Healthcare

E. Neurosurgical Spine ASC as Part of a Bundled Product Offering

- Randolph Bishop, MD, Neurosurgeon, Neurological & Spine Institute of Savannah

F. Core Thoughts on Avoiding Staff and Physician Burnout

- Adam Hornback, RN, Administrator, North Texas Team Care Surgery Center
- Beth Hogan, MSN, RN, CNOR, CASC, Clinical Director, Nursing, Northern GI Endoscopy Center
- Gordon Mortensen, MD, Physician, Innovative Pain Care, The Surgery Center
- Tanya DeGrande, Business Office Specialist, South Portland Surgical Center
- Moderated by Leo Vartorella, Writer / Reporter, Becker's Healthcare

12:50 - 1:30 pm

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

- Maria B. Freed, MHSA, Administrator, Coral Gables Surgery Center
- Vinod Goyal, MD, Medical Director, Apollo Surgical Center, LLC
- Marni Jameson Carey, Executive Director, Association of Independent Doctors
- Tina Piotrowski, BSN, RN, MBA, CASC, Executive Director, Metro Health OAM Surgery Center
- Moderated by Ann Geier, MS, RN, CNOR, CASC, Chief Nursing Officer, Surgical Information Systems

B. Minimizing Complications and Maximizing Efficiency in Outpatient Spine Procedures

- Vivek Mohan, MD, Orthopaedic Spine Surgeon, Spine Center at DuPage Medical Group Anesthesia and ASCs

C. Anesthesia and ASCs

- Victor Terebuh, MD, Anesthesiologist, New Albany Orthopedic Anesthesia
- Anju Madhani, MD, President, Oxford Valley Pain and Spine Center
- Scott Letourneau, MD, Partner, Bend Anesthesiology Group and Partner, Bend Surgery Center
- Moderated by Julie Spitzer, Writer / Reporter, Becker's Healthcare

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. RESERVED

F. The Biggest Opportunity for ASCs Today

- Paula Counts, RN, Administrator, East Tennessee Ambulatory Surgery Center
- Alfonso del Granado, Administrator, Ashton Center for Day Surgery

- Sheila Thompson, RN, BS, Nurse Administrator, Twin Cities Surgery Center and Twin Cities Pain Clinic
- Moderated by Benjamin M. Petitto, JD, Associate, McGuireWoods LLP

1:35 - 2:15 pm

A. The Most Pressing Issues Facing ASCs in 2018

- Stephen, Blake JD, MBA, CPA, CGMA, Chief Executive Officer, Central Park ENT & Surgery Center
- Allison Stock, RN, JD, CASC, Executive Director, Great Lakes Surgical Center
- Moderated by Emily Rappleye, Managing Editor, Becker's Healthcare

B. Key Issues in Minimally Invasive Spine Surgery

- Sean Keem, MD, MBA, Swedish Medical Center, First Hill Surgery Center
- Harel Deutsch, MD, Spine / Neurosurgeon and Co-Director, Rush Spine Center, Rush University Medical Center
- Ali Prosser, Administrator, The Minimally Invasive Spine Surgery Center of Paradise Valley
- Moderated by Morgan Haefner, Writer / Reporter, Becker's Healthcare

C. How Issues with Physician Recruitment and Retirement Affect the Growth, Sustainability and Marketing of an ASC

- Alejandro Fernandez, Chief Executive Officer, Gastro Health

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

- Loren Kennett, Administrator and Director, Nursing, Zion Surgery Center
- Raymond Hino, MPA, FACHE, Administrator, Skyway Surgery Center
- Moderated by Timothy Fry, JD, Associate, McGuireWoods LLP

E. Developing and Managing Surgery Centers

- Joe Zasa, Managing Partner, ASD Management

F. Health IT, Cybersecurity, BitCoin, Ransomware and More

- Aaron Kruger, Information Security Consultant and Owner, Kruger Data Services, LLC
- Moderated by TBD

2:20 - 3:00 pm

A. How Do You Cut Costs and Increase Cases in ASCs?

- Don Bartnick, MBA, Chief Executive Officer, Annapolis Surgery Center
- Jayen Patel, MD, Physician Owner, Tulsa Ambulatory Procedure Center
- Scott Edwards, Administrator, North MS Ambulatory Surgery Center;
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

B. Total Joints in an ASC

- Sue Sumpter, Executive Director and Administrator, Providence Surgery Centers and DBA: Creekside Surgery Center
- Tracy Hoeft-Hoffman, MBA, MSN, RN, CASC, Administrator, Heartland Surgery Center
- Guen Kaffenberger, RN, BSN, MBA, Administrator, Danbury Surgical Center
- 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
- Moderated by Megan Wood, Assistant Managing Editor, Becker's Healthcare

C. Do You Really Need a Hospital? Redefining Delivery of Care

- 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
- Danielle Schulman, MPH, Director, Operations, Kerlan-Jobe 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

- Emily Rappleye, Managing Editor, Becker's Healthcare
- 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
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

B. The Next Generation of Ambulatory Surgery - Growth Opportunities for ASCs

- Jeff Peters, Chief Executive Officer, Surgical Directions

C. The Growth of Physician Practice Management Companies and Their Impact on Healthcare and ASCs

- Greg Koonsman, CFA, Founder and Chief Executive Officer, VMG Health
- Geoff Cockrell, JD, Partner, McGuireWoods LLP
- Luke Lambert, MBA, CFA, CASC,

Chief Executive Officer, ASCOA

- 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
- Moderated by William Schultz, Former General Counsel, HHS

F. How Leadership and Culture Affect Patient Safety

- Kecia Norling, RN, MBA, CNOR, CASC, Administrator, Northwest Ambulatory Surgery Center

3:50 - 4:30 pm

A. KEYNOTE PANEL

- James Leavitt, MD, FACG, President, Gastro Health
- Jonathan Kaplan, MD, MPH, Founder and Chief Executive Officer, BuildMyBod Health; Board Certified Plastic Surgeon, Pacific Heights Plastic Surgery
- John Cherf, MD, MPH, MBA, President, OrthoIndex; Chief Medical Officer, Pinpoint Care, Vice Chairman and Medical Director, OrthoCentrix Solutions;

Chief, Orthopedics, Advocate Illinois Masonic Medical Center

- Lisa Rock, President, National Medical Billing Services
- Julie Camardella, BSN, CHCRM, Chief Executive Officer, Surgery Center of Chesapeake, LLC
- Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

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
- Jacob Lujano, Manager, Reno Orthopaedic Surgery Center
- Moderated by Scott Leggett, Chief Executive Officer, Surgery One; Principal, Global One Ventures; Principal, Convergent Ortho

C. The Business of Anesthesia

- Ned Urbiztondo, MD, Physician, Interventional Pain Management Anesthesiology, Pain Specialists of Greater Chicago
- Ricardo Borrego, MD, MSBA, President, Advanced Pain Specialists; Medical Director, Dearborn Surgery Center
- Moderated by Amanda K. Roenius, JD, Associate, McGuireWoods LLP

4:35 - 5:30 pm

A. KEYNOTE DISCUSSION

- 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

FRIDAY, OCTOBER 19, 2018

TRACK A - Improving Profits, ASC Strategy and Keynotes

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TRACK F - Patient Safety, Quality and Accreditation Issues

8:00 - 8:45 am

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
- Brian Mathis, Senior Vice President, Strategy and Payment Innovation, Surgical Care Affiliates
- Susan Kizirian, RN, MBA, Chief Operating Officer, ASCOA
- Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Partner, McGuireWoods LLP

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

- Lou Holtz, Legendary Football Coach and Analyst, ESPN (2004-2015)

10:25 - 10:50 am

Networking Break in the Exhibit Hall

10:50 - 11:30 am

A. Adding Procedures to ASCs

- Catherine G. Ruppe RN, CASC, Executive Director, 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

B. Moving Joints and Spine Surgeries to the ASC: A Successful Working Physician-PT Partnership Model to Mitigate Risk, Improve Outcomes, and Lead the Way in Value-Based Healthcare

- Jocelyn Idema, DO, Orthopaedic Spine Surgeon, Advanced Orthopaedics and Rehabilitation
- John Baker, PT, MA, NCS, GCS, DScPT, CEO, Baker Rehab Group
- Tom Monko, MS, PA-C, Surgical Consultant, Steel City Spine & Orthopaedic Center, Spine Team Six

C. TOPIC TBD

- 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
- Andrew Watts, Director, Payer Relations, Laser Spine Institute
- Moderated by Kayla McCann Marty, JD, Associate, McGuireWoods LLP

E. ASC Mergers and Acquisitions 2017-2018

- Andrew Rosen, Vice President, Development, Surgery Partners
- Matt Searles, MBA, Partner, Merritt Healthcare Advisors
- Luke Lambert, MBA, CFA, CASC, Chief Executive Officer, ASCOA
- Moderated by Bart Walker, JD, Partner, McGuireWoods LLP

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
- Jerome Levy, MD, Managing Director, Ambulatory Surgery Center of Greater New York, LLC
- Glenn deBrueys, Chief Executive Officer, American SurgiSite Centers
- Brian Wnorowski, MD, Ocean Regional Eye Surgery Center

11:35 am - 12:15 pm

A. RESERVED

B. Orthopedic Roundtable 1: The Business of Orthopedics

- Jim Stille, MHA, FACHE, CASC, Chief Executive Officer, Michigan Orthopaedic Surgeons
- 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, FACC, 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
- Melanie Puccella, Administrator, AOK Medical Center
- Marybeth Fuller, Billing Coordinator, Fullerton Kimball Medical Surgery Center
- Moderated by TBD

E. Strategies and Relationships Between Hospitals and ASC

- Yasser Said, MD, Medical Director, Care Management, Advocate Children's Hospital
- Joe Zasa, Managing Partner, ASD Management
- 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. RESERVED

B. Orthopedic Roundtable 2: The Business of Orthopedics

- Deepak Chavda, MD, Orthopedic Surgeon, Texas Bone & Joint Center
- Adam A. Berry, Chief Executive Officer, Summit Orthopedics
- John Cherf, MD, MPH, MBA,

President, OrthoIndex; Chief Medical Officer, Pinpoint Care, Vice Chairman and Medical Director, OrthoCentrix Solutions; Chief, Orthopedics, Advocate Illinois Masonic Medical Center

- Mark Khorsandi, DO, Surgeon, West Grey Center for Special Surgery
- Moderated by Mackenzie Bean, Writer / Reporter, Becker's Healthcare

C. Pain Management in ASCs

- Jaymin Shah, RPh, DO, Medical Director, Mercy Pain Centers
- 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. RESERVED

F. RESERVED

2:10 - 2:50 pm

A. How to Be a Great Administrator

- JoAnn Vecchio, Chief Executive Officer and Administrator, ASC of Western New York
- Jill Thrasher, CASC, Administrator, Baylor Surgicare at North Dallas
- Lori Tamburo, CASC, Administrator, Foothills Surgery Center
- Patrick Haley, CASC, Member, Physicians Surgery Centers, LLC; Administrator, Central Coast Surgery Center
- Moderated by Susan Kizirian, RN, MBA, Chief Operating Officer, ASCOA

B. Outpatient Joint Replacement via Bundled Payments

- Chris Bishop, Chief Executive Officer, Regent Surgical Health
- Christopher Stine, Director, Bundled

Payments and Corporate Compliance Officer, Regent Surgical Health

C. Improving Protocol Standards in Order to Improve Outcomes and Help Frame Co-Management Agreements

- Ben Shah, Chief Executive Officer, Olympia Orthopaedic Associates
- Sylvia Johns, Director, Surgical Services, Olympia Orthopaedic Associates

D. How to Adapt to the Changing World of Out-of-Network

- Joseph D'Agostino, MBA, ASC Administrator, Gwinnett Advanced Surgery Center and Dunwoody Surgery Center
- John Paoni, Administrator, Omni Surgery Center
- Moderated by Sandra Jones, CASC, CPHRM, LHRM, CHCQM, FHFMA, Founder, Ambulatory Strategies Inc.

E. RESERVED

F. RESERVED

2:50 - 3:20 pm Networking Break in the Exhibit Hall

3:20 - 4:00 pm

A. Key Legislative Issues for ASCs

- Brandon O'Dell, RN, BSN, CASC, Administrator, Surgery Center of Athens, LLC
- 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, FACP, 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 Zelensek, 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
- Devanand Mangar, MD, FCCP, President, FGTBA; Regional Medical Director, TeamHealth Anesthesia; Chief, Anesthesiology, Tampa General Hospital
- Ronald L. Ralph, CPA, Partner Crowe Horwath LLP
- Moderated by Kayla McCann Marty, JD, Associate McGuire Woods LLP

E. Legal and Regulatory Issues for ASCs

- Melissa Szabad, JD, Partner, McGuireWoods LLP
- Gretchen Heinze Townshend, JD, Partner, McGuireWoods LLP
- Kayla McCann Marty, JD, Associate, McGuireWoods LLP

F. Key Thoughts on Reducing Complications and Infections

- Sue Anne Addy, MPA, RN, BSN, Quality Improvement / Infection Control, Novi Surgery Center
- Victoria Brennan, Surgical First Assist / Infection Control Officer, Mangat, Holzapfel and Lied Surgery Center
- Moderated by Sandra Jones, CASC, CPHRM, LHRM, CHCQM, FHFMA, Founder, Ambulatory Strategies Inc.

4:05 - 4:45 pm

A. The Biggest Challenges and Opportunities for ASCs

- Barry Tanner, President and Chief Executive Officer, Physicians Endoscopy
- 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
- Natalie Soule, RN, CASC, CNOR, Administrator, Premier Orthopedic Surgery Center; Melissa Weik, MHA, RN, Administrator, North Pointe Surgery Center
- Cheryl Nieves, ASC Manager, Perimeter Orthopedics; Moderated by Susan Kizirian, RN, MBA, Chief Operating Officer, ASCOA

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

E. How to Hire Effectively in Today's Market

- Becky Ziegler-Otis, RHIA, CPHQ, CHC, CASC, Administrator, Ambulatory Surgical Center, Stevens Point
- Corey Hollmann, RN, BSN, MSN/MBA-HCA, CNOR, Administrative Director, Melbourne Same Day Surgery - Melbourne GI Center
- Deborah Goodman, Administrator, Laporte Medical Group Surgery Center
- Moderated by Kerri Zelensek, JD, Associate, McGuireWoods LLP

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

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

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Bobbi Brown

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



Lou Holtz

Legendary Football Coach and Analyst, ESPN (2004-2015)



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)



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

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

8:15 - 8:55 am

A. KEYNOTE TBD

9:00 - 9:40 am

A. RESERVED

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

9:45 - 10:25 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. The Future of Outpatient Facility Reimbursement: From Volume to Value

- Zeev N. Kain, MD, MBA, FAAP, Director, System Redesign & Value based Healthcare, HPRI; Executive Director, Center of Stress & Health; Chancellor's Professor, Anesthesiology & Medicine, University of California School of Medicine

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 Operating Officer, Gramercy Healthcare Management, LLC; Administrator, Gramercy Surgery Center

10:30 - 11:15 am

A. RESERVED

B. TBD

- Brandon Beshear, Administrator, Wichita Falls Endoscopy Center

C. ASC Buyout: Do's and Don'ts of a Hospital Take Over

- Michelle Kioschos, RN, BBA, CNOR, Director, Powder River Surgery Center

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

11:20 - 12:00 pm

A. Paperless is Possible

- Christine Washick, RN, CASC, Administrator, Triangle Orthopaedics Surgery Center

B. Machine Learning / Artificial Intelligence in ASCs

- Atul Kumar, MD, MBA, Gastroenterologist, Northport VA Medical Center

C. Patient Satisfaction: An Increasingly Important Challenge for Hospitals, ASCs and Other Healthcare Providers

- John Larson, Senior Partner, John Larson & Company

D. RESERVED

12:00 pm

Meeting Adjourns

150 LEADING SPEAKERS DIRECTLY FROM SURGERY CENTERS

OVER 175 SPEAKERS TOTAL

A SPECIAL AEU CREDIT TRACK

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

SPECIAL AEU CREDIT TRACK**THURSDAY, OCTOBER 18, 2018****12:00 - 1:00 pm****The Peer Review Process for ASCs**

- Benita Tapia, RN, CASC, Administrator, 90210 Surgery Medical Center; Heather Hilgendorf-Cooley, MBA, CASC, Administrator, Spring Park Surgery Center, LLC
- Moderated by Anuja Vaidya, Writer / Reporter, Becker's Healthcare

1:00 - 2:00 pm**The Best Steps for ASC Growth**

- Apryl McElheny, RN, BSN, CASC, Clinical Director, Laurel Laser & Surgery Center; Clinical Manager, Eastern Region, Laurel Eye Clinic
- Maggie Summerfelt, Administrator, Advanced Surgery Center, LLC
- Kristine Kilgore, RN, Administrator, Surgical Care Center of Michigan
- Moderated by Megan Wood, Assistant Managing Editor, Becker's Healthcare

2:10 - 3:10 pm**Thought-Provoking Ideas for Administrators**

- Amanda Hawkins, BSN, RN, CASC, Administrator, The Surgery Center of Charleston
- Lori Callahan, Director, Algonquin Road Surgery Center
- Janie Kinsey, RN, CASC, Administrator, Saint Luke's Surgicenter-Lee's Summit
- Moderated by Brian Zimmerman, Writer / Reporter, Becker's Healthcare

3:20 - 4:20 pm**Improving Quality and Infection Control: Challenges and Thoughts for 2018**

- Jane Haire, RN, BSN, CASC, Administrator, Nebraska Surgery Center
- Claudette Fox, RN, BSN, CNOR, CASC, Administrator, Short Hills Surgery Center
- Moderated by Leo Vartorella, Writer / Reporter, Becker's Healthcare

FRIDAY, OCTOBER 19, 2018**10:40 - 11:00 am****Networking Break & Exhibits****11:00 am - 12:00 pm****Perioperative Nursing, Infection Control and How to Meet CMS and Accreditation Standards**

- Gina E. Mayo, RN, BSN, Administrator, Sequoia Surgery Center
- Maria Alvarado, RN, Associate Administrator and Nurse Manager, Saddle Brook Surgicenter, Inc, Mayhill Medical Group, LLC
- Amy Amos, Administrator, Liberty Cataract Center, LLC
- Moderated by TBD

12:20 - 1:20 pm**Networking Lunch & Exhibits****1:45 - 2:45 pm****So You Want to Be an ASC Administrator?**

- Helen Lowenwirth, CASC, Administrator, East Side Endoscopy, LLC
- Christina McDonald, MHA, Chief Executive Office / Administrator, Texas Health Surgery Center Rockwall
- Cami Love, BSN, RN, CCM, Director, Arkansas Specialty Surgery Center
- Dawn Paine, Vice President and Chief Financial Officer, Beckley Surgery Center, Inc.
- Moderated by Ann Geier, MS, RN, CNOR, CASC, Chief Nursing Officer, Surgical Information Systems

2:45 - 2:55 pm**Networking Break & Exhibits****2:55 - 3:55 pm****The Importance of Staff Engagement, Fighting Burn-Out, Growing a Great Team and More**

- Cathie Rosa, Business Office Manager, Microsurgical Spine Center
- Tracey Couse, MSN, MBA-HMC, NE-BC, RN, Clinical Director, UPMC Hamot
- Fawn Esser-Lipp, RN, BSN, CNOR, CASC, Executive Director, The Surgery Center LLC
- Brooke Smith, CASC, Administrator, Maryland Surgery Center for Women
- Moderated by LauraLee Lawley, JD, Partner, McGuireWoods LLP

4:00 - 5:00 pm**Cost Containment in the OR**

- Barbara Cowling, RN, Director, Nursing / Clinical Manager, SurgCenter Cleveland
- Mary Ryan, Administrator, Tri-State Surgery Center
- Zeev N. Kain, MD, MBA, FAAP, Director, System Redesign & Value based Healthcare, HPRI; Executive Director, Center of Stress & Health; Chancellor's Professor, Anesthesiology & Medicine, University of California School of Medicine
- Rajiv Chandawarkar, MD MBA, Director, Plastic Surgery, OSU East Hospital, The Ohio State Wexner Medical Center
- Katie Lehman, RN, BSN, MA, Administrator, Center for Ambulatory and Minimally Invasive Surgery
- Moderated by Jessica Kim Cohen, Senior Health IT Writer / Reporter, Becker's Healthcare

SATURDAY, OCTOBER 20, 2018**9:00 - 10:00 am****Using Technology to Increase Efficiency**

- Susan Cheek, CPA, CHCC, CASC, Chief Executive Officer, BridgeConx, Software Solutions; Administrator, IV Anesthesia Services, PLLC, Dallas Endoscopy Center
- Melissa Hermanson, RN, CASC, Administrator, Ambulatory Care Center
- John Whitfield, JD, ThD, CMPE, Administrator, Digestive Health Endoscopy, ASC, LLC
- Jeany Dunaway, RN, CASC, Administrator, Effingham Ambulatory Surgery Center
- Moderated by Brian Zimmerman

10:00 - 11:00 am**TOPIC TBD**

- Donna Simiriglia, Administrator and Director, Nursing, Jersey Shore Ambulatory Surgery Center
- Kimberly Tude Thout, ASC Director, Musculoskeletal Ambulatory Surgery Centers
- Moderated by TBD

11:00 am - 12:00 pm**RESERVED**

TO REGISTER: CALL 800 417 2035 • FAX 866 678 5755 • REGISTRATION@BECKERSHEALTHCARE.COM
OR VISIT www.beckersasc.com/annual-ambulatory-surgery-centers-conference/

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

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

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First/Last Name: _____

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COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:

Online: www.regonline.com/25thAnnualASC

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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.

GENERAL INFORMATION

CONTINUING EDUCATION

More information coming soon!

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