17th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

October 21-23, 2010
Swissotel • Chicago, Illinois

Improving the Profitability of Your ASC – Thrive Now and in the Future

- Improve Your Profits Monday Morning
- Great topics and speakers focused on key business, clinical and legal issues facing ASCs – 83 Sessions, 123 Speakers
- Focused on Surgeons, Proceduralists, ASC Physician Owners, Directors of Nursing and Administrators and Others Examining Leadership and Opportunities in ASCs
- Immediately useful guidance plus great keynote speakers
- Have an outstanding time in Chicago
- Coach Bob Knight - Pre Conference Keynote Speaker; Tucker Carlson - Friday AM Keynote Speaker; Lt. Colonel Bruce Bright - Saturday AM Keynote Speaker

- Earn Your CME, CASC, CEU Credits - 16 CASC credits and 15.25 CME and CEU credits
- Big Thoughts Combined with Practical Guidance
- Great Networking
- Understand the Impact of Healthcare Reform on ASCs
- Co-Management, HOPDs, Recruiting, Selling Your ASC
- Orthopedics, GI, Ophthalmology, Spine, ENT, and More
- Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and more

For more information, call (703) 836-5904 or (800) 417-2035
If you would like to sponsor or exhibit at the program, please call (800) 417-2035

To register, contact the Ambulatory Surgery Foundation (703) 836-5904 or fax (703) 836-2090 • registration@ascassociation.org
Register online: https://www.ascassociation.org/chicagoOct2010.cfm
Improving the Profitability of Your ASC – Thrive Now and in the Future

This exclusive conference brings together surgeons, administrators and ASC business and clinical leaders to discuss how to improve your ASC and its bottom line in these challenging but opportunity-filled times.

The best minds in the ASC field will discuss opportunities for ASCs plus provide practical and immediately useful guidance on how to bring in more cases; improve reimbursement; manage, reduce and benchmark costs; introduce new specialties; engineer a turnaround; work on joint-ventures with hospitals and much, much more.

The Becker’s ASC Review/ASC Communications – Ambulatory Surgery Foundation difference:

1) Benefit from the combined efforts of Becker’s ASC Review/ASC Communications and the Ambulatory Surgery Foundation to attract attendees and speakers that are among the smartest people in the ASC industry today.

2) Take discussion and thinking to the highest levels, focusing on the physician-owners, medical directors, ASC administrators and business minded directors of nursing.

3) Access expert views from all sides of the ASC world.

Thursday, October 21, 2010

Session A – Turning Around ASCs, Ideas to Improve Performance and Benchmarking
1:00 – 1:40 pm
ASC Strategies for the Foreseeable Future - A View of The National Landscape Trends Through the ASC Prism - Brent W. Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America, and Luke Lambert, CFA, MBA, CASC, CEO, Ambulatory Surgical Centers of America
1:45 – 2:25 pm
Selling Shares and Resyndication - Larry Taylor, CEO Practice Partners in Healthcare and Melissa Szabad, JD, Partner, and Elaine Gilmer, McGuireWoods, LLC
2:30 – 3:05 pm
10 Statistics Your ASC Should Review Each Day, Week, and Month and What to do About Them - Brian Brown, Regional Vice President, Operations, Meridian Surgical Partners, and Reed Simmons, Administrator, Treasure Coast Center for Surgery
3:10 – 3:45 pm
5 Steps to Have Your ASC Maximize its Profits - Chris Bishop, SVP, Acquisitions & Business Development, Blue Chip Surgical Center Partners
3:50 – 4:25 pm
What Every Surgeon Should Know; What Really Matters to Your Manager? - Lisa Austin, RN, CASC, Vice President of Operations, Pinnacle III
4:30 – 5:30 pm - KEYNOTE
Leadership and Motivation in 2010 - Coach Bob Knight, Legendary NCAA Basketball Coach

Session B – Spine, Orthopedics, Pain and General Surgery
1:00 – 1:40 pm
Business Planning for Orthopedic and Spine Driven Centers - Jeff Leland, CEO, Blue Chip Surgical Center Partners
1:45 – 2:25 pm
Keys to Great Success with Outpatient Spine Surgery in ASCs - Richard Woods, MD, Founder Neospine and South Shore Surgery, Introduced by Michael Weaver, VP Acquisitions & Development, Symbion, Inc.

2:30 – 3:05 pm
Assessing and Improving the Profitability of Orthopedic, Spine and Pain in ASCs - Luke Lambert, CFA, MBA, CASC, CEO, Ambulatory Surgical Centers of America
3:10 – 3:45 pm
Building Outstanding and Profitable Pain Management Programs, Making Pain Profitable - Stephen Rosenbaum CEO, and Robin Fowler, MD, Medical Director, Interventional Management Services
3:50 – 4:25 pm
General Surgery in ASCs - What you Can and Can’t Do - Bob Scheller, Jr., CPA, CASC, Chief Operating Officer, and Tom N. Galouzis, MD, FACS, President & CEO, Nikitis Resource Group

Session C – GI, Ophthalmology and Management
1:00 – 1:40 pm
GI - Centers What to Expect for the Next Five Years - John Poisson, EVP & Strategic Partnerships Officer, Physicians Endoscopy
1:45 – 2:25 pm
Benchmarking for GI Centers - Barry Tanner, President & CEO, and Karen Sablyak, EVP, Management Services, Physicians Endoscopy
2:30 – 3:05 pm
Using Ophthalmology as the Beach Head of a Center - Cataracts, Retina and IOLS Ophthalmologists as Leaders - Carol Slagle, Administrator, Specialty Surgery Center of New York, John Fitz, MD, Medical Director, Precision Eye Care, Joseph Zasa, JD, Partner, ASD Management, Moderator
3:10 – 3:45 pm
Dealing With Difficult Physicians - John Byers, MD, Medical Director, Surgical Center of Greensboro, Orthopaedic Surgical Center, Introduced by Holly Ramey, Vice President of Operations, Surgical Care Affiliates
3:50 – 4:25 pm
Tomorrow is Now, Prepare Your ASC for an Uncertain Future, Rajiv Chopra, Principal and CFO The C/N Group, Inc.

Session D – General Management and Accreditation
1:00 – 1:40 pm
How to Reduce Costs and Hours Per Case - Joyce Deno Thomas, RN, BSN, SVP Operations
Friday, October 22, 2010

8:00 am   Introductions - Scott Becker, JD, CPA, Partner, McGuireWoods, LLP
11:25 – 12:10 pm   General Session A

- Developing a Strategy for your ASC in Challenging Times - Larry Taylor, President & CEO, Practice Partners in Healthcare, Kenny Hancock, President & Chief Development Officer, Meridian Surgical Partners, Joseph Zasa, JD, Partner, ASD Management, William G. Southwick, President & CEO, Healthmark Partners, Inc.

11:25 – 1:00 pm   General Session C

- An 80 Minute Workshop - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits - Robert Westergard, CPA, Chief Financial Officer, Susan Kizirian, Chief Operating Officer, and Ann Geier, RN MS CNOR CASC, SVP of Operations, Ambulatory Surgical Centers of America

12:15 – 1:00 pm   General Session A


3:10 pm   Cocktail Reception, Cash Raffles and Exhibits
Session C – GI, Ophthalmology, ENT, Urology and Pain Management
2:00 – 2:35 pm
GI - How to Thrive in a Declining Reimbursement Market, Barry Tanner, CPA, President & CEO, Physicians Endoscopy
2:40 – 3:15 pm
Ophthalmology, ENT and Pain Management in ASCs - Current Ideas to Increase Profits - Tammy Ham, President, Surgical Specialty Division, and Reed Martin, Group Vice President, Nueterra Healthcare
3:15 – 3:45 pm
Networking Break & Exhibits
3:50 – 4:25 pm
Ambulatory Anesthesia - Using a Management Company versus Employing an Anesthesia Team - Gregory Wachowiak, MHA, Co-Founder & President, Anesthesia Healthcare Partners
4:30 – 5:05 pm
Key Steps to Improve Billing and Increase Collections - Bill Gilbert, VP Marketing, AdvantEdge Healthcare Solutions

Session F – Leadership, Competition and Legal Issues
2:00 – 2:35 pm
What Great Administrators Should be Paid and What They Should Do to Excel - Greg Zoch, Partner & Managing Director, Kaye Bassman International
2:40 – 3:15 pm
The Most Common Medical Staff Issues and How to Handle Them - Thomas J. Stallings, Partner, McGuireWoods LLP
3:15 – 3:45 pm
Networking Break & Exhibits
3:50 – 4:25 pm
Medical Director 101 - What it Takes to be a Great Medical Director - Dawn McLane, RN, MSA, ASC, CNOR, Chief Development Officer, Nikitis Resource Group, and Jenni Foster, MD, Chief Development Officer, Great Medical Director - Dawn McLane, RN, MSA, ASC, CNOR, Chief Development Officer, Nikitis Resource Group, and Jenni Foster, MD, Chief Development Officer, Somnia Anesthesia
4:30 – 5:05 pm
How to Develop a Successful ASC Joint Venture with a Hospital - Robert Zasa, MSHHA FAC-H, Founder, ASD Management
5:10 – 5:40 pm
How to Value and Sell an Under Performing ASC with a Hospital - Robert Zasa, MSHHA FAC-H, Founder, ASD Management
6:00 – 7:00 pm
Cocktail Reception, Cash Raffles and Exhibits

Saturday, October 23, 2010
8:10 – 8:50 am
ASCs and Healthcare - An Overview of the Key ASC Trends and Large ASC Chains - Tom Mallon, CEO and Founder, and Vivek Taparia, Director of Business Development, Regent Surgical Health
8:55 – 9:40 am - KEYNOTE
Peak Performance - How to Achieve Peak Performance as a Person and an Organization - Lt. Colonel Bruce Bright, President & CEO, The Bright Consulting Group

Concurrent Sessions A, B, C, D, E

Session A
9:45 – 10:45 am
Physicians, Hospitals, and Management Companies - What it Takes to Make a Winning Partnership and ASC - Jeffrey Simmons, Chief Development Officer, Nap Gary, Chief Operating Officer, Regent Surgical Health
10:50 – 11:50 am
How to Start a Spine Focused Center - Jeff Leland, CEO, Blue Chip Surgical Center Partners

Session B
9:45 – 10:45 am
10 Keys to Great Performance as a DON - Sarah Martin, MBA, RN, CASC, Regional Vice President of Operations, Meridian Surgical Partners, Lori Martin, RN, BSN, RT(R), Administrator, Summit Surgery Center, Anne M. Renn, RN, BSN, Administrator, Miracle Hills Surgery Center
10:50 – 11:50 am
Accreditation 101, Everything You Need to Know About ASC Accreditation - Marilyn K. Kay, RN, MSA, HFAP Nurse Surveyor, formerly Vice President of Patient Care Services and Chief Nursing Officer, Henry Ford Bi-County Hospital, HFAP

Session C
9:45 – 10:45 am
Why Develop an ASC and Why Now is a Great Time to Do So? Key Steps for Development - John Marasco, AIA, NCARB, Principal & Owner, Marasco & Associates, and Rob McCaville, MPA, Principal, Medical Consulting Group
10:50 – 11:50 am

Session D
9:45 am – 10:45 am
Making the Best Use of Information Technology in ASCs - Marion Jenkins, Founder & CEO, QSE Technologies, Inc., Todd Logan, VP Sales, Western Region, Ron Pelletier, Director of Development, SourceMedical
10:50 – 11:50 am
Should You Sell Your Practice to a Hospital? What Will the Agreement Look Like? What are the Key Issues? - Stephen Peron, Partner, AVA, and Todd Sorenson, Partner, McGuireWoods, LLP

Session E
9:45 – 10:45 am
Billing and Coding - A 60 Minute Workshop to Maximize Reimbursement - Caryl Serbin, RN BSN LHRM, President & Founder, Serbin Surgery Center Billing
10:50 – 11:50 am
How to Improve Coding for ASC Procedures - A Discussion of Orthopedic, Spine, GI and Ophthalmology Procedures - Stephanie Ellis, RN, CPC, President, Ellis Medical Consulting, Inc.

General Session
12:00 – 1:00 pm
10 Key Legal Issues for 2010 - 2011 - Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

TO REGISTER, CALL (703) 836-5904 • FAX (703) 836-2090 • registration@ascassociation.org
Register by September 1, 2010 and SAVE!

17th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

Great topics and speakers focused on key business, clinical and legal issues facing ASCs –
- 83 Sessions
- 123 Speakers

To register, contact the Ambulatory Surgery Foundation
(703) 836-5904 • Fax (703) 836-2090
registration@ascassociation.org
Register Online:
www.ascassociation.org/chicagoOct2010.cfm

Coach Bob Knight, Legendary NCAA Basketball Coach
Brent Lambert, MD, Founder Ambulatory Surgical Centers of America
Richard Wohns, MD, Founder, Neospine at South Shore Surgery
Kenny Hancock, CEO, Partner, Meridian Surgical Partners
Tom Mallon, CEO, Regent Surgical Health
Jeff Leland, CEO Blue Chip Surgical Center Partners
David Shapiro, MD, AMSURG
Barry Tanner, President, Physicians Endoscopy
I. Naya Kehayes, CEO, Eveia Health Consulting and Management

Tucker Carlson, Political Commentator
Bill Southwick, President and CEO, Healthmark Partners
Joseph Zasa, CEO, ASD Management
Larry Taylor, CEO, Practice Partners in Healthcare
Andrew Hayek, President and CEO, Surgical Care Affiliates
Lt. Colonel Bruce Bright, President & CEO, The Bright Consulting Group
Thomas S. Hall, Chairman, President & CEO, NovaMed, Inc.
Brett Broadnax, EVP & Chief Development Officer, United Surgical Partners International, Inc.
Michael R. Redler, MD, The OSM Center
Christine Corbin, MD, Medical Director, Surgery Center at Tanasbourne

Coach Bob Knight
Tucker Carlson

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

For more information, call (800) 417-2035 or email sbecker@mcguirewoods.com
If you would like to sponsor or exhibit at the program, please call (800) 417-2035.
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
Receive multiple registrant discount(s). The more people you send, the greater discount you receive. The prices listed below are per person. Your registration includes all conference sessions, materials and the meal functions.

MAIN CONFERENCE ONLY

<table>
<thead>
<tr>
<th>FEES</th>
<th>AMOUNT</th>
<th>FEES</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$675</td>
<td>$775</td>
<td>$575</td>
<td>$575</td>
</tr>
<tr>
<td>$750</td>
<td>$550</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MAIN CONFERENCE + PRE-CONFERENCE

<table>
<thead>
<tr>
<th>FEES</th>
<th>AMOUNT</th>
<th>FEES</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$850</td>
<td>$950</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>$650</td>
<td>$550</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Subtract $100 per Attendee if either a Paid ASC Association Member or Becker’s ASC Review Paid Subscriber
Add $100 to subscribe to Becker’s ASC Review

TOTAL ENCLOSED $ ____________

PAYMENT INFORMATION

☐ Enclosed is a check, payable to Ambulatory Surgery Foundation
☐ I authorize Ambulatory Surgery Foundation to charge my:

Credit Card Number: ____________________________ Expiration Date: ____________________________
Printed Cardholder Name: ____________________________ Zip Code: ____________________________
Signature: ____________________________ CVV#/3-digit #: ____________________________

TO REGISTER

COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:

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

Cancellation Policy: Written cancellation requests must be received by Sept. 1, 2010. Refunds are subject to a $100 processing fee. Refunds will not be made after this date.


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

REGISTRATION FORM

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

17th Annual Ambulatory Surgery Centers Conference

Improving Profitability and Business and Legal Issues

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

OCTOBER 21-23, 2010
SWISOTEL • CHICAGO, ILLINOIS

GENERAL INFORMATION

HOTEL RESERVATIONS
Swissotel has set aside special group rates for conference attendees. To make a reservation, go to https://resweb.passkey.com/go/asccommunications
Swissotel
323 E. Wacker Drive
Chicago, IL 60601
1-888-737-9477
Group Room Rates: $279 Single/$299 Double

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

CONFERENCE QUESTIONS
For additional information or questions regarding the conference please contact
Ambulatory Surgery Foundation
Phone: (703) 836-5904
Fax: (703) 836-2090
Email: registration@ascassociation.org

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

ASC Communications, Inc.
(800) 417-2035

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

ONLINE REGISTRATION
www.ascassociation.org/chicagoOct2009.cfm

Register before September 1, 2010, and SAVE on registration!

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

TARGET AUDIENCE
This conference is designed to provide ASC physician owners and leaders, and all physicians involved in single or multi specialty ASC the latest information on business, legal and regulatory issues, and improving the profitability of and establishing ASCs.

CONTINUING EDUCATION CREDITS

CME CREDIT

This program is approved for 16 hours of ACE credit by IMS Provider

CASC CREDIT

IMS designates this educational activity for a maximum of 15.25 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

CEU CREDIT

Provider approved by the California Board of Registered Nursing Provider Number (CE6949) for 15.25 contact hours. Provider approved by the California Board of Registered Nursing Provider

SAMPLE TOPICS INCLUDE
• Healthcare Reform and ASCs
• The Best Ideas for ASCs Now
• Coach Bob Knight on Leadership and Motivation
• Co-Management, HOPDs, Recruiting, Selling Your ASC
• Orthopedics, Gastroenterology, ENT, Ophthalmology, Pain Management in ASCs – What Works and What Doesn’t
• Orthopedics in ASCs – The Next Five Years
• Tucker Carlson on Politics, Healthcare Reform and the 2010 Election
• How to Add Cases to ASCs
• How to Reduce Staffing Hours Per Case
• The State of the Union for ASCs
• 10 Legal Issues for ASCs
• How to Turn Around Your ASC
• Practical Case Costing and Benchmarking for ASCs
• Successful Structuring of Physician Hospital ASC Joint Ventures
• Assessing the Profitability of Orthopedics and Spine in ASCs
• Successful Structuring of Physician Hospital ASC Joint Ventures
• Core Strategies to Succeed with Orthopedics and Neurosurgery in ASCs
• Key Steps to Establishing ASCs
• Key Trends in Integrating in ASCs Coding Efforts
• Developing Strategies for Managed Care Contracting
• How to Acquire and Keep Great Staff
• 10 Key Strategies Your Should Review Each Week
• Buying and Selling ASCs
• Co-management and HOPD Transactions
• Key Legal Issues
• How to Acquire and Keep Great Staff
• 10 Key Strategies Your Should Review Each Week
• Buying and Selling ASCs
• Co-management and HOPD Transactions
• Key Legal Issues