

Becker's ASC 21st Annual Meeting - The Business and Operations of ASCs

October 23-25, 2014 • Swissôtel - Chicago, Illinois

- 30 Great Surgeons, 36 Leading Administrators and 80 Surgery Center Speakers in Total
 - Keynote Speakers Terry Bradshaw, Lolo Jones and Bill Taylor
 - The Best ASC Business and Clinical Conference Ever
 - Register by Sept. 1st



Terry Bradshaw

- Keynote: Why Not Your Best?, Terry Bradshaw, Co-host and Analyst, FOX NFL Sunday and NFL Legend
- Key Thoughts on Keeping ASC Owners Engaged, Gary Richberg, RN, ALNC, Administrator, Pacific Rim Outpatient Surgery Center, Thomas Bombardier, MD, FACS, Founding Principle, Ambulatory Surgical Centers of America (ASCOA), Larry Taylor, President and Chief Executive Officer, Practice Partners in Healthcare, Margaret Adams, CASC, Administrator, Riddle Surgery Center, Moderated by Melissa Szabad, JD, Partner, McGuireWoods LLP



Lolo Jones

- The Future of Anesthesia in ASCs and Key Issues Facing Anesthesia, Tony Mira, President and Chief Executive Officer, Anesthesia Business Consultants, Steven A. Gunderson, DO, Chief Executive Officer and Medical Director, Rockford (Ill.) Ambulatory Surgery Center, Stanford Plavin, MD, Anesthesiologist, Ambulatory Anesthesia of Atlanta/Savannah, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuire Woods, LLP Healthcare Department
- Lolo Jones, 2-Time Olympic Hurdler and World Champion, 2014 Olympic Bobsledder

- Leaders' Role in Managing a Team: Trying to Balance Building a Great Culture with Getting Things Accomplished, Susan Kizirian, Principal, Kizirian Healthcare Consulting, Judy Harless, MBA, CASC, Administrator, SMI Surgery Center, Martha R. Colen, RN, MBA, CASC, Administrator, Virginia Beach Ambulatory Surgery Center, Moderated by Holly Carnell, JD, Attorney, McGuireWoods LLP
- Transparency in ASC Pricing, Why, How Does it Help? Keith Smith, MD, Board-Certified Anesthesiologist, Surgery Center of Oklahoma
- Execution is Everything - How to Create Centers That Delivers Results, Brent W. Lambert, MD, FACS, Principal and Founder, Ambulatory Surgical Centers of America (ASCOA), Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America (ASCOA), Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuire Woods, LLP Healthcare Department
- Keynote: Key Thoughts on Building an Exceptional Organization, William Taylor, Founding Editor, Fast Company and Best-selling Author, Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself

- The Future of Physician-Owned ASCs, John Cherf, MD, MPH, MBA, President, OrthoIndex, Vice Chairman, OrthoCentrix Solutions, Chief of Orthopedics, Advocate Illinois Masonic Medical Center, Laxmaiah Manchikanti, MD, Chief Executive Officer, American Society of Interventional Pain Physicians, John Newman, Senior Vice President and General Counsel, Constitution Surgery Center, Raymond A. Dieter, Jr, MD, Surgeon, The Center for Surgery, Jay Grochmal, MD, Medical Director, Snowden River Surgery Center, Toni Patterson, MD, Anesthesiologist, Mid Rivers Surgery Center, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department



Bill Taylor

- Quality Improvement and Cost Savings, Cindy Vincent, Executive Director, Rex Surgery Center of Cary, LLC, Vicki Edelman, RN, BSN, CASC, Administrator, Blue Bell Surgery Center, Tami Robinson, RN, BSN, MSN, CNOR, Administrator and Director of Nursing, Unity Surgical Center, Moderated by Laura Dyrda, Editor in Chief, Becker's ASC Review and Becker's Spine Review
- Washington Update and ASCA Update, William M. Prentice, Chief Executive Officer, Ambulatory Surgery Centers Association (ASCA) and Nap Gary, Chief Operating Officer, Regent Surgical Health, and Chairman of the Board, Ambulatory Surgery Centers Association (ASCA)
- Which Specialties Are Still Great for ASCs? Which Ones Should ASCs Eliminate Today? Will Hospital Employment Kill ASCs? What ASC Problems are Not Fixable?, Michael J. Patterson, FACHE, President and Chief Executive Officer, Mississippi Valley Health, Lawrence E. Kosinski, MD, MBA, AGAF, FACP, Elgin Gastroenterology, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems, David J. Abraham, MD, Orthopedic Surgeon, The Reading Neck & Spine Center, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare and Chairman, McGuireWoods, LLP Healthcare Department
- The Business Challenges to Develop Spinal Implants for Outpatient Surgery, Kingsley R. Chin, MD, Orthopaedic and Spine Surgeon, President and Chief Executive Officer, Chief Technology Officer, SpineFrontier
- Key Thoughts on Medicare Inspections and Survey Readiness, Tracey Harbour, BSN, RN, Administrator, Surgery Center of Pinehurst, Nuetera Healthcare, Margaret G. Acker, RN, MSN, CASC, Chief Executive Officer, Blake Woods Medical Park Surgery Center, Jennifer K. Wilbur, CFO/TOSC Assistant Administrator, Northwest Orthopaedic Specialists, Moderated by Lindsey Dunn, Editor in Chief, Becker's Hospital Review

For more information, call (800) 417-2035
If you would like to sponsor or exhibit at this event,
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ON PAGE 5!

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

101 great topics and 175 outstanding speakers

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 difference:

- 1) Benefit from the combined efforts of Becker's ASC Review/ASC Communications 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.
- 30 Great Surgeons, 36 Leading Administrators and 80 Surgery Center Speakers in Total
 - Keynote Speakers Terry Bradshaw, Lolo Jones and Bill Taylor
 - The Best ASC Business and Clinical Conference Ever
 - Register by Sept. 1st

PROGRAM SCHEDULE

Thursday October 23, 2014

11:30am – 1:00pm Registration
1:00pm – 5:30pm Conference Sessions
5:30pm – 7:00pm Reception, Cash Raffles, Exhibit Hall

Friday October 24, 2014

7:00am – 8:00am Continental Breakfast and Registration
8:00am – 5:00pm Conference Sessions Including Lunch and Exhibit Hall Breaks
5:00pm – 6:00pm Reception, Cash Raffles, Exhibit Hall

Saturday October 25, 2014

7:10am – 8:10am Continental Breakfast
8:10am – 11:50pm Conference Sessions

Thursday, October 23, 2014

1:30 – 4:30 PM

Registration and Exhibitor Set up

Concurrent Sessions

Track A - Improving Profits, State of the Union for ASCs, Keynotes

Track B - Anesthesia, Financial Issues and Entrepreneurship

Track C - Physician Hospital Alignment and Specialty Issues

Track D - Revenue Cycle, Billing and Coding and Issues

Track E - Transactions and Valuation Issues

Track F - Patient Safety, Quality and Accreditation Issues

1:00 – 1:40 PM

A. Keys to Keeping Surgery Centers a Profitable Business

John A. Gol, Executive Director of Finance, Borland-Groover Clinic, Stephen Blake, JD, MBA, CPA, Chief Executive Officer, Central Park Surgery Center, Seth M. Silver, MD, Medical Director and President, The Ambulatory Care Center, PA, Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management, Moderated by Amber McGraw Walsh, JD, Partner, McGuireWoods LLP

B. The Future of Anesthesia in ASCs and Key Issues Facing Anesthesia

Tony Mira, President and Chief Executive Officer, Anesthesia Business Consultants, Steven A. Gunderson, DO, Chief Executive Officer and Medical Director, Rockford (Ill.) Ambulatory Surgery Center, Stanford Plavin, MD, Anesthesiologist, Ambulatory Anesthesia of Atlanta/Savannah, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuire Woods, LLP Healthcare Department

C. Regional Market Strategies for Pain Management

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

Stephen Rosenbaum, Chief Executive Officer, Interventional Management Services

D. 5 Big Out of Network Ideas Debunked

John Bartos, JD, Chief Executive Officer, Collect RX

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

Matthew Searles, Managing Director, Merritt Healthcare, Tim Baker, President, Principle Valuation, Michael Weaver, Managing Director, Tenet Healthcare, Danny Bundren, Vice President, Acquisitions and Development, Symbion Healthcare, Moderated by Barton Walker, JD, Partner, McGuireWoods LLP

F. Credentialing is Critical

Sharon Kimbrough, CPCS, CPMSM, Manager, Medical Staff Services and Credentialing, Surgical Care Affiliates

1:45 – 2:20 PM

A. The Movement of Spine and Higher Acuity Cases to ASCs: Why? How? What Has to Be Done?

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

B. Insights Into the Mind of Younger Surgeons from a Young Entrepreneurial Physician - Bridging the Generational Divide

Arvind Movva, MD, Chief Executive Officer, Heartland Clinic

C. Turning an ASC into a HOPD: When? Why? How to Do It?

Vivek Taparia, Director of Operations, and Paul Skowron, Senior Vice President, Operations, Regent Surgical Health

D. Turning Around an Under Performing ASC

Tracey Erbert, President and Chief Executive Officer, Jocelyn Gaddie, Vice President Business Development

E. Key Trends in Valuing Practice and ASC Acquisitions

Aaron Murski, Senior Manager, VMG Health

F. Quality Improvement and Cost Savings

Cindy Vincent, Executive Director, Rex Surgery Center of Cary, LLC, Vicki Edelman, RN, BSN, CASC, Administrator, Blue Bell Surgery Center,

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Tami Robinson, RN, BSN, MSN, CNOR,
Administrator and Director of Nursing, Unity Surgical
Center, Moderated by Laura Dyrda, Editor in Chief,
Becker's ASC Review and *Becker's Spine Review*

2:25 – 3:00 PM

A. Physician/Hospital Joint Ventures

Tom Mallon, Chief Executive Officer and Jeffrey
Simmons, Chief Development Officer, Regent
Surgical Health

B. Health Systems/ASC Transactions

Monica Cintado, Senior Vice President, and
Patrick Richter, Vice President Business
Development, United Surgical Partners
International (USPI)

C. Developing Spine & Joint Programs in ASCs

Charles Dailey, BS, Vice President, Business
Development, ASD Management and Thomas K.
(TK) Miller, MD, Orthopaedic Surgeon, Carilion
Clinic Orthopaedics

**D. How the Verification of Insurance Benefits
Impacts Insurance Payments**

Crystina Marson, ASC Billing Division, MediGain

E. Key Valuation Topics Impacting ASCs

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

**F. Ensuring HIPAA Compliance in ASCs: New
Rules, More Challenges, Higher Penalties**

Nelson Gomes, President and Chief Executive
Officer, PriorityOne Group, Wiks Moffat,
Principal and Founder, MedSafe, Cheryl Ezerskis,
MLT, CPA, CASC, Executive Director, West
Parkway Ambulatory Surgery Center, Holly
Carnell, Attorney, McGuireWoods LLP, Meggan
Michelle Bushee, JD, Partner, McGuireWoods LLP

3:05 – 3:45 PM

**A. Key Thoughts on Keeping ASC Owners
Engaged**

Gary Richberg, RN, ALNC, Administrator, Pacific
Rim Outpatient Surgery Center, Thomas Bombardier,
MD, FACS, Founding Principle, Ambulatory Surgical
Centers of America (ASCOA), Larry Taylor, President
and Chief Executive Officer, Practice Partners in
Healthcare, Margaret Adams, CASC, Administrator,
Riddle Surgery Center, Moderated by Melissa Szabad,
JD, Partner, McGuireWoods LLP

**B. How a Physician Can Prepare to Take On a
Hospital Partner: The Nuts & Bolts**

David Whalen, Senior Vice President, Greg
Beasley, President, Ambulatory Surgery Division,
and Jay Kreger, Vice President of Development,
HCA Healthcare

**C. Key Steps to Improve Profits in Orthopedic
Driven ASCs**

Gregory P. DeConciliis, PA-C, CASC,
Administrator, Boston Out-Patient Surgical Suites

**D. Best Practices for Working with Outside
Consultants - HIT, Billing, RCM, Lawyers, Ac-
countants and More**

Susan Kizirian, Principal, Kizirian Healthcare
Consulting, Marcy Sasso, CASC, Sasso Consulting,
LLC and Jon O'Sullivan, Valuation/Consulting,
HealthEconomiX, Moderated by Akanksha
Jayanthi, Writer/Reporter, *Becker's Hospital Review*

**E. ASCs 10 Months and 10 Years Into the Fu-
ture; Emerging Business Issues in ASCs**

Linda Ruterbories, RN, ANP, Director, Surgical
Services, OA Centers of Orthopaedics, Mary
Ryan, Administrator, Tri-State Surgery Center,
Jon Nielsen, MD, North Memorial Ambulatory
Surgery Center at Maple Grove, Moderated by
Ellie Rizzo, Assistant Editor, *Becker's Healthcare*

**F. Should a Surgical Center Embrace Price
Transparency?**

Ed Galbavy, MD, PhD, Physician, North Florida
Surgery Center

3:50 – 4:30 PM

**A. Execution is Everything - How to Create
Centers That Delivers Results**

Brent W. Lambert, MD, FACS, Principal and
Founder, Ambulatory Surgical Centers of America
(ASCOA), Luke Lambert, CFA, CASC, Chief
Executive Officer, Ambulatory Surgical Centers of
America (ASCOA), Moderated by Scott Becker, JD,
CPA, Publisher, *Becker's Healthcare*; Chairman,
McGuireWoods, LLP Healthcare Department

**B. Bundled Payments & Progressive Cost
Containment Strategies for ASCs**

Wanda Moratelli, CASC, Administrator,
Ambulatory Care Center, Monica M. Ziegler,
MSN, CASC, Administrator PSC & CSS, Surgery
Partners, Larry Taylor, President and Chief
Executive Officer, Practice Partners in Healthcare,
Moderated by Laura Dyrda, Editor in Chief,
Becker's ASC Review, *Becker's Spine Review*

C. Anesthesia and Pain Management

Arrangements with ASCs - Trends and Issues

Amber McGraw Walsh, JD, Partner and Meggan
Michelle Bushee, JD, Attorney, McGuireWoods LLP

D. Best Ideas for Administrators

Kelly Shirer, CASC, Manager of Finance and
Contracting, Wildwood Surgical Center, Chandler
Shirer, Administrator, Franciscan Surgery Center,
Barbara P. Draves, CASC, Administrator, The
Surgery Center, Moderated by Carrie Pallardy,
Writer/Reporter, *Becker's Healthcare*

E. Telemedicine

Tony Mira, President and Chief Executive
Officer, and Bryan T. Sullivan, PMP, Vice
President of EMR and Clinical Integration,
Anesthesia Business Consultants

F. Data Analytics for ASCs: The Future is Here

Susan Cheek, CPA, CHCC, CASC, Administrator,
Dallas Endoscopy Center, IV Anesthesia Services,
PLLC, Melodie Garrobo, CASC, Administrator,
Golden Ridge Surgery Center, Amit Jiwani, Director
of Analytics, AmkaiSolutions, Moderated by Helen
Gregg, Assistant Editor, *Becker's Hospital Review*

4:30 – 5:30 PM

KEYNOTE - Why Not Your Best?

Terry Bradshaw, Co-host and Analyst, FOX NFL
Sunday and NFL Legend

5:30 – 7:00 PM

Networking Reception, Cash Raffles and Exhibits

Friday, October 24, 2014

**7:00 – 8:00 AM – Registration and Continental
Breakfast**

8:00 – 8:05 AM – Introductions

8:05 – 8:55 AM

KEYNOTE

**A. Key Thoughts on Building an Exceptional
Organization**

William Taylor, Founding Editor, Fast Company
and Best-selling Author, *Practically Radical: Not-
So-Crazy Ways to Transform Your Company*,
Shake Up Your Industry, and *Challenge Yourself*

9:00 – 9:30 AM

A. The State of the ASC Industry

Andrew Hayek, President and Chief Executive
Officer, Surgical Care Affiliates

9:35 – 10:15 AM

**KEYNOTE - Achieving Success and Overcoming
Adversity**

Lolo Jones, 2-Time Olympic Hurdler and World
Champion, 2014 Olympic Bobsledder

10:15 – 10:45 AM

Networking Break & Exhibits

10:45 – 11:20 AM

**A. Which Specialties Are Still Great for ASCs?
Which Ones Should ASCs Eliminate Today?**

**Will Hospital Employment Kill ASCs? What ASC
Problems are Not Fixable?**

Michael J. Patterson, FACHE, President and Chief
Executive Officer, Mississippi Valley Health,
Lawrence E. Kosinski, MD, MBA, AGAF, FACC,
Elgin Gastroenterology, Fred N. Davis, MD, Clinical
Assistant Professor, Michigan State University,
College of Human Medicine, ProCare Research,
ProCare Systems, Director, Florence Surgery & Laser
Center, LLC, David J. Abraham, MD, Orthopedic
Surgeon, The Reading Neck & Spine Center,
Moderated by Scott Becker, JD, CPA, Publisher,
Becker's Healthcare and Chairman, McGuireWoods,
LLP Healthcare Department

B. Advanced High Acuity Procedures for ASCs

Robert S. Bray, Jr., MD, Neurological Spine
Surgeon and Karen Reiter, RN, CNOR, RNFA,
CASC, Chief Operating Officer, D.I.S.C. Sports &
Spine Center

**C. Building Volumes, Practice Growth, Recruiting
Physicians and Cases - We Need More Volume**

Jeff Peo, Vice President Acquisitions and Development,
Ambulatory Surgical Centers of America

D. Tough Coding Issues Facing ASCs

Lisa Rock, President, National Medical Billing
Services

**E. HR Issues - Management Techniques for Top
Production, Doing More with Less Staff**

Stephanie Martin, BSN, RN, CNOR, CASC,
Administrator, St. Augustine Surgery Center, Jill
Thrasher, CASC, Administrator, Precision
Surgery Center of Dallas, Thomas H. Jacobs,
President and Chief Executive Officer, MedHQ,
Moderated by Helen Gregg, Assistant Editor,
Becker's Hospital Review

**F. Moving the Needle on Supply Chain Excel-
lence and Inventory Management**

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

11:25 – 12:05 AM

**A. Leaders' Role in Managing a Team: Trying to
Balance Building a Great Culture with Getting
Things Accomplished**

Susan Kizirian, Principal, Kizirian Healthcare
Consulting, Judy Harless, MBA, CASC,

Administrator, SMI Surgery Center, Martha R. Colen, RN, MBA, CASC, Administrator, Virginia Beach Ambulatory Surgery Center, Moderated by Holly Carnell, JD, Attorney, McGuireWoods LLP

B. Opening a State of the Art ASC in Changing Times

Michael Redler, MD, Founder, The OSM Center

C. Ways to Improve Efficiency / Supply Chain Streamlining

TBD

D. Revenue Cycle Audit: Get Your Revenue Cycle In Shape Now to Start 2015 Worry Free

Lisa Rock, President, National Medical Billing Services

E. New Sharable Ink Technology

Jeff Blankinship, President and Chief Executive Officer, Randy Bishop, Chief Operating Officer, Surgical Notes and Stephen Hau, Founder and Chief Technology Officer, Shareable Ink

F. Driving Cost Savings With a GPO

William Darrel Weatherford, MBA, Vice President, AdvantageTrust and Mary Starr, Assistant Vice President, AdvantageTrust

12:10 – 12:50 PM

A. The Best Entrepreneurial Ideas for Surgeons Today

Jon O'Sullivan, Valuation/Consulting, HealthEconomix, Jeff Leland, Chief Executive Officer, Blue Chip Surgical Center Partners, R. Blake Curd, MD, Board of Directors Chairman, Surgical Management Professionals, John Steinmann, MD, President and Chief Executive Officer, Renovis and Jon Vick, President, ASCs Inc, Moderated by Barton Walker, JD, Partner, McGuireWoods LLP

B. The 5 Most Important Issues Facing ASCs

Michael J. Patterson, FACHE, President and Chief Executive Officer, Mississippi Valley Health, Michael Pankey, RN, MBA, Administrator, ASC of Spartanburg, Joseph G Ollayos, CASC, Administrator, Tri-Cities Surgery Center, LLC, Erik Flexman, MHPA, FACHE, CASC, Executive Director, Forest Canyon Endoscopy & Surgery Center, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuire Woods, LLP Healthcare Department

D. Changing Payor Environment & Impact on ASCs

Naya Kehayes, MPH, Managing Principal, Chief Executive Officer, EVEIA Health Consulting and Management and Conor Gallagher, MBA, Director of Analytics and Business Operations, EVEIA Health Consulting and Management

F. Implant Costs, How to Manage Shifting Costs

Natalie Soule, RN, CASC, Administrator, Premier Orthopedic Surgery Center, Blairstown, MD, ROG, Sport Medicine, Orland Park Orthopedics, Moderated by Molly Gamble, Managing Editor, Becker's Hospital Review

12:50 – 1:50 PM

Networking Lunch & Exhibits

Concurrent Sessions

1:50 – 2:30 PM

A. The Future of GI and Endoscopy in ASCs and Best Steps to Improve Endoscopy Centers

Barry Tanner, President, Physicians Endoscopy, Erik Flexman, MHPA, FACHE, CASC, Executive Director, Forest Canyon Endoscopy & Surgery Center, Farid Naffah, MD, Gastroenterologist, Avamar Gastroenterology, Inc, Joel V. Brill, MD, Medical Director, FAIR Health, Moderated by

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

B. Clinical and Financial Benchmarking; Finding Metrics That Help You Manage

Michelle Punshon, MBA, RN, Administrative Director, Coastal Orthopedics, Sandra Jones, MBA, CASC, LHRM, FHFMA, Senior Vice President and Chief Operating Officer, and Trey Parsons, RN, Vice President of Operations, ASD Management

C. Strategies to Recruit New Physician Partners

Christine Musa, Vice President of Business Development, and Bo Hjorth, Vice President Business Development, Regent Surgical Health

D. The Importance of Understanding your Contracts: Capturing Revenue, Providing Transparency & Optimizing Opportunities

Naya Kehayes, MPH, Managing Principal, Chief Executive Officer, EVEIA HEALTH Consulting & Management and Stephanie Ream, Director of Product Development and Strategic Initiatives, EVEIA HEALTH Consulting & Management

E. Business Model Innovation/ New Model of Engagement with Device Manufacturers

Nick Pachuda, Vice President Strategic Innovations and Total Solutions and Christian Campbell, Group Product Director, DePuy Synthes Select

F. Implementing a Core Compliance Plan for Your ASC

Holly Carnell, JD, Attorney, and Melissa Szabad, JD, Partner, McGuireWoods LLP

2:35 – 3:15 PM

A. Washington Update and ASCA Update

William M. Prentice, Chief Executive Officer, Ambulatory Surgery Centers Association (ASCA) and Nap Gary, Chief Operating Officer, Regent Surgical Health, and Chairman of the Board, Ambulatory Surgery Centers Association (ASCA)

B. The Future of Orthopedics in ASCs

John Cherf, MD, MPH, MBA, President, OrthoIndex, Vice Chairman, OrthoCentrix Solutions, Chief of Orthopedics, Advocate Illinois Masonic Medical Center, Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners, Michael Redler, MD, Founder, The OSM Center, Moderated by Gretchen Heinze Townshend, JD, Partner, McGuireWoods LLP

C. How the Representative Replacement Model Can Cut Implant and Device Costs in Half

Steve Lamb, Vice President and Lead Partner, Implant Partners

D. Maximizing Contract Reimbursement with Insights into Payor Strategies

Adriaan Epps, Director of Contracting Services, abeo

E. Should You Sell Your ASC? Valuation, Operating Agreement, Non Competes, Legal and Process Issues

Amber McGraw Walsh, JD, Partner, McGuireWoods and Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

F. Does Your Infection Prevention Program Meet Survey Requirements?

Marcia Patrick, Surveyor, Accreditation Association for Ambulatory Health Care (AAAHC)

3:05 – 3:25 PM

Networking Break & Exhibits

3:30 – 4:10 PM

A. Transparency in ASC Pricing, Why, How Does it Help?

Keith Smith, MD, Board-Certified Anesthesiologist, Surgery Center of Oklahoma

B. The Future of Pain Management in ASCs

Laxmaiah Manchikanti, MD, American Society of Interventional Pain Physicians, Amish Patel, MD, Premier Pain Consultants, Mark Gostine, MD, ProCare Systems, Inc., Moderated by John C. Saran, Attorney, McGuireWoods LLP

C. The Business Challenges to Develop Spinal Implants for Outpatient Surgery

Kingsley R. Chin, MD, Orthopaedic and Spine Surgeon, President and Chief Executive Officer, Chief Technology Officer, SpineFrontier

D. Negotiating Vendor Contract Terms and Conditions in ASCs

Todd Hamilton, Vice President, Supply Chain, AmSurg Corp

E. Selling your ASC & MOB Real Estate

Jon Vick, President, ASCs Inc. and Jason Winokur, Vice President, J.H. Winokur, Inc.

F. Out of Network Trends and Issues

John Bartos, JD, Chief Executive Officer, Collect RX, Lisa Rock, President, National Medical Billing Services, Nader Samii, Chief Executive Officer, National Medical Billing Services, Thomas Pliura, MD, JD, Physician and Attorney at Law, Moderated by Melissa Szabad, JD, Partner, McGuireWoods LLP

4:15 – 5:00 PM

A. Reshaping Decision Making With Ambulatory Data: Assessing Utilization, Market Share and Network Leakage

Craig Miller, MHA, FACHE, Executive Director, Specialty Physicians of Illinois, LLC and Brad Helfand, Director, Sg2

B. The Future of Spine in ASCs

Kingsley R. Chin, MD, Orthopaedic and Spine Surgeon, President and Chief Executive Officer, Chief Technology Officer, SpineFrontier, Lane Spero, MD, Orthopedic Surgeon, Litchfield Hills Orthopedic Associates, Randolph Bishop, MD, MBA, Medical Director NIASC, Neurological Institute of Savannah, Kenneth K. Hansraj, Spine Surgeon, Moderated by Timothy Fry, JD, Attorney, McGuireWoods LLP

C. Hospital Physician Affiliations

Tracy Hoefft-Hoffman, Administrator, Fremont Health Surgery Center, Pamela Ertel, Administrative Director, The Reading Hospital SurgiCenter at Spring Ridge, Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management, Moderated by Molly Gamble, Managing Editor, Becker's Healthcare

D. Co-Management Models: Trends & Issues

Tom Yerden, Chief Executive Officer, TRY Health Care Solutions, LLC, John D. Martin, Founder and Principal, Martin Healthcare Consulting, Alex Higgins, Manager, VMG Health, Michael N. Heaton, CPA/ABV/PFS, CFP, CHBC, CVA, Partner, Katz, Sapper & Miller, Moderated by Timothy Fry, JD, Attorney, McGuireWoods LLP

E. Litigation - False Claims, Anti Kickback and Non Competes

Jeffrey C. Clark, JD, Senior Counsel and David J. Pivnick, JD, Attorney, McGuireWoods LLP

F. Key Tips for Quality Assurance and Infection Prevention

Nicole Gritton, MSN/MBA, Director of Nursing, Laser Spine Institute

5:00 – 6:00 PM

Networking Reception, Cash Raffles & Exhibits

Saturday, October 25, 2014

7:10 – 8:10 am – Continental Breakfast

8:10 - 8:50 AM

The Future of Physician-Owned ASCs

John Cherf, MD, MPH, MBA, President, OrthoIndex, Vice Chairman, OrthoCentrix Solutions, Chief of Orthopedics, Advocate Illinois Masonic Medical Center, Laxmaiah Manchikanti, MD, Chief Executive Officer, American Society of Interventional Pain Physicians, John Newman, Senior Vice President and General Counsel, Constitution Surgery Center, Raymond A. Dieter, Jr, MD, Surgeon, The Center for Surgery, Jay Grochmal, MD, Medical Director, Snowden River Surgery Center, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

8:55 - 9:35 AM

A. Key Items That Great Administrators and Great DONs Focus On

Sandi Berreth, Administrator, Brainerd Lakes Surgery Center, Karen Reiter, RN, CNOR, RNFA, CAS, Chief Operating Officer, D.I.S.C. Sports & Spine Center, Tami Robinson, RN, BSN, MSN, CNOR, Administrator/Director of Nursing, Unity Surgical Center, Joseph G. Ollayos, CASC, Administrator, Tri-Cities Surgery Center, LLC, Moderated by Laura Dyrda, Editor in Chief,

Becker's ASC Review and Becker's Spine Review

B. Orthopedic Urgent Care Model (OUC): Critical Component of the ASC Model,

Tom Ferro, President, OrthoNOW, LLC

C. Planning a Cash Pay Option for Your Practice

Daniel Goldberg, Chief Executive Officer, Gold Medical Marketing

D. Overhead Reduction: Using Internet Technology, Price Transparency and Social Media for the Benefit of the ASC Community

M. Brian Polsky, MD, Orthopedic Associates of Maryland

E. How One Surgery Center Improved Collections and Boosted Patient Satisfaction through Technology Best Practices

Teresa Copeland, Director of Managed Care/ Contracting, Knoxville Orthopedic Surgery Center/ Ortho Tennessee and Sean Troklus, Account Executive, ZirMed

9:40 – 10:20 AM

A. Ophthalmology in ASCs: Best Practices and The Future

Michael Vrabec, MD, Owner, Valley Eye Associates, Samuel E. Seltzer, MD, Director, Florence Surgery & Laser Center, LLC, Moderated by Ellie Rizzo, Assistant Editor, Becker's Healthcare

B. The Effective Use of Digital Communication Tools for Engaging Patients and Physicians

Atul Kumar, MD, MBA, Staff Gastroenterologist, Northport VA Medical Center, Stony Brook University Medical Center

C. Best Ideas for Increasing ASC Visibility to Physicians and Patients

Farid Naffah, MD, Gastroenterologist, Avamar Gastroenterology, Inc., Maggie Summerfelt, Administrator, Advanced Surgery Center, LLC, Herb Riemenschneider, MD, Private Practice Urologist, Moderated by Carrie Pallardy, Writer/ Reporter, Becker's Healthcare

D. Developing an Effective Facilities/Real Estate Strategy and Managing Process Development for an ASC

Richard Lyon, MPH, Executive Director, Coastal Orthopaedics and Marisa Manley, President, Healthcare Real Estate Advisors

E. Medicare Inspections and Survey Readiness

W. Jan Allison, RN, CHSP, Director, Accreditation and Survey Readiness, Surgical Care Affiliates

10:25 – 11:05 AM

A. CMS Audits: Top Medical Documentation Risk Areas in the ASC and How to Reduce Revenue and Compliance Risk

Stephanie Ellis, RN, CPC, Owner and President, Ellis Medical Consulting, Inc

B. The Technology Prescription: Improve Outcomes with Patient Engagement Technology and Patient-Reported Status

Michael Lilly, Director of Population Health Solutions, Skylight Healthcare Systems and Alan H. Beyer, MD, FACS, Executive Medical Director, HOAG Orthopaedic Services

C. Trends in Marketing Your ASC to Drive Patient Volume

TBD

D. Patient Leakage

Scott Vold, JD, Chief Executive Officer and Cofounder, and Andrew Albert, MD, Co-founder and Chief Medical Officer, Fibroblast

E. Case Study: Wrong Site Surgery

Sandra Jones, MBA, CASC, LHRM, FHFMA, Senior Vice President and Chief Operating Officer, ASD Management

11:10 – 11:50 AM

A. 5 Key ASC Legal Issues for 2014: Anesthesia, Safe Harbors, Non Competes, HIPAA and More

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

12:00 PM - Meeting Adjourns

SPECIAL AEU CREDIT TRACK

Thursday, October 23, 2014

G. AEU Credit Track

1:00 – 2:00 PM

Sterilization for Your ASC: Techniques and Compliance

Jennifer Butterfield, MBA, RN, CNOR, Administrator, Lakes Surgery Center, Janie Kinsey, RN, CASC, Administrator, St. Luke's South Surgery Center, Moderated by Ellie Rizzo, Lead Editor, *Becker's ASC Review*

2:10 – 3:10 PM

How to Run a Successful Multi-specialty ASC in a Rural Setting

Scott Edwards, Administrator, North MS Ambulatory Surgery Center, Moderated by Ellie Rizzo, Assistant Editor, Becker's Healthcare

3:20 - 4:20 PM

The Importance of Successful Peer Review

Shawn McNerlin, Director of Ambulatory Surgery Center, Arkansas Specialty Orthopaedics, Steve Smith, RN, CASC, Administrator, Surgery Center of Wisconsin Rapids, Jennifer Butterfield, MBA, RN, CNOR, Administrator, Lakes Surgery Center, Michael Sengmanivong, BA, Administrator, Doctors Outpatient Center for Surgery, Moderated by Ann B. Geier, MS, RN, CNOR, CASC, Vice President, Clinical Informatics and Surgery, SourceMedical

Friday, October 24, 2014

G. AEU Credit Track

10:30 – 11:30 AM

Online Preoperative Screening

Becky Ziegler-Otis, RHIA, CPHQ, CHC, CASC, Administrator, Ambulatory Surgical Center of Stevens Point, Lynne Stoldt, Administrative Director, Melbourne Same Day Surgery and Melbourne GI Center, Michelle George, RN, MSN, CASC, Vice President, Clinical Services, Surgical Care Affiliates, Moderated by Carrie Pallardy, Writer/Reporter, *Becker's Hospital Review*

11:40 AM - 12:40 PM

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

Robert Westergard, Chief Financial Officer, Ambulatory Surgical Centers of America (ASCOA), Ann B. Geier, MS, RN, CNOR, CASC, Vice President, Clinical Informatics and Surgery, SourceMedical

1:35 - 2:35 PM

Every Nurse Is a Risk Manager

Judy Shapazian, RN, Administrator and Chief Executive Officer, San Luis Obispo Surgery Center 50104, Gary Richberg, RN, ALNC, Administrator, Pacific Rim Outpatient Surgery Center, Natalie Soule, RN, CASC, Administrator, Premier

Orthopedic Surgery Center, Moderated by Molly Gamble, Managing Editor, Becker's Hospital Review

3:45 - 4:45 PM

Key Thoughts on Medicare Inspections and Survey Readiness

Tracey Harbour, BSN, RN, Administrator, Surgery Center of Pinehurst, Nueterra Healthcare, Margaret G. Acker, RN, MSN, CASC, Chief Executive Officer, Blake Woods Medical Park Surgery Center, Jennifer K. Wilbur, CFO/TOSC Assistant Administrator, Northwest Orthopaedic Specialists, Moderated by Lindsey Dunn, Editor in Chief, Becker's Hospital Review

Saturday, October 25, 2014

F. AEU Credit Track

9:00 – 10:00 AM

The Importance of Keeping your Board of Directors Informed

Angie Blankinship, BSN, CASC, Administrator, Longmont Surgery Center

10:10 - 11:10 AM

Bariatric Surgery

Ben Kocaj, Executive Director, and Robert W. Landerholm, MD, FACS, Surgeon, Puget Sound Surgical Center

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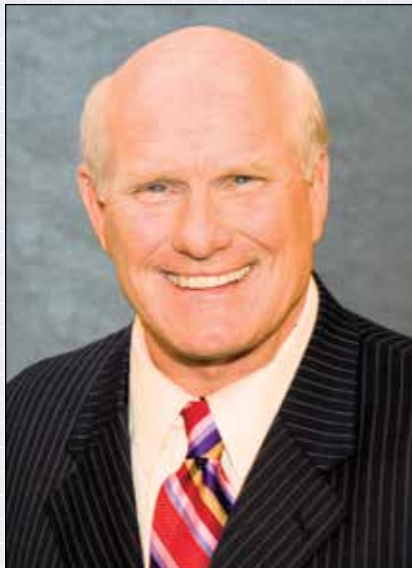
- Terry Bradshaw, Co-host and Analyst, FOX NFL Sunday and NFL Legend
- William Taylor, Founding Editor, Fast Company and Best-selling Author, *Practically Radical: Not-So-Crazy Ways to Transform Your Company*, *Shake Up Your Industry*, and *Challenge Yourself*
- Lolo Jones, 2-Time Olympic Hurdler and World Champion, 2014 Olympic Bobsledder
- Brent Lambert, MD, FACS, Principal and Founder, Ambulatory Surgical Centers of America
- Laxmaiah Manchikanti, MD, American Society of Interventional Pain Physicians
- William M. Prentice, JD, Chief Executive Officer, Ambulatory Surgery Centers Association
- Michael Patterson, President and Chief Executive Officer, Mississippi Valley Health
- Aaron Murski, Senior Manager, VMG Health
- I. Naya Kehayes, MPH, Managing Principal and CEO, Eveia Health Consulting and Management
- Stanford Plavin, MD, Anesthesiologist, Ambulatory Anesthesia of Atlanta/Savannah
- Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites
- Ann B. Geier, MS, RN, CNOR, CASC, Vice President, Clinical Informatics and Surgery, SourceMedical
- Andrey Hayek, President and Chief Executive Officer, Surgical Care Affiliates
- Keith Smith, MD, Board-Certified Anesthesiologist, Surgery Center of Oklahoma
- Lawrence E. Kosinski, MD, MBA, AGAF, FACG, Elgin Gastroenterology
- Jay Grochmal, MD, Medical Director, Snowden River Surgery Center
- Martha R. Colen, RN, MBA, CASC, Administrator, Virginia Beach Ambulatory Surgery Center
- Sandi Berreth, Administrator, Brainerd Lakes Surgery Center
- Blaire Rhode, MD, ROG Sports Medicine, Orland Park Orthopedics
- Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management
- Robert S. Bray, Jr., MD, Neurological Spine Surgeon, D.I.S.C. Sports and Spine Center
- Arvind Movva, MD, Chief Executive Officer, Heartland Clinic
- Samuel E. Seltzer, MD, Director, Florence Surgery & Laser Center, LLC
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Terry Bradshaw

A larger-than-life personality known for his energy, zeal and enthusiasm both on and off the field, Terry Bradshaw is an All-American icon. From his achievements in football as a Hall of Fame quarterback and two-time Super Bowl MVP, to his celebrity success as television's preeminent football analyst, best-selling author, television and film actor and gospel singer with three hit albums, Bradshaw is a beloved household name who came from humble beginnings to achieve astounding success. Having reached the pinnacle of professional accomplishment and survived the depths of depression, Bradshaw talks about sacrifice, pain, competition and adversity. He illuminates how he used the power of positive thinking to reach levels of success he never dreamed possible. Admired for his unvarnished honesty and colorful style, Bradshaw is a three-time Emmy Award-winning co-host of America's most-watched pregame show, FOX NFL Sunday. Bradshaw is the author of *No Easy Game*, the remarkably introspective autobiography *Looking Deep* and New York Times best sellers *It's Only A Game* and *Keep It Simple*.



William Taylor

Bill Taylor is a best-selling author, celebrated entrepreneur and groundbreaking thinker on leadership and innovation. The author of the New York Times best seller *Mavericks at Work: Why the Most Original Minds in Business Win*, Taylor's new best seller, *Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself*, is based on his in-depth access to 25 organizations that are making deep-seated changes under the most trying circumstances imaginable. These organizations (from hard-charging technology companies to long-established non-profits, from hospitals to automakers to banks) are mastering a set of strategies and practices that define the work of leadership in turbulent times—ideas from which every leader can learn. Having made his name as a hugely successful editor and entrepreneur who co-founded and took *Fast Company* magazine from start-up to a \$340 million sale in less than six years, Taylor speaks with authority and experience on embracing people-centric approaches to leadership, a network approach to cultivating ideas and a relentless focus on being extraordinary all in the name of creating market dominance. Provocative and inspiring, Bill offers firsthand accounts of how game changers are transforming their companies and shaking up their industries—and insights into how you can do the same in your own organization.



Lolo Jones

Lolo Jones, World Champion and Olympic Hurdler and 2014 Olympic Bobsledder, is one of the few athletes to have competed in both the Summer and Winter games. She competed in the 100m Hurdles in both the 2008 and 2012 Summer games. The track and field sensation was recruited to the sport of bobsled where she successfully transferred her skills to the ice and was named to the women's bobsled national team as a push athlete. She took home a gold medal in the mixed team event at the 2013 World Championships and a silver medal in the 2014 Winter Olympics. She was the first woman ever to claim back-to-back World Indoor titles in the 60m hurdles, in both 2008 and 2010, while setting an American record in the process. In 2010 she was ranked the #1 Hurdler in the US and #2 in the world. She also took home a gold medal at the 2010 USA Nationals. As the most followed U.S. track & field athlete on Twitter, Jones has a huge social media presence. She has appeared on many broadcasts including *Late Night with Jay Leno*, *HBO Real Sports*, and *NBC Today Show*. She has also appeared in several publications including *Sports Illustrated* and was featured on the cover of *Time Magazine*. Lolo Jones attended Louisiana State University where she was a three-time national champion and 11-time All-American. She ranks among the top-three all-time at LSU in both the 60m and 100m hurdles.

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Margaret G. Acker, RN, MSN, CASC, Chief Executive Officer, Blake Woods Medical Park Surgery Center



Margaret Adams, CASC, Administrator, Riddle Surgery Center



Andrew Albert, MD, Co-founder and Chief Medical Officer, Fibroblast



W. Jan Allison, Director of Accreditation and Survey Readiness, Surgical Care Affiliates



Tim Baker, President, Principle Valuation



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Sandi Berreth, Administrator, Brainerd Lakes Surgery Center



Randy Bishop, Chief Operating Officer, Surgical Notes



Stephen Blake, JD, MBA, CPA, Chief Executive Officer, Central Park ENT & Surgery Center



Angie Blankinship, BSN, CASC, Administrator, Longmont Surgery Center



Jeff Blankinship, President and Chief Executive Officer, Surgical Notes



Thomas Bombardier, MD, FACS, Founding Principle, Ambulatory Surgical Centers of America (ASCOA)



Robert S. Bray, Jr., MD, Neurological Spine Surgeon, D.I.S.C. Sports & Spine Center



Alan Beyer, MD, FACS, Executive Medical Director, HOAG Orthopaedic Services



Randolph Bishop, MD, MBA, Medical Director, NIASC Neurological Institute of Savannah



Joel V. Brill, MD, Medical Director, FAIR Health



Danny E. Bundren, Vice President, Acquisitions and Development, Symbion Healthcare



Meggan Michelle Bushee, JD, Associate, McGuireWoods LLP



Jennifer Butterfield, MBA, RN, CNOR, Administrator, Lakes Surgery Center



Christian Campbell, Group Product Director, DePuy Synthes Select



Holly Carnell, JD, Associate, McGuireWoods LLP



Susan Cheek, CPA, CHCC, CASC, Administrator, Dallas Endoscopy Center, IV Anesthesia Services, PLLC



John Cherf, MD, MPH, MBA, President, OrthoIndex, Vice Chairman, OrthoCentrix Solutions, Chief of Orthopedics, Advocate Illinois Masonic Medical Center



Kingsley R. Chin, MD, Orthopaedic and Spine Surgeon, President and Chief Executive Officer, Spine Frontier



Monica Cintado, Senior Vice President, United Surgical Partners International (USPI)



Jeffrey C. Clark, JD, Senior Counsel, McGuireWoods LLP



Martha R. Colen, RN, MBA, CASC, Administrator, Virginia Beach Ambulatory Surgery Center



Teresa Copeland, Director of Managed Care/ Contracting, Knoxville Orthopedic Surgery Center/Ortho Tennessee



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Adriaan Epps, Director of Contracting Services, abeo



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Cheryl Ezerskis, MLT, CPA, CASC, Executive Director, West Parkway Ambulatory Surgery Center



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



Timothy Fry, JD, Attorney, McGuireWoods LLP



Jocelyn Gaddie, Vice President, Business Development, in2itive Business Solutions



Edward J. Galbavy, MD, PhD, Physician, North Florida Surgery Center



Conor Gallagher, MBA, Director of Analytics and Business Operations, EVEIA Health Consulting and Management



Molly Gamble, Managing Editor, Becker's Healthcare



Melodie Garrobo, CASC, Administrator, Golden Ridger Surgery Center



Nap Gary, Chief Operating Officer, Chairman of the Board, Regent Surgical Health, Ambulatory Surgery Centers Association (ASCA)



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Michelle George, RN, MSN, CASC, Vice President, Clinical Services, Surgical Care Affiliates



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Todd Hamilton, Vice President, Supply Chain AmSurg Corp



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Judy Harless, MBA, CASC, Administrator, SMI Surgery Center



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Richard Lyon, MPH, Executive Director, Coastal Orthopaedics



Tom Mallon, Chief Executive Officer, Regent Surgical Health



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Stephanie Martin, BSN, RN, CNOR, CASC, Administrator, St. Augustine Surgery Center



Shawn McNerlin, Director of Ambulatory Surgery Center, Arkansas Specialty Orthopaedics



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Marcia Patrick, Surveyor, Accreditation Association for Ambulatory Health Care (AAAHC)



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Jeff Peo, Vice President Acquisitions and Development, Ambulatory Surgical Centers of America



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Herb Riemenschneider, MD, Private Practice Urologist



Blair Rhode, MD, ROG Sport Medicine, Orlando Park Orthopedics



Gary Richberg, RN, ALNC, Administrator, Pacific Rim Outpatient Surgery Center



Patrick Richter, Vice President, Business Development United Surgical Partners International (USPI)



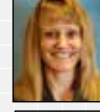
Ellie Rizzo, Assistant Editor, Becker's Healthcare



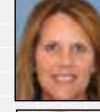
Tami Robinson, RN, BSN, MSN, CNOR, Administrator and Director of Nursing, Unity Surgical Center



Lisa Rock, President, National Medical Billing Services



Linda Ruterbories, RN, ANP Director, Surgical Services OA Center for Orthopedics



Mary Ryan, Administrator, Tri-State Surgery Center



Nader Samii, Chief Executive Officer, National Medical Billing Services

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Steve Smith, RN, CASC, Administrator,
Surgery Center of Wisconsin Rapids



Natalie Soule, RN, CASC,
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Lane D. Spero, MD, Orthopedic
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Bryan T. Sullivan, PMP, Vice President,
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Maggie Summerfelt, MBA, Administra-
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Melissa Szabad, JD, Partner,
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Barry Tanner, President & Chief Execu-
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Vivek Taparia, Director of Operations,
Regent Surgical Health



Larry Taylor, President & Chief
Executive Officer, Practice Partners in
Healthcare



Jill Thrasher, CASC, Administrator,
Precision Surgery Center of Dallas



Gretchen Heinze Townsend, JD,
Partner, McGuireWoods LLP



Sean Troklus, Account Executive,
ZirMed



Jon Vick, President, ASCs Inc



Scott Vold, JD, CEO and Cofounder,
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William Darrel Weatherford, MBA, Vice
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Michael Weaver, Managing Director,
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Robert Zasa, MSHHA, FACMPE,
Managing Partner and Founder,
ASD Management



Becky Ziegler-Otis RHIA, CPHQ, CHC,
CASC, Administrator, Ambulatory Sur-
gical Center of Stevens Point



Monica M. Ziegler, MSN, CASC,
Administrator,
PSC & CSS Surgery Partners

NOT PICTURED

Greg Beasley, President, Ambulatory Surgery
Division HCA Healthcare

Leslie Cottrell, RN, Associate Administrator,
Baptist Physicians' Surgery Center

Sharon Kimbrough, CPCS, CPMSM, Manager,
Medical Staff Services and Credentialing Surgical
Care Affiliates

Marisa Manley, President and Chief Executive Of-
ficer, Healthcare Real Estate Advisors
Crystina Marson, ASC Billing Division, MediGain

Wanda Moratelli, CASC, Administrator,
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Thomas Pliura, MD, JD, Physician and
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Stephen Rosenbaum, Chief Executive Officer,
Interventional Management Services

Chandler Shirer, Administrator,
Franciscan Surgery Center

Kelly Shirer, CASC, Manager of Finance and
Contracting, Wildwood Surgical Center

John Steinmann, DO, President and Chief Executive
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Cindy Vincent, Executive Director,
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Jennifer K. Wilbur, CFO/TOSC, Assistant Administra-
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OCTOBER 23-25, 2014

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ASC Communications is authorized to award 14.5 hours of pre-approved ACHE Qualified Education credits (non-ACHE) for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credits should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

CME

This 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.

The Institute for Medical Studies designates this live activity for a maximum of 14.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses may claim credit for activities approved for AMA PRA Category 1 Credits™ in most states, for up to 50% of the nursing requirement for recertification. Please check with your own state association for more information.

AEU

This program is approved for 9.00 hours of AEU credits by BASC Provider #3672.

HOTEL RESERVATIONS

Swissôtel has set aside special group rates for conference attendees. To make a reservation, go to https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10757363

Swissôtel

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 Group name: Annual ASC Conference
 Group Rate: \$299 Single/Double

CONFERENCE QUESTIONS

For additional information or questions regarding the conference please contact

ASC Communications

Phone: (800) 417-2035

Fax: (866) 678-5755

Email: registration@beckershealthcare.com

Phone: (800) 417-2035

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

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ADA REQUEST

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

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