

# 13th Annual Spine, Orthopedic and Pain Management-Driven ASC Conference + The Future of Spine

June 11-13, 2015

Westin Michigan Avenue, Chicago, Illinois

90+ Surgeons Speaking, Primarily Spine Surgeons, and 23 CEOs Speaking, 120 Sessions  
More Than 900 Attendees at This World-Class ASC Event Focused on Orthopedics, Spine and Pain



Deion Sanders

- Keynote - Prime Time: Turning Dreams Into Reality? - Deion Sanders, Pro Football Hall-of-Famer
- Keynote - From Business Strategy to It Action: Right Decisions for a Better Bottom Line - Bill Walton, NBA Legend



Bill Walton

- The Healthcare ASC, Spine and Orthopedic Economy - Is the Future Bright or Dark? How Do You Position Yourself? Hallett Mathews, MD, MBA, Executive Vice President, Chief Medical Officer, Paradigm Spine, LLC, Barry Tanner, Chief Executive Officer, Physicians Endoscopy, John Pelozo, MD, Board Certified Orthopedic, Surgeon, Texas Back Institute, Nap Gary, JD, Chief Operating Officer, Regent Surgical Health, moderated by Lindsey Dunn, Editor-in-Chief, *Becker's Hospital Review*



Billy Beane

- The Mix of Business and Politics - Healthcare 2014, Louis F. McIntyre, MD, Orthopaedic Surgeon, Laxmaiah Manchikanti, MD, Chairman of the Board and Chief Executive Officer, ASIPP and SIPMS, Medical Director, Pain Management Center of Paducah, Clinical Professor, Anesthesiology and Perioperative Medicine, University of Louisville, Kentucky, Casey B. Mulligan, Ph.D., Professor in Economics, University of Chicago, moderated by William M. Prentice, Chief Executive Officer, Ambulatory Surgery Center Association

- Keynote - Moneyball: The Art of Winning an Unfair Game - Billy Beane, Oakland A's General Manager and Subject of (Moneyball)
- The Best Ideas to Reduce Your Handicap This Summer, Louis Sauer, PGA Director of Instruction



David B. Nash,  
MD, MBA

- Keynote: Population Health and the Future of Orthopedics and Spine - David B. Nash, MD, MBA, Founding Dean, Jefferson School of Population Health
- The Future of Spine Surgery - The Next Five Years - Neel Anand, MD, Clinical Professor of Surgery, Cedars-Sinai, Christopher Bono, MD, Chief of Spine Service, Brigham and Women's Hospital Department of Orthopedic Surgery, Robert Bray, Jr., MD, Founding Director and Chief Executive Officer, DISC

Sports and Spine Center, Nintin Khanna, MD, Ortho Specialists of Northwest Indiana, moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

- ASC Roundtable: Outlook for Investment and M&A Activity in the ASC Sector, Michael Stroup, Senior Vice President of Acquisitions, United Surgical Partners International, Inc., Matt Searles, Managing Partner, Merritt Healthcare, Todd J. Mello, ASA, CVA, MBA, Partner and Co-Founder, HealthCare Appraisers, Inc., and Christine Heald, Senior Vice President Business Development, Surgery Partners, moderated by Melissa Szabad, Partner, McGuireWoods LLP

- Selling Your ASC, Valuation, Compensation, Non Competes, Legal and Process Issues, Colin Park, Manager, VMG Health, R. Blake Curd, MD, Board of Directors Chairman, Surgical Management Professionals, Thomas J. Chirillo, Senior Director, ASC Development, Outpatient Services, Tenet Healthcare Corporation and Barton C. Walker, JD, Partner, McGuireWoods LLP, moderated by Amber McGraw Walsh, JD, Partner, McGuireWoods LLP

- New Initiatives in Spine and Pain Management - Mark L. Gostine, MD, President, Michigan Pain Consultants, PC, Laxmaiah Manchikanti, MD, Chairman of the Board and Chief Executive Officer, ASIPP and SIPMS, Medical Director, Pain Management Center of Paducah, Clinical Professor, Anesthesiology and Perioperative Medicine, University of Louisville, Kentucky, Ebby Varghese, MD, University of Missouri Hospital & Clinics, Hae-Dong Jho, MD, Ph.D, Jho Institute for Minimally Invasive Neurosurgery Department of Neuroendoscopy, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

- The Best Strategies for the Next 5 Years, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, Carlos Roman, MD, Orthopaedic Surgeon, Arkansas Specialty Orthopaedic Surgery Center and Pain Care Center and Brett Brodnax, President and Chief Development Officer, United Surgical Partners International, Inc., Michael J. Lipomi, President and Chief Executive Officer, Surgical Management Professionals, moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

For more information, call (800) 417-2035

If you would like to sponsor or exhibit at this event, please call (800) 417-2035

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Email registration@beckershealthcare.com

Register Online at <http://www.beckersasc.com/Junereg2015>

# Improving the Profitability of Your Spine, Orthopedic and Pain Management-Driven ASC – Thrive Now and in the Future

This exclusive spine, orthopedic and pain management-focused ASC conference brings together surgeons, physician leaders, administrators and ASC business and clinical leaders to discuss how to improve your ASC and its bottom line and how to manage challenging clinical, business and financial issues. Learn more in this three day event than anywhere else.

- 120 Sessions
- 150 Speakers
- 23 CEOs as Speakers
- 90+ Physician Leaders as Speakers
- Deion Sanders, Pro Football Hall-of-Famer
- Bill Walton, NBA Legend
- Billy Beane, Oakland A's General Manager and Subject of Moneyball
- David B. Nash, MD, MBA, Founding Dean, Jefferson School of Population Health

## The Becker's ASC Review/ Becker's Healthcare Difference:

1. Improve business practices around your ASC
2. Improve your spine practice and learn about the future of the spine industry
3. Learn from colleagues and from industry leaders about the most interesting issues in ASCs and in spine
4. Network with colleagues
5. Understand the changing climate of healthcare and how it impacts your business

## PROGRAM SCHEDULE

### Pre Conference – Thursday, June 11, 2015

11:00 - 5:00pm	Registration Open
11:30 - 4:30pm	Exhibitor Set Up
12:30 - 5:40pm	Pre-Conference Sessions
5:40 - 7:00pm	Reception, Cash Raffles and Exhibits

### Main Conference – Friday, June 12, 2015

7:00 - 8:00am	Continental Breakfast and Registration
8:00 - 5:35pm	Main Conference, Including Lunch and Exhibit Hall Breaks
5:40 - 6:40pm	Reception, Cash Raffles and Exhibits

### Main Conference – Saturday, June 13, 2015

7:15 - 8:15am	Continental Breakfast and Registration
8:10 - 11:50am	Session Breakouts

## Thursday, June 11, 2015

### Registration and Exhibitor Set Up 11:30 AM – 4:30 PM

### Concurrent Sessions 12:30 PM – 1:10 PM

#### A. Keys to Keeping Surgery Centers a Profitable Business

Doug Golwas, Senior Vice President - Ambulatory Surgery Center Sales, Medline Industries, Inc., Michael J. Lipomi, President & Chief Executive Officer, Surgical Management Professionals, Barry Tanner, Chief Executive Officer, Physicians Endoscopy

#### B. The Movement of Higher Acuity Cases to ASCs, Why? How? Who Drives It? What Do Payors Have to Say?

Jeff Leland, Chief Executive Officer, Blue Chip Surgical Center Partners

#### C. The Outlook for Independent Specialists

Fred N. Davis, MD, Co-founder and President, ProCare Systems and Louis F. McIntyre, MD PC, Orthopaedic Surgeon, Moderated by Meggan Michelle Bushee, JD, Associate, McGuireWoods LLP

#### D. How Spine Surgeons Can Approach a Changing Market

Rafe Sales, MD, Founder, Summit Spine, Thomas Schuler, MD, Virginia Spine Institute and Adam J. Bruggeman, MD, Orthopaedic Surgeon, South Texas Spinal Clinic

#### E. Multi-Level Cervical Disc Replacement

Robert Nucci, MD, Nucci Medical Clinic, LLC, Brian Perri, MD, Cedars-Sinai, Todd Lansford, MD, Spine Surgeon, South Carolina Sports Medicine

#### F. Learning New Techniques for Practicing Spine Surgeons

William Taylor, MD, Clinical Professor of Surgery, Vice Chairman-Academic Affairs, UC San Diego Neurosurgery

#### G. Topic TBD

Chris Stewart, Clinical Director, SourceTrust, HealthTrust Purchasing Group and Dwight S.

Tyndall, MD, Spine Surgeon, OSNI/Spine Care Specialists

#### 1:15 PM – 1:55 PM

#### A. Spine Center Outcomes, Case Rates, Referral Development & Direct-to-Consumer Promotion in the Healthcare Reform Environment

Bob Reznik, MBA, President, Prizm Development

#### B. The Emerging Use of Social Media in Orthopedics

C. David Geier, Jr., MD, Sports Medicine Specialists of Charleston, Medical Director, East Cooper Sports Medicine,

#### C. Most Common Accreditation Problems in Orthopedic, Spine and Pain-Driven ASCs

Raymond E. Grundman, MSN, MPA, FNP-BC, CASC, Vice President & General Manager, Ambulatory Accreditation Operations, Accreditation Association for Ambulatory Health Care

#### D. New Entrepreneurial Ideas for Spine Surgeons - Ancillaries, New Ideas on Organizing, Politics, Real Estate and More

John Caruso, MD, FACS, Neurosurgeon, Parkway Surgery Center, Rafe Sales, MD, Founder, Summit Spine, John Steinmann, DO, President and Chief Executive Officer, Renovis, John T. Thomas, President and Chief Executive Officer, Physicians Realty Trust, moderated by Timothy J. Fry, JD, Associate, McGuireWoods LLP

#### E. The Impact of Clinical Guidelines on Spine Surgery

Hiroshi Nakano, MBA, Chief Executive Officer, NeoSpine

#### F. Integrating Advanced Technologies into the OR

Isador Lieberman, MD, MBA, FRCSC, Texas Back Institute, Texas Health Plano Hospital

#### G. Novel Approaches to Collaborating with an HMO for Pain Care

Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine

To Register, Call 800-417-2035 • Fax 866-678-5755 • Email [registration@beckershealthcare.com](mailto:registration@beckershealthcare.com)  
Register Online at <http://www.beckersasc.com/Junereg2015>

2:00 PM – 2:35 PM

**A. ASC Roundtable: Outlook for Investment and M&A Activity in the ASC Sector**

Michael Stroup, Senior Vice President of Acquisitions, United Surgical Partners International, Inc., Matt Searles, Managing Partner, Merritt Healthcare, Todd J. Mello, ASA, CVA, MBA, Partner and Co-Founder, HealthCare Appraisers, Inc., and Christine Heald, Senior Vice President Business Development, Surgery Partners, moderated by Melissa Szabad, Partner, McGuireWoods LLP

**C. Valuing ASCs and Recent Trends in ASC Transactions**

Kim Longacre, Marketing Manager, Healthcare Appraisers, Inc.

**D. Minimally Invasive Outpatient Spinal Surgery: State of the Art**

Mick Perez-Cruet, MD, Neurosurgeon, Michigan Head & Spine Institute

**E. Spinal Innovation: Technologies and Processes**

Frank Phillips, MD, Professor of Orthopaedic Surgery and Spine Fellowship Co-Director, Rush University Medical Center, Midwest Orthopaedics

**F. Concerns About Spinal Fusion Surgery**

Brian Subach, MD, President, Virginia Spine Institute

**G. Regional Market Strategies for Pain Management**

Robin Fowler, MD, Chairman and Medical Director, Interventional Management Services, and Stephen Rosenbaum, Chief Executive Officer, Interventional Management Services

2:40 PM – 3:15 PM

**A. Key Trends in Valuing ASCs and Practices**

Chance Sherer, CVA, Senior Manager, and Clinton Flume, Senior Manager, VMG Health

**B. An Overview of the Out of Network Fight Between Payers and Providers**

Thomas J. Pliura, MD, JD, PC, Physician and Attorney at Law

**C. The Myth of ObamaCare's Affordability**

Casey B. Mulligan, PhD, Professor in Economics, University of Chicago

**D. Orthopedics' Role in Population Management**

John N. Fink, Senior Manager and Todd Godfrey, Senior Manager, ECG Management Consultants, Inc.

**E. Anesthesia For Outpatient Spine Surgery**

David Paly, MD, Board Certified in Pain Medicine and Anesthesiology, South Sound Neurosurgery Brain & Spine Center

**F. Motion Preserving MIS Stabilization for Stenosis Surgery; How to Expand your ASC Practice?**

John Peloza, MD, Board Certified Orthopedic Surgeon, Texas Back Institute

**G. Evolving Business, Clinical and Competitive Issues in Spine and Pain**

John Prunskis, MD, FIPP, President and Medical Director, Illinois Pain Institute, and Medical Director, Barrington Pain and Spine Institute, Danny Bundren, MBA, CPA, JD, Vice President, Acquisitions, Operations and Development, Symbion Healthcare, moderated by Timothy J. Fry, JD, Associate, McGuireWoods LLP

3:20 PM – 4:00 PM

**A. The Mix of Business and Politics - Healthcare 2014**

Louis F. McIntyre, MD, Orthopaedic Surgeon, Laxmaiah Manchikanti, MD, Chairman of the Board and Chief Executive Officer, ASIPP and SIPMS, Medical Director, Pain Management Center of Paducah, Clinical Professor, Anesthesiology and Perioperative Medicine, University of Louisville, Kentucky, Casey B. Mulligan, PhD, Professor in Economics, University of Chicago, moderated by William M. Prentice, Chief Executive Officer, Ambulatory Surgery Center Association

**B. The Biggest Challenges in Our ASCs**

Todd Logan, Regional Vice President of Sales, AmkaiSolutions, Jeff Peo, Chief Development Officer, Ambulatory Surgical Centers of America, John Caruso, MD, FACS, Neurosurgeon, Parkway Surgery Center, moderated by Carrie Pallardy, Lead Editor, GI/Endoscopy, *Becker's ASC Review*

**C. The Future of Pain Management**

Robin Fowler, MD, Chairman & Medical Director, Interventional Management Services, Scott Glaser, MD, DABIPP, Co-Founder and President, Pain Specialists of Greater Chicago, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, Scott T. Boyd, MD, Omaha Advanced Center for Pain, LLC, Miracle Hills Surgery Center, moderated by TBD

**D. How Ancillaries are the Only Way to Protect Future Independent Practice!**

James J. Lynch, MD, FRCSI, FAANS, SpineNevada, John Cherf, MD, MPH, MBA, President, Vice Chairman, Chief of Orthopedics, OrthoIndex, OrthoCentrix Solutions, The Chicago Institute of Orthopedics, Terrence Crowder, MD, Sonoran Spine Center, Moderated by TBD

**E. The Pursuit of Physical and Professional Fitness - Key Tips for the Hard-Charging Executive**

John Godoy, Trainer, Coach, Speaker, Endurance Athlete, Martial Artist, Inventor, Writer and Entrepreneur, John Godoy Lifestyle

**F. Minimally Invasive Unilateral TLIF**

Walter Eckman, MD, Aurora Spine Center

**G. CRNAS – Value for Your Team and Bottom Line**

Sarah Chacko, JD, Assistant Director of State Government Affairs and Legal, American Association of Nurse Anesthetists, and Lynn Reede, CRNA, DNP, MBA, Senior Director, Professional Practice, American Association of Nurse Anesthetists

4:05 PM – 4:45 PM – KEYNOTE PANELS

**The Best Strategies for the Next 5 Years**

Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, Carlos Roman, MD, Orthopaedic Surgeon, Arkansas Specialty Orthopaedic Surgery Center and Pain Care Center and Brett Brodnax, President and Chief Development Officer, United Surgical Partners International, Inc., Michael J. Lipomi, President and Chief Executive Officer, Surgical Management Professionals, moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

**B. Key Concepts to Improve the Profitability and Outcomes of Spine Programs**

Stephen H. Hochschuler, MD, Co-Founder, Texas Back Institute, Chairman, Texas Back Institute Holdings, Inc., Adam C. Lipson, MD, Board Certified Neurosurgeon, IGEA Brain & Spine, Khawar Siddique, MD, MBA, Chief Executive Officer, Beverly Hills Spine Surgery, Bradley K. Weiner, MD, Professor: Weill Cornell Medical College, Vice Chairman, Residency Program Director, and Chief of Spinal Surgery: Houston Methodist Hospital, Business Practices Officer, Director, Surgical Advanced Technology Laboratory: The Methodist Hospital Research Institute, moderated by Molly Gamble, Managing Editor, Becker's Healthcare

4:55 PM – 5:40 PM – KEYNOTE

**Prime Time: Turning Dreams Into Reality?**

Deion Sanders, Pro Football Hall-of-Famer

5:40 PM – 7:00 PM

**Cocktail Reception and Exhibits in Great Lakes Ballroom****Friday, June 12, 2015**

7:00 AM – 8:00 AM

**Registration and Continental Breakfast**

7:00AM – 10:00 AM

**Exhibitor Setup**

7:45 AM - 8:00 AM – 2015 Spine Device Awards,

Presented by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

8:00 AM – 8:40 AM – KEYNOTE

**Moneyball: The Art of Winning an Unfair Game**

Billy Beane, Oakland A's General Manager and Subject of (Moneyball)

8:45 AM – 9:20 AM – KEYNOTE

**Population Health and the Future of Orthopedics and Spine**

David B. Nash, MD, MBA, Founding Dean, Jefferson School of Population Health

9:25 AM – 10:00 AM

**A. What You Need to Know to Prepare for the Next Five Years**

Tom Mallon, MBA, Chief Executive Officer, Regent Surgical Health, and Goran Dragolovic, Senior Vice President of Operations, Surgical Care Affiliates, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

10:05 AM - 10:40 AM

**A. What It Takes to Be a Thriving Orthopedic and Spine Practice Over the Next 5 Years**

Richard Wohms, MD, Founder, President & Board Certified Neurosurgeon, NeoSpine, John Dietz, MD, Orthopedic Surgeon, OrthoIndy, Daniel Murrey, MD, Chief Executive Officer, OrthoCarolina, David Rothbart, MD, FAANS, FACS, FACPE, Neurosurgeon, Spine Team Texas

10:40 AM – 11:10 AM

**Networking Break and Exhibits**



**Concurrent Sessions****11:10 AM – 11:45 AM****A. The Future of Spine Surgery - The Next Five Years**

Neel Anand, MD, Clinical Professor of Surgery, Cedars-Sinai, Christopher Bono, MD, Chief of Spine Service, Brigham and Women's Hospital Department of Orthopedic Surgery, Robert Bray, Jr., MD, Founding Director and Chief Executive Officer, DISC Sports and Spine Center, Nintin Khanna, MD, Ortho Specialists of Northwest Indiana, moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

**B. Cost Reduction and Benchmarking, 10 Key Steps to Immediately Improve Profits**

Robert Westergard, CPA, Chief Financial Officer, Ambulatory Surgical Centers of America, Margaret Chappell, MS, BSN, RN, CASC, Senior Vice President of Operations, Ambulatory Surgical Centers of America and Ann Geier, RN, MS, CNOR, CASC, Vice President, Clinical Informatics, Surgery, SourceMedical

**C. Infection Control for Your Spine Center**

Fred Sweet, MD, Co-Founder, Rockford SpineCenter

**D. 6 Key Questions For Spine Surgeons - Where is Pay Headed? Where is Reimbursement Headed? Should I Own an ASC? Should I Become a Hospital Employee? How Do I Recruit Fellows? How Much Can I Make From Co Management?**

M. Ali Khan, MD, Founder, Texas Pain and Spine Physicians, Scott B. Boyd, MD, Columbia Neurosurgical Associates, P.A., Richard Wohns, M.D., Founder, President & Board Certified Neurosurgeon, NeoSpine, Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners, moderated by Molly Gamble, Managing Editor, *Becker's Hospital Review*

**E. Strategies for Success with Independent Spine Practices**

William Stevens, MD, Founder, Center for Spinal Disorders

**F. Spine Surgery Advancement: How Technique & Device Development is Changing in 2015**

Steven Garfin, MD, Distinguished Professor; Chairman, Department of Orthopaedic Surgery; Chief, Spine Surgery, UC San Diego

**G. Enhanced Recovery After Surgery**

Timothy Lubenow, MD, Rush SurgiCenter

**11:30 AM – 12:05 PM****A. Selling Your ASC, Valuation, Compensation, Non Competes, Legal and Process Issues**

Colin Park, Manager, VMG Health, R. Blake Curd, MD, Board of Directors Chairman, Surgical Management Professionals, Thomas J. Chirillo, Senior Director, ASC Development, Outpatient Services, Tenet Healthcare Corporation and Barton C. Walker, JD, Partner, McGuireWoods LLP, moderated by Amber McGraw Walsh, JD, Partner, McGuireWoods LLP

**B. Cost Reduction and Benchmarking, 10 Key Steps to Immediately Improve Profits**

Robert Westergard, CPA, Chief Financial Officer, Ambulatory Surgical Centers of America, Margaret Chappell, MS, BSN, RN, CASC, Senior Vice President of Operations, Ambulatory Surgical Centers of America and Ann Geier, RN, MS, CNOR, CASC, Vice President, Clinical Informatics, Surgery, SourceMedical

**C. A Review of Outcomes of over 30,000 Spine Procedures in ASCs**

Dotty Bollinger, RN, JD, CASC, LHRM, President and Chief Operating Officer, Laser Spine Institute

**D. 4 Key Clinical Questions for Spine - What are the Various Options for Introducing Lumbar Fusions to an Outpatient Spine Surgery Center? How Do You Utilize Local Hotels and Visiting Nurses to Broaden the Type and Acuity of Patients Operated in an Outpatient Spine Surgery Center? L5-S1 Anterior Surgery in a Surgery Center? SI Joint Fusions in an Outpatient Surgery Center?**

Dean Karahalios, MD, Evanston Hospital, Department of Neurosurgery, Kern Singh, MD, Associate Professor, Department of Orthopaedic Surgery, Rush University Medical Center, Co-Director, Minimally Invasive Spine Institute at Rush, Sheeraz Qureshi, MD, Mount Sinai Medical Center, Moderated by Molly Gamble, Managing Editor, Becker's Healthcare

**E. Minimally Invasive Spine Procedures Appropriate for ASCs**

Nick Shamie, MD, Chief, Orthopaedic Spine Surgery, Professor of Orthopaedic Surgery and Neurosurgery, UCLA School of Medicine

**F. Spine ASC Development – Concept through Delivery**

Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners

**G. The Best Ideas to Reduce Your Handicap This Summer**

Louis Sauer, PGA Director of Instruction

**12:10 PM – 12:50 PM****A. The Healthcare ASC, Spine and Orthopedic Economy - Is the Future Bright or Dark? How do You Position Yourself?**

Hallett Mathews, MD, MBA, Executive Vice President, Chief Medical Officer, Paradigm Spine, John Pelloza, MD, Board Certified Orthopedic Surgeon, Texas Back Institute, Nap Gary, JD, Chief Operating Officer, Regent Surgical Health, moderated by Lindsey Dunn, Editor-in-Chief, Becker's Healthcare

**B. Devising a Successful Out-of-Network Strategy in Today's Environment**

John Bartos, JD, Chief Executive Officer, Collect Rx

**C. Tough Coding & Billing Issues for Spine and Pain Management**

Lisa Rock, President, National Medical Billing Services

**D. Stem Cell Treatments of Disease for Cervical and Lumbar Spine**

Randall Dryer, MD, Central Texas Spine Institute

**E. Best Steps to Recruiting New Spine Surgeons**

Brian Gill, MD, Nebraska Spine Group

**F. Spinal Arthroplasty**

Charles R. Gordon, MD, The Texas Spine & Joint Hospital

**G. Key Evolutions in the Device Arena**

Vladimir A. Sinkov, MD, New Hampshire Orthopaedic Center, Stephen H. Hochschuler, MD, Co-Founder, Texas Back Institute, Chairman, Texas Back Institute Holdings, Inc., Nick Pachuda, Vice President Strategic Innovations and Total Solutions, DePuy Synthes Select, moderated by Ellie Rizzo, Assistant Editor, *Becker's Hospital Review*

**12:50 PM – 1:45 PM****Networking Lunch and Exhibits****1:45 PM – 2:25 PM****A. Valuing MD Practices and Ancillary Service Lines - A Unique Perspective on Orthopaedic Practice Transactions**

Stuart Neiberg, MAcc, CPA, CFA, Director, HealthCare Appraisers, Inc.

**C. T.B.D**

Joseph Zasa, Co-Founder and Managing Partner, ASD Management

**D. Optimizing the Value of your Facility**

Robert Bray, Jr., MD, Founding Director and Chief Executive Officer, DISC Sports and Spine Center

**E. The Cutting-Edge of Spine Care: Building a Multi-disciplinary Program From Hoag Neurosurgery Spine**

Burak Ozgur, MD, Chief of Service, Neurosurgery Spine Program, Hoag Neurosciences Institute

**F. Preparing Your Facility for Spinal Surgery**

Chris Summa, MD, Spinal and Orthopaedic Surgeon, The Spine Clinic of Monterey Bay

**G. What Does the Sunshine Act Mean for Orthopedic and Spine Surgeons?**

Sheeraz Qureshi, MD, Mount Sinai Medical Center, John Dietz, MD, Orthopedic Surgeon, OrthoIndy, James J. Lynch, MD, FRCSI, FAANS, SpineNevada, Nick Shamie, MD, Spine Surgeon, UCLA Spine Surgery, Moderated by Tara R. Shewchuk, Vice President, Ethics and Compliance, Medtronic Spinal

**2:30 PM – 3:10 PM****A. The Future of Orthopedics**

C. David Geier, Jr., MD, Sports Medicine Specialists of Charleston, Medical Director, East Cooper Sports Medicine, Mount Pleasant, South Carolina, Nikhil N. Verma, MD, Orthopedic Surgeon, Midwest Orthopedics at Rush, Matt Pate, Senior Vice President, United Surgical Partners International, Nameer R. Haider, MD, Spine & Skeletal Pain Medicine, moderated by Laura Dyrda, Editor in Chief, *Becker's ASC Review*, *Becker's Spine Review*

**B. Key Tips for Quality Assurance and Infection Prevention**

Kylie Kaczor, MSN-RN, CPHRM, IP, Associate Executive Director, Laser Spine Institute

**C. It's Go Time: The Final Preparations for ICD-10**

Jessica Edmiston, BS, CPC, CASC, AHIMA, ICD-10-CM Certified Trainer, Vice President, Performance Review, National Medical Billing Services

**D. Marketing Your Spine Practice: Website Development, Social Media & More**

George Rappard, MD, Neurointerventional Surgery, L.A. Minimally Invasive Spine Institute, John Shim, MD, MBA, Physician and Spine Surgeon, Florida Sports, Orthopaedic and Spine Medicine

**E. Direct Contracting with TPA and Med Management Companies for Spine and Orthopedic Outpatient Surgery**

Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management

**F. Transitioning to Minimally Invasive Spine Surgeries & New Techniques for Less Invasive Procedures**

David Strothman, MD, ILBNC (Institute for Low Back and Neck Care)

**G. TBD**

Lori Brady, RN, Senior Director of Clinical and Operational Solutions, Stryker Performance Solutions

**3:10 PM – 3:25 PM**

**Networking Break and Exhibits**

**3:25 PM – 4:05 PM**

**A. How a Hospital/Physician ASC JV Affects Physician Alignment**

Jeffrey Simmons, MA, Chief Development Officer, Regent Surgical Health and Nap Gary, JD, Chief Operating Officer, Regent Surgical Health

**B. The Best Ideas for Orthopedics Now**

Jack E. Jensen, MD, FACSM, Athletic Orthopedics and Knee Center, Blair Rhode, MD, ROG Sports Medicine, Orland Park Orthopedics, Marian Lowe, Senior Vice President, Payer & Employer Strategies, United Surgical Partners International, Dave Fitzgerald, Chief Executive Officer, Proliance Surgeons, Moderated by Amber McGraw Walsh, Partner, McGuireWoods LLP

**C. Medicare and Outpatient Spine Procedures**

Brian Gantwerker, MD, The Craniospinal Center of Los Angeles

**D. The Most Satisfying Aspects of a Career in Spine Surgery**

Andrew C. Hecht, MD, Mount Sinai Medical Center, Purnendu Gupta, MD, Director, Chicago Spine Center, Weiss Memorial Hospital, Richard Kube, MD, Chief Executive Officer, Founder & Owner, Prairie Spine & Pain Institute, Dean Chou, MD, Associate Professor of Neurosurgery, The UCSF Spine Center, Moderated by Laura Dyrda, Editor, *Becker's ASC Review* and *Becker's Spine Review*

**E. Minimally Invasive Spine Surgery: Do Benefits Outweigh the Risks?**

Paul R. Jeffords, MD, Minimally Invasive Spine Surgeon, Resurgens Spine Center, Resurgens Orthopaedics

**F. Topic TBD**

Paul E. Schwaegler, MD, Seattle Spine Institute, PLLC and Thomas A. Johnson, Owner/President, The Business Officer, Inc.

**G. Extended Release Liposomal Bupivacaine: Safety and Efficacy for Spinal Procedures in an ASC setting**

TBD

**4:10 PM – 4:50 PM**

**A. Consumer Marketing in a World of Price Transparency**

Jeff Blankinship, President and Chief Executive Officer, Surgical Notes, Beth Berger, RPLU, National Director, Healthcare Practice, Arthur J. Gallagher & Co., Dana R. Fox, President, YourStrategicEdge.com

**B. Contract Boot Camp: How Payor Contracting Can Make or Break Your Facility**

John D. Newman, Senior Vice President and General Counsel, Constitutional Surgical Centers

**C. 5 Strategies for Managing ASC Quality Measures**

Ann Geier, RN, MS, CNOR, CASC, Vice President, Clinical Informatics, Surgery, SourceMedical

**D. Evidence-Based Medicine and Pain Management**

M. Ali Khan, MD, Founder, Texas Pain and Spine Physicians

**E. Academic Multidisciplinary Spine Center: Lessons Learned**

Kee Kim, MD, Associate Professor, Chief, Spinal Neurosurgery, Co-Director of Spine Center, UC Davis Health System

**F. The Future of MIS Spine for ASCs**

Anthony Yeung, MD, Founder, Desert Institute for Spine Care

**G. Topic TBD**

Jane Keller, RN, Chief Executive Officer, OrthoIndy & IOH

**4:55 PM – 5:35 PM**

**B. 10 Things to Know About the False Claims Act and False Claims Cases**

Brett Wortman Barnett, Associate, and David J. Pivnick, Associate, McGuireWoods LLP

**C. David Vs. Goliath: How to Foster New Referral Sources in a Declining Market**

Scott T. Boyd, MD, Omaha Advanced Center for Pain, LLC, Miracle Hills Surgery Center

**D. Outpatient Spine Surgery and the Cost Savings to the Customer**

Paul P. Vessa, MD, Spine Surgeon, New Jersey Spine Institute

**E. Complex Cervical Spine - Key Developments**

Krzystof (Kris) Siemienow, MD, Adult and Pediatric Spine Surgery, University of Illinois at Chicago, Silver Cross

**F. Bundled Payments for Spine Surgery**

Paul Slosar, MD, SpineCare Medical Group, Spine Care Institute of San Francisco

**5:40 PM – 6:40 PM**

**Networking Reception and Exhibits**

**Saturday, June 13, 2015**

**7:15 AM – 8:15 AM**

**Continental Breakfast**

**8:10 AM – 8:50 AM - KEYNOTE**

**From Business Strategy to It Action: Right Decisions for a Better Bottom Line**

Bill Walton, NBA Legend

**Concurrent Sessions**

**8:55 AM – 9:35 AM**

**A. New Initiatives in Spine and Pain Management**

Mark L. Gostine, MD, President, Michigan Pain Consultants, PC, Laxmaiah Manchikanti, MD, Chairman of the Board and Chief Executive Officer, ASIPP and SIPMS, Medical Director, Pain Management Center of Paducah, Clinical Professor, Anesthesiology and Perioperative Medicine, University of Louisville, Ebby Varghese, MD, University of Missouri Hospital & Clinics, Hae-Dong Jho, MD, PhD, Jho Institute for Minimally Invasive Neurosurgery Department of Neuroendoscopy, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

**B. A New Innovative Model: Reducing Costs for Outpatient Total Joints in the ASC or Hospital JV**

Jack Bert, MD

**C. Re-Growing Spines**

Michael DePalma, MD, Virginia iSpine Physicians, PC

**D. Interventional Pain Management: Opportunities for ACOs, ASCs, and Hospitals**

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

**E. Growing Top-line revenue in an ASC**

Harry Fleming, CFO, Board Member, Northstar Healthcare

**9:40 AM – 10:20 AM**

**A. The Latest on PODs and Other Legal Developments**

Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods LLP Healthcare Department

**B. Implementing a Successful Reprocessing Program at an Ortho/Spine Center**

Amy Gagliardi, Vice President, Supply Chain, Regent Surgical Health

**C. Three Strategies to Control Labor Cost at Your Surgery Center**

Thomas H. Jacobs, President & Chief Executive Officer, MedHQ

**D. Public Relations and Media for Spine**

Daniel Goldberg, Chief Executive Officer and Creative Director, Gold Medical Marketing

**E. Payer Litigation: Who is in Charge?**

Andrew H. Selesnick, Partner, and Stacey L. Zill, Partner, Michelman & Robinson's

**10:25 AM – 11:05 AM**

**A. Innovations in Medical Devices**

Richard A. Kube, MD, Chief Executive Officer, Founder and Owner, Prairie Spine & Pain Institute

**B. Warranty Programs**

John Stewart, MD, Vice President of Business Development, Deuk Spine Institute

**C. How to Perform Spinal Fusion Safely in an Independent ASC**

Ara Deukmedjian, MD, Chief Executive Officer, Deuk Spine Institute

**D. Reimbursement for Pain Management in the Coming Years**

Amy Mowles, President and Chief Executive Officer, Mowles Medical Practice Management

**E. Orthopedic Urgent Care Model: A Patient Magnet and Feeder Source for ASCs, Group Practice and Pain Management Clinics**

Tom Ferro, OrthoNOW

**11:10 AM – 11:50 PM**

**A. Using Metrics to Evaluate your Spine and Ortho Procedures and How It Effects your Income**

Sev Hrywnak, MD, The Sev Group

**B. Occupational Therapy Approach to Behavior Modification for the Promotion of Spine Health**

Tara Perry, OTD, OTR/L, Assistant Professor of Clinical Occupational Therapy, University of Southern California

**E. The Practical and Ethical Pitfalls of the Electronic Medical Record**

Howard Morgan, MD, MA, MS, FACS, FAANS, FCLM, UT Southwestern Medical Center

**12:00 PM – Meeting Adjourns**

Register by May 1, 2015 and SAVE!

# 13th Annual Spine, Orthopedic and Pain Management-Driven ASC Conference + The Future of Spine

90+ Surgeons and 23 CEOs Speaking, 120 Sessions -  
More Than 900 Attendees at this World-Class ASC Event Focused on  
Orthopedics, Spine and Pain

## Improving the Profitability of Spine, Orthopedic and Pain Management-Driven ASCs – Thrive Now and in the Future

- Keynote Deion Sanders, Pro Football Hall-of-Famer
- Keynote Bill Walton, NBA Legend
- Keynote Billy Beane, Oakland A's General Manager and Subject of (Moneyball)
- Keynote David B. Nash, MD, MBA, Founding Dean, Jefferson School of Population Health
- The Healthcare ASC, Spine and Orthopedic Economy - Is the Future Bright or Dark? How Do You Position Yourself?
- Topics and Speakers Focused on Key Business, Financial, Clinical and Legal Issues Facing Orthopedic, Spine and Pain Management-Driven ASCs
- 120 Sessions, 150 Speakers
- 90+ Physician Leaders as Speakers, 23 CEOs as Speakers
- Focused on Spine Surgeons, Neurosurgeons, Pain Management Physicians and Orthopedic and Orthopedic Spine Surgeons, ASC Physician Owners, Administrators and Others
- Have an Outstanding Time in Chicago
- Emerging Business Issues in Spine Surgery, Can ASCs Profit Through Spine Surgery? What Works Business-Wise and Clinically? The Changing Role of Spine Surgery and More
- Big Thoughts with Practical Guidance
- Great Networking to Learn about the Future of Spine, Orthopedics and Pain
- What Will Healthcare Reform Mean for Spine, Orthopedics, Pain Management and ASCs?
- The Quantum Shift in Orthopedic and Spinal Implant Strategy
- Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and More
- Improve business practices around your ASC
- Improve your spine practice
- Learn from colleagues and from industry leaders about the most interesting issues in ASCs and in spine
- Network with colleagues
- Understand the changing climate of healthcare and how it impacts your business

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## Deion Sanders

*Pro Football Hall-of-Famer*

Deion Sanders, nicknamed "Prime Time" for his prowess on the field, is one of the rare athletes who's found success in two major league sports: football and baseball.

A 2011 Pro Football Hall of Fame enshrinee, Sanders played primarily at cornerback, but also was occasionally called on to play positions such as wide receiver, kick returner, and punt returner. During his 14-year NFL career, Sanders played for the Atlanta Falcons, the Washington Redskins, and the Baltimore Ravens as well as helping the San Francisco 49ers and the Dallas Cowboys each achieve a Super Bowl victory.

An eight-time Pro Bowler, Sanders holds the NFL Career return touchdowns (19 by kickoff, punt, interception, and fumble). Sanders has 53 career interceptions – 22nd All-time – and his 25.1- yards per interception return average ranks second in NFL history (minimum 30 interceptions). Sanders is also tied for second all-time with nine interception-return touchdowns.

Currently, Sanders is a NFL Network analyst providing his insight on *NFL GameDay Highlights & NFL GameDay Final*. For the 2014 season, he has joined CBS Sports' Thursday Night Football coverage.

Off the field, Sanders has dedicated his life to helping children by founding the Prime Time Association (also called TRUTH), a nonprofit organization that serves communities by teaching youth through sports and education.

In the Fall of 2012, Sanders made another one of his dreams a reality when he opened Prime Prep Academy Charter school in the Dallas/Fort Worth area. With two campuses and no tuition costs, Prime Prep Academy provides hundreds of children grades K-12 the best educational options without sacrificing the developmentally necessary support programs such as competitive athletics, fine arts and superior nutritional & physical educational programs.

Sanders currently stars in *Deion's Family Playbook*, a reality show on the Oprah Winfrey Network that documents his daily life as a single father raising five kids of his own, while also helping to raise five other children who live with him.



## Bill Walton

*NBA Legend*

William Theodore Walton, III (Bill) was born on November 5th, 1952, in San Diego, California.

Walton's professional career began when he was the number one overall pick in the 1974 NBA Draft by the Portland Trailblazers. He played with the Trailblazers from 1974-1979, winning the league title in 1977. He went on to play for the San Diego Clippers from 1979-1984, the relocated Los Angeles Clippers in 1985, and finally the Boston Celtics from 1985-1988, where he captured another league title in 1986.

Walton remains active in basketball through clinics, camps, coaching, and television commentary. He began his broadcasting career in 1990 as an analyst for the then Prime Ticket Network, moved to CBS Sports in the early 90's, and has since worked for NBC for many years. He is also a regular contributor to ESPN.com, NBA.com, ESPN The Magazine, and ESPN Radio.

Walton was inducted into the Basketball Hall of Fame in Springfield, Massachusetts in 1993. For his broadcasting work, he has been nominated for several Emmy awards and in 2001 won an Emmy for best live sports television broadcast. In 1997 Walton was selected as one of the NBA's fifty greatest players of all time and was inducted into the National High School Sports Hall of Fame, making him the first male basketball player honoree from the state of California.

Walton was previously named one of the top 10 pundits in America by Forbes magazine and also one of the top 50 sports broadcasters of all time by the American Sportscasters Association.



## Billy Beane

*Oakland A's General Manager and Subject of Moneyball Exclusive Representation by Greater Talent Network*

Beginning in 1999, Beane and former Assistant GM Paul DePodesta shattered antiquated MLB beliefs that big payrolls could mean more wins by implementing an unorthodox (by MLB standards) strategic methodology that led one of the worst teams in the American League to become a perennial postseason contender. Bestselling author Michael Lewis chronicled their journey in his 2003 bestselling book *Moneyball: The Art of Winning an Unfair Game*; the film adaptation, starring Brad Pitt as Beane, garnered 6 Academy Award nominations in 2012.

Under Beane, the A's have adopted an organizational philosophy that stresses plate discipline and pitchers who command the strike zone. Over 16 seasons with Beane at the helm, the A's have won six American League West titles (2000; 2002-03; 2006; 2012; 2013). In 2012, they secured the AL West title with the smallest payroll in the American League, and with the third smallest AL payroll in 2013.

Beane was named Sporting News' Executive of the Year twice, first in 1999 and again in 2012. He also earned Major League Baseball's Executive of the Year honors twice by Baseball America magazine, following the 2002 and 2013 seasons. In November of 2001, Beane was named one of Street & Smith's Sport Business Journal's "40 Under 40" and in 2004, he was rated 16th on their list of Baseball's Heavy Hitters.

A first round draft pick of the New York Mets in the 1980 June Free Agent Draft, Beane played six major league seasons as an infielder, outfielder, and catcher for the Mets, Minnesota Twins, Detroit Tigers and Oakland A's. His final season in uniform was 1989 when he was a utility player on the A's World Championship team. Beane retired as an active player in the spring of 1990 when he joined the A's front office as the club's major league advance scout. Former A's President Sandy Alderson promoted Beane to General Manager in 1997.



## David B. Nash, MD, MBA

*Founding Dean, Jefferson School of Population Health*

David Nash was named the Founding Dean of the Jefferson School of Population Health (JSPH) in 2008. This appointment caps a twenty-year tenure on the faculty of Thomas Jefferson University. He is also the Dr. Raymond C. and Doris N. Grandon Professor of Health Policy. JSPH provides innovative educational programming designed to develop healthcare leaders for the future. Its offerings include Masters Programs in Public Health, Healthcare Quality and Safety, Health Policy and Applied Health Economics. JSPH also offers a doctoral program in Population Health Science.

Dr. Nash is a board certified internist who is internationally recognized for his work in outcomes management, medical staff development and quality-of-care improvement. In 1995 he received the top recognition award from the Academy of Managed Care Pharmacy. He received the Philadelphia Business Journal Healthcare Heroes Award in October 1997, and was named an honorary distinguished fellow of the American College of Physician Executives in 1998. In 2006 he received the Elliot Stone Award for leadership in public accountability for health data from NAHDO. In 2009 Dr. Nash received the Wharton Healthcare Alumni Achievement Award.

Through publications, public appearances, his blog and an online column on *MedPage Today*, Dr. Nash reaches more than 100,000 persons every month. He has authored more than 100 articles in major journals. He has edited 22 books, including *Connecting with the New Healthcare Consumer*, *The Quality Solution*, *Practicing Medicine in the 21st Century*, *Governance for Healthcare Providers* *Population Health: Creating a Culture of Wellness*, and most recently, *Demand Better*. From 1984 to 1989 he was Deputy Editor of *Annals of Internal Medicine*. Currently, he is Editor-in-Chief of five major national journals including *American Journal of Medical Quality*, *Population Health Management, P&T*, *Biotechnology Healthcare*, and *American Health and Drug Benefits*.

Dr. Nash received his BA in economics (Phi Beta Kappa) from Vassar College; his MD from the University of Rochester School of Medicine and Dentistry and his MBA in Health Administration (with honors) from the Wharton School at the University of Pennsylvania. While at Penn, he was a former Robert Wood Johnson Foundation Clinical Scholar and Medical Director of a nine-physician faculty group practice in general internal medicine.

# CONFERENCE SPEAKERS

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Neel Anand, MD, Clinical Professor of Surgery, Cedars-Sinani



Brett Wortman Barnett, Associate, McGuireWoods LLP



John Bartos, JD, Chief Executive Officer, Collect Rx



Jack Bert, MD, University of Minnesota School of Medicine



Jeff Blankinship, President and Chief Executive Officer, Surgical Notes



Christopher Bono, MD, Chief of Spine Service, Brigham and Women's Hospital Dept. of Orthopedic Surgery



Scott T. Boyd, MD, Omaha Advanced Center for Pain, LLC, Miracle Hills Surgery Center



Scott B. Boyd, MD, Columbia Neurosurgical Associates, P.A.



Robert S. Bray, Jr., MD, Founding Director and Chief Executive Officer, D.I.S.C. Sports & Spine Center



Brett Brodnax, President and Chief Development Officer, United Surgical Partners International, Inc



Adam J. Bruggeman, MD, Orthopaedic Surgeon, South Texas Spinal Clinic



Danny Bundren, MBA, CPA, JD, VP, Acquisitions, Operations and Development, Symbion Healthcare



Meggan Michelle Bushee, JD, Associate, McGuireWoods LLP



John Caruso, MD, FACS, Neurosurgeon, Parkway Surgery Center



Sarah A. Chacko, JD, Assistant Director of State Government Affairs and Legal, American Association of Nurse Anesthetists



Margaret Chappell, MS, BSN, RN, CASC, Senior Vice President of Operations, Ambulatory Surgical Centers of America



John Cherf, MD, MPH, MBA, President, Vice Chairman, Chief of Orthopedics, OrthoIndex, OrthoCentrix Solutions, The Chicago Institute of Orthopedics



Dean Chou, MD, Associate Professor of Neurosurgery, The UCSF Spine Center, University of California San Francisco



Terrence T. Crowder, MD, Sonoran Spine Center



R. Blake Curd, MD, Board of Directors Chairman, Surgical Management Professionals



Fred Davis, MD,



Michael DePalma, MD, Virginia iSpine Physicians, PC



Ara Deukmedjian, MD, Chief Executive Officer and Medical Director, Deuk Spine Institute



Goran Dragolovic, Senior Vice President of Operations, Surgical Care Affiliates



Randall Dryer, MD, Central Texas Spine Institute



Laura Dyrda, Editor in Chief, Becker's ASC Review; Becker's Spine Review



Walter Eckman, MD, Aurora Spine Center



Jessica Edmiston, ICD-10-CM Certified Trainer; Vice President, Performance Review, National Medical Billing Services



Tom Ferro, President, OrthoNOW, LLC



John N. Fink, Senior Manager, ECG Management Consultants, Inc.



Robin Fowler, MD, Chairman and Medical Director, Interventional Management Services



Timothy J. Fry, JD, Associate, McGuireWoods LLP



Amy Gagliardi, Vice President, Supply Chain, Regent Surgical Health



Molly Gamble, Managing Editor, Becker's Healthcare



Brian Gantwerker, MD, The Craniospinal Center of Los Angeles



Steven Garfin, MD, Distinguished Professor; Chairman, Department of Orthopaedic Surgery; Chief, Spine Surgery, UC San Diego



Ann B. Geier, MS, RN, CNOR, CASC, Vice President, Clinical Informatics, Surgery, SourceMedical



C. David Geier, Jr., MD, Sports Medicine Specialists of Charleston, Medical Director, East Cooper Sports Medicine, Mount Pleasant, South Carolina



Brian Gill, MD, Nebraska Spine Group



Scott Glaser, MD, DABIPP, Co-Founder and President, Pain Specialists of Greater Chicago



Todd Godfrey, Senior Manager, ECG Management Consultants, Inc.



Daniel Goldberg, Chief Executive Officer and Creative Director, Gold Medical Marketing



Doug Golwas, SVP - Ambulatory Surgery Center Sales, Medline Industries



Charley Gordon, MD, Texas Spine & Joint Hospital



Raymond E. Grundman, MSN, MPA, FNP-BC, CASC, Vice President & General Manager, Ambulatory Accreditation Operations, Accreditation Association for Ambulatory Health Care (AAHC)



Purnendu Gupta, MD, Chicago Weiss



Nameer Haider, MD, Spine & Skeletal Pain Medicine, 2208 Genesee Street



Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners



Christine Heald, Senior Vice President Business Development, Surgery Partners



Andrew C. Hecht, MD, Mount Sinai Medical Center

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Stephen Hochschuler, MD, Co-Founder, Texas Back Institute, Chairman, Texas Back Institute Holdings, Inc.



Jeff Leland, CEO, Blue Chip



Casey B. Mulligan, Ph.D., Professor in Economics, University of Chicago



Sev Hrywnak, MD, Chief Executive Officer, The Sev Group, LLC



Isador Lieberman, MD MBA FRCS, Texas Back Institute, Texas Health Plano Hospital



Daniel Murrey, MD, OrthoCarolina



Thomas H. Jacobs, President and Chief Executive Officer, MedHQ



Michael J. Lipomi, President and Chief Executive Officer, Surgical Management Professionals



Hiroshi Nakano, MBA, Chief Executive Officer, Neospine



Paul R. Jeffords, MD, Minimally Invasive Spine Surgeon, Resurgens Spine Center Resurgens Orthopaedics



Adam C. Lipson, MD, Board Certified Neurosurgeon, IGEA Brain & Spine



David B. Nash, MD, MBA, Founding Dean, Jefferson School of Population Health



Jack E. Jensen, MD, FACSM, Athletic Orthopedics and Knee Center



Todd Logan, Regional Vice President of Sales, AmkaiSolutions



Stuart Neiberg, HealthCare Appraisers, Inc.



Hae-Dong Jho, MD, Ph.D, Jho Institute for Minimally Invasive Neurosurgery Department of Neuroendoscopy, Sixth Floor, South Tower Allegheny General Hospital



Kim Longacre, HealthCare Appraisers, Inc.



John D. Newman, Senior Vice President and General Counsel, Constitution Surgery Centers



Thomas A. Johnson, Owner/President, The Business Office, Inc.



Marian Lowe, Senior Vice President, Payer & Employer Strategies, United Surgical Partners International



Robert Nucci, MD, Nucci Medical Clinic, LLC



Dean Karahalios, MD, Evanston Hospital, Department of Neurosurgery



Timothy Lubenow, MD, Rush SurgiCenter



Burak Ozgur, MD, Chief of Service, Neurosurgery Spine Program, Hoag Neurosciences Institute



I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer, EVEIA HEALTH Consulting & Management



James Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, Spine Nevada



Carrie Pallardy, Lead Editor, GI/Endoscopy, *Becker's ASC Review*



Jane Keller, RN, Chief Executive Officer, Ortholndy & IOH



Tom Mallon, Chief Executive Officer, Regent Surgical Health



David Paly, MD, Colin Park, Manager, VMG Health



M. Ali Khan, MD, Medical Director, Texas Pain and Spine Physicians



Laxmaiah Manchikanti, MD, Chairman of the Board and Chief Executive Officer, ASIPP and SIPMS, Medical Director, Pain Management Center of Paducah, Clinical Professor, Anesthesiology and Perioperative Medicine, University of Louisville, Kentucky



Matt Pate, Senior Vice President, Physician Strategy Group, United Surgical Partners International



Nintin Khanna, MD, Ortho Specialists of Northwest Indiana



Louis F. McIntyre, MD, Orthopaedic Surgeon,



John Peloza, MD, Board Certified Orthopedic Surgeon, Texas Back Institute,



Kee D. Kim, MD, Associate Professor Chief, Spinal Neurosurgery Co-Director of Spine Center, UC Davis Health System



Damaris Medina, JD, Health Care Attorney, Michelman & Robinson's



Jeff Peo, Chief Development Officer, Ambulatory Surgical Centers of America



Richard Kube, MD, Prarie Spine and Pain Center



Todd J. Mello, ASA, CVA, MBA, Partner, HealthCare Appraisers, Inc.



Mick Perez-Cruet, MD, Neurosurgeon, Michigan Head & Spine Institute, Vice Chairman and Professor, Department of Neurosurgery, Oakland University William Beaumont School of Medicine



Luke M Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America



Howard Morgan, MD, MA, MS, FACS, FAANS, FCLM, UT Southwestern Medical Center,



Brian Perri, MD, Board Certified Spine Surgeon, Beverly Hills Spine Surgery and Cedars-Sinai Spine Center



Todd Lansford, MD, Spine Surgeon, South Carolina Sports Medicine



Amy Mowles, President and Chief Executive Officer, Mowles Medical Practice Management



Tara A. Perry, OTD, OTR/L, Assistant Professor of Clinical Occupational Therapy, Keck Hospital of USC | Occupational Therapy Department

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Frank M. Phillips, MD, Professor of Orthopaedic Surgery and Spine Fellowship Co-Director, Rush University Medical Center, Midwest Orthopaedics



Thomas Schuler, MD, Virginia Spine Institute



Brian Subach, MD, Virginia Spine Institute



David J. Pivnick, Associate, McGuireWoods LLP



Paul Schwaegler, MD, Spinal Surgeon, Seattle Spine Institute, PPLC



Chris Summa, MD, Spinal and Orthopaedic Surgeon, The Spine Clinic of Monterey Bay



Thomas Pliura, MD, JD, Physician and Attorney at Law, 2002 Civic Circle Blvd



Matt Searles, Managing Partner, Merritt Healthcare



Fred Sweet, MD, Co-Founder, Rockford Spine Center



William M. Prentice, JD, Chief Executive Officer, ASCA



A. Nick Shamie, MD, Chief, Orthopaedic Spine Surgery, Professor of Orthopaedic Surgery and Neurosurgery, UCLA School of Medicine



Barry Tanner, Physicians Endoscopy



John Prunskis, MD, FIPP, President and Medical Director, Illinois Pain Institute, Medical Director, Barrington Pain and Spine Institute



John Shim, MD, MBA, Physician and Spine Surgeon, Florida Sports, Orthopaedic and Spine Medicine



William Taylor, MD, Clinical Professor of Surgery, Vice Chairman-Academic Affairs, UC San Diego Neurosurgery



Sheeraz Qureshi, MD, Mount Sinai Medical Center



Khawar Siddique, MD, MBA, Chief Executive Officer, Beverly Hills Spine Surgery



John T. Thomas, President and Chief Executive Officer, Physicians Realty Trust



George Rappard, MD, Neurointerventional Surgery, L.A. Minimally Invasive Spine Institute



Krzysztof (Kris) B. Siemienow, MD, Adult and Pediatric Spine Surgery, University of Illinois at Chicago, Silver Cross



Dwight Tyndall, MD, Spine Surgeon, OSNI/Spine Care Specialists



Lynn Reede, CRNA, DNP, MBA, Senior Director, Professional Practice, American Association of Nurse Anesthetists



Kern Singh, MD, Associate Professor, Department of Orthopaedic Surgery, Rush University Medical Center, Co-Director, Minimally Invasive Spine Institute at Rush



Ebby Varghese, MD, University of Missouri Hospital & Clinics



Bob Reznik, MBA, President, Prizm Development, Inc.



Vladimir Sinkov, MD, New Hampshire Orthopaedic Center



Paul P. Vessa, MD, Spine Surgeon, New Jersey Spine Institute



Blair Rhode, MD, Orthopedic Surgeon, Orland Park Orthopaedics Center for Sports Medicine



Paul Slosar, MD, SpineCare Medical Group, Spine Care Institute of San Francisco



Bradley K. Weiner, MD, Professor: Weill Cornell Medical College, Vice Chairman, Residency Program Director, and Chief of Spinal Surgery: Houston Methodist Hospital, Business Practices Officer, Director, Surgical Advanced Technology Laboratory: The Methodist Hospital Research Institute



Ellie Rizzo, Becker's Healthcare, 35 E. Wacker Drive, Suite 1782



John Steinmann, DO, President and Chief Executive Officer, Renovis



Robert Westergard, CPA, Chief Financial Officer, Ambulatory Surgical Centers of America



Lisa Rock, President, National Medical Billing Services



William Stevens, MD, Founder, Center for Spinal Disorders



Richard N.W. Wohns, MD, JD, MBA, Founder, President and Board Certified Neurosurgeon, NeoSpine



Carlos Roman, MD



Chris Stewart, Clinical Director, SourceTrust, HealthTrust Purchasing Group



Anthony Yeung, MD, Founder, Desert Institute for Spine Care



Stephen Rosenbaum, Chief Executive Officer, Interventional Management Services



John Stewart, MD, Vice President of Development, Deuk Spine Institute



Joseph Zasa, JD, Co-Founder and Managing Partner, ASD Management



Rafe Sales, MD, Founder, Summit Spine



David Strothman, MD, ILBNC (Institute for Low Back and Neck Care)



Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management



Louis Sauer, PGA Professional,



Michael Stroup, Senior Vice President Acquisitions, United Surgical Partners International



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  - Key Trends in Valuing ASCs and Practices
  - Keys to Keeping Surgery Centers a Profitable Business
  - Key Steps to Improve Profits in Orthopedic-Driven ASCs
  - The Best Strategies for the Next 5 Years
  - The Mix of Business and Politics - Healthcare 2014
  - The Future of Spine Surgery - The Next Five Years
  - The Healthcare ASC Spine and Orthopedic Economy - Is the Future Bright or Dark?
  - 15 Stats on Services Provided by Management Companies
  - How a Hospital/Physician ASC JV Affects Physician Alignment
  - The Future of Orthopedics
  - Movement Trends Toward MIS Procedures in the Spine Including SI Arthrodesis: Business and Clinical View
  - How a Uni-Knee Program Can Grow Your Total Joint Program
  - Pain Management Implications in the ASC Setting
  - What Does it Mean to be a Minimally Invasive Spine Center of Excellence?
  - Reimbursement for Pain Management in the Coming Years
  - Single Dose Vials and ASCs - Impact and Options
  - 4 Key Clinical Questions for Spine
  - Key Evolutions in the Devise Arena
  - PPO Out of Network Payments are Not Dead
  - Cost Reduction and Benchmarking - 10 Key Steps to Immediately Improve Profits.

- ### TARGET AUDIENCE
- This conference is designed to provide orthopedic surgeons, orthopedic spine surgeons, neurosurgeons and pain management physicians, ASC physician owners, administrators and others the latest information on business, legal and regulatory issues, and improving the profitability of and establishing ASCs.
- ### CONTINUING EDUCATION CREDITS
- The CME activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the Joint Sponsorship of the Institute for Medical Studies (IMS) and ASC Communications.
- IMS is accredited by the ACCME to provide continuing medical education for physicians.
- IMS designates this educational activity for a maximum of 15 AMA PRA Category 1 Credits™. 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 CEP6949, for 15 contact hours