

11th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference

Improving Profitability and Business and Legal Issues

June 13-15, 2013

Westin Michigan Avenue, Chicago, Illinois

97 Sessions, 130 Speakers - 52 Physician Leaders and 25 CEOs Speaking
More Than 700 Attendees at This World Class Event Focused on Key Business, Clinical, and Legal Issues



Mike Krzyzewski

- **Victory Through Teamwork and Leadership** - Coach Michael Krzyzewski "Coach K", Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History
- **Emerging Business Issues in Spine Surgery** - Stefan Prada, MD, Orthopedic Spine Surgeon, Laser Spine Institute, Christopher Duntch, MD, PhD, Clinical Director, Neurosurgeon, Texas Neurosurgical Institute, Steven Arnold, MD, Chief Medical Officer, Access MediQuip, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP



Geoff Colvin

- **Can ASCs Profit Through Spine and Orthopedics - What Works Business Wise and Clinically** - Jeff Peo, Vice President Acquisitions & Development, Ambulatory Surgical Centers of America, Nader Samii, Chief Executive Officer, National Medical Billing Services, David Rothbart, MD, FAANS, FACS, FACPE, Medical Director, Spine Team Texas, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN



Brad Gilbert

- **The Mix of Business and Politics - Healthcare 2013** - Thomas J. Bombardier, MD, FACS, Principal and Founder, Ambulatory Surgical Centers of America, John Dietz, MD, Chairman, OrthoIndy, and Charles R. "Charley" Gordon, MD, Neurosurgeon and Co-founder, Texas Spine and Joint Hospital, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN



Forrest Sawyer

- **Spine Surgery - The Next Five Years** - David J. Abraham, MD, The Reading Neck & Spine Center, Johnny C. Benjamin, MD, Pro Spine, Khawar Siddique, MD, MBA, Spine Surgeon, Board Certified, American Board of Neurosurgery, Spine Center, Cedars-Sinai Medical Center, and Rafe Sales, MD, Summit Spine Institute, moderated by Gretchen Heinze Townshend, Partner, McGuireWoods LLP

- **The Changing Role of Spine Surgery** - Richard N.W. Wohns, MD, JD, MBA, South Sound Neurosurgery, PLLC, Kenneth Pettine, MD, Founder, The Spine Institute, Jeff Leland, Chief Executive Officer, Blue

Chip Surgery Center Partners, Stephen H. Hochschuler, MD, Texas Back Institute, moderated by Forrest Sawyer, Television Journalist and Entrepreneur in Innovation Health Care

- **Succeeding in the Face of Challenges - Core Strategies from the Front Line** - Charles R. "Charley" Gordon, MD, Neurosurgeon and Co-founder, Texas Spine and Joint Hospital

- **Talent is Overrated!** - Geoff Colvin, Senior Editor-at-Large, FORTUNE Magazine and Author, *Talent is Overrated*

- **The Quantum Shift in Orthopedic and Spinal Implant Strategy** - James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, SpineNevada

- **The Best Ideas for Improving the Profits of Pain Management Driven Centers - Key Developments in Pain Management**, 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, ProCare Research, ProCare Systems, and Nancy Bratanow, MD, Midwest Comprehensive Pain Care, Barry Karlin, PhD, Chief Executive Officer, Prospira PainCare, moderated by Barton C. Walker, Partner, McGuireWoods LLP

- **What Will Healthcare Reform Mean for Orthopedics, Spine, Pain Management and ASCs** - James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, SpineNevada, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, Robert Murphy, Chairman and Founder, Murphy Healthcare Group, A. N. Shamie, MD, UCLA Spine Surgery, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Healthcare

- **The Latest Development in Stem Cell Treatments as Applied to Spine** - Kenneth A. Pettine, MD, Founder, The Spine Institute

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.regonline.com/11thorthopedicspineASC>

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

This exclusive orthopedic, spine 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 2 day event than anywhere else.

- 97 Sessions
- 130 Speakers
- 25 CEOs as Speakers
- 52 Physician Leaders as Speakers
- Mike Krzyzewski “Coach K” Head Men’s Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men’s Basketball History
- Geoff Colvin, Senior Editor-at-Large FORTUNE Magazine and Author, Talent is Overrated
- Keynote panels led by Forrest Sawyer, Television Journalist and Entrepreneur in Innovation Health Care, and Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN

The Becker’s ASC Review/ASC Communications difference:

- 1) Benefit from the efforts of Becker’s ASC Review and 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.

PROGRAM SCHEDULE

Pre Conference – Thursday, June 13, 2013

11:00 - 5:00 pm	Registration Open
11:30 - 4:30 pm	Exhibitor Set Up
12:30 - 5:45 pm	Pre-Conference Sessions
5:45 - 7:00 pm	Reception, Cash Raffles and Exhibits

Main Conference – Friday, June 14, 2013

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

Conference – Saturday, June 15, 2013

7:00am – 8:00am	Continental Breakfast and Registration
8:10am – 12:20pm	Conference

Thursday, June 13, 2013

11:00 – 4:30 PM

Registration and Exhibitor Set up

Concurrent Sessions:

Track A - Improving Profits

Track B - Spine

Track C - Pain Management and Spine

Track D - Orthopedics

Track E - Business and Profitability Issues;

Revenue Cycle; Managed Care Billing,

Coding and Contracting for ASCs

Track F - Quality, Infection Control,

Accreditation, Management

12:30 – 1:10 PM

A. Keys to Keeping Surgery Centers a Profitable Business

Doug Golwas, Senior Vice President, Medline Industries, Inc., Michael J. Lipomi, President & Chief Executive Officer, Surgical Management Professionals, David Shapiro, MD, CHC, CHCQM, CHPRM, LHRM, CASC, Partner, Ambulatory Surgery Company, LLC moderated by Barton C. Walker, Partner, McGuireWoods LLP

B. Business Planning for Spine Driven Centers

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

C. Managing Pain Practice Protocols, Branding and Other Tips to Improve Profitability

Vishal Lal, Chief Executive Officer, Advanced Pain Management

D. Bundled Contracting Initiatives for Orthopedics and Spine

Paul Jawin, Principal, Stryker Performance Solutions

E. Key Trends in Valuing Practice Acquisitions

Aaron Murski, Senior Manager, VMG Health

F. Developing the Right Clinical Environment for Complex Spine and Orthopedic Cases

Linda Lansing, Senior Vice President Clinical Services, Surgical Care Affiliates

1:15 – 1:55 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, and Todd J. Mello, ASA, CVA, MBA, Partner, HealthCare Appraisers, Inc., Christy Heald, Senior Vice President of Development, Surgery Partners, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Moving Spine Procedures to ASCs- Key Business and Clinical Issues

Paul Schwaegler, MD, Seattle Spine Institute, PLLC, Richard Kube, MD, Chief Executive Officer, Founder & Owner, Prairie Spine & Pain Institute, moderated by Jeff Leland, Chief Executive Officer, Blue Chip Surgery Center Partners

C. Interventional Pain Management - New Concepts to Reduce ER Visits, Hospitalizations and Re-Admissions

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

D. Succeeding in the Face of Challenges - Core Strategies from the Front Line

Charles R. “Charley” Gordon, MD, Neurosurgeon and Co-founder, Texas Spine and Joint Hospital

E. Benchmarking the Financial Solvency of an ASC

Rajiv Chopra, Principal and Chief Financial Officer, The C/N Group

F. Proactively Managing Risk Related to Innovative Spine Surgery

Carol Hiatt, BSN, RN, LHRM, CASC, CNOR, Consultant and Accreditation Surveyor, Healthcare Consultants International

2:00 – 2:35 PM

A. Utilizing Spine Cases to Improve the Profitability of Underutilized Poorly Performing ASCs

Chris Bishop, Senior Vice President, Acquisitions & Business Development, Blue

Chip Surgical Center Partners

B. The Best Ideas for Marketing Spine and for Patient Development

Jimmy St. Louis, MBA, MS, PMP, Chief Executive Officer, Advanced Healthcare Partners, Bob Reznik, MBA, President, Prizm Development, Inc., Jeff Leland, Chief Executive Officer, Blue Chip Surgery Center Partners, Daniel Goldberg, Chief Executive Officer and Creative Director, Gold Medical Marketing, moderated by Peter S. Cunningham, President, CCO, Healthcare Partners, LLC

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. Emerging Orthopedic Procedures in ASCs - Business and Clinical Issues

Michael R. Redler, MD, The OSM Center

E. Ensuring Managed Care Contracts Are Adequate for Spine & Orthopedics, and Realizing the Value of the Contracts Negotiated

I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer, and Lisa Rock, President, National Medical Billing Services

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

Steven A. Gunderson, DO, Chief Executive Officer, Medical Director, Rockford Ambulatory Surgery Center, Accreditation Association for Ambulatory Health Care

2:40 – 3:15 PM

A. Emerging Business Issues in Spine Surgery

Stefan A. Prada, MD, Orthopedic Spine Surgeon, Laser Spine Institute, Christopher Duntsch, MD, PhD, Clinical Director, Neurosurgeon, Texas Neurosurgical Institute, Steven Arnold, MD, Chief Medical Officer, Access MediQuip, Jeffrey Mason, President and Chief Executive Officer, Analytics, LLC, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Deuk Laser Disc Repair® as a Novel, Safe and Effective Solution for Symptomatic Cervical Disc Disease

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

C. Intradiscal Biologics Injections for Mild to Moderate Degenerative Disc Disease

Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration Santa Monica, CA, President/CEO, Alpha Diagnostics, Intraoperative Neurophysiologic Monitoring Board of Directors, Spalding Surgery Center, Beverly Hills, CA, Board of Directors, American Board of Neurophysiologic Monitoring

D. Key Steps to Improve Profits in Orthopedic Driven ASCs

Rajiv Chopra, Principal, The C/N Group, Gregory P. Deconciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, and Brian Brown, Regional Vice President of Operations, Meridian Surgical Partners, moderated by Molly Gamble, Associate Editor, Becker's Healthcare

E. ACO Network Models - Trends and Considerations

Thomas Dixon, Associate Director, Health System Strategy and Kara Fleming, Director, Healthcare, Navigant

F. Infection Control in ASCs - Regulatory Boot Camp

Jean Day, RN, CNOR, Director of Clinical Operations, Pinnacle III

3:20 – 4:00 PM

KEYNOTE PANEL

A. Can ASCs Profit Through Spine and Orthopedics - What Works Business Wise and Clinically

Jeff Peo, Vice President Acquisitions & Development, Ambulatory Surgical Centers of America, Nader Samii, Chief Executive Officer, National Medical Billing Services, David Rothbart, MD, FAANS, FACS, Medical Director, Spine Team Texas, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN

B. The Best Strategies for the Next 5 Years

Brent W. Lambert, MD, FACS, Principal and Founder, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

C. The Evolution of EMR - What Works for ASCs Today and How Can You Realize an ROI

Robert Brown, Director of Business Development, Surgical Notes

D. Valuing ASCs and Physician Practices

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

E. Great Ideas on Purchasing Smarter

Jon Pruitt, Vice President of Procurement Solutions, Provista Inc. and Robert Haze, Administrator, Institute for Orthopaedic Surgery in Las Vegas

F. Using Reprocessing to Reduce Costs

Timothy Merchant, Vice President of Sales, MEDISS - Medline Industries, Inc.

4:05 – 4:50 PM

KEYNOTE PANEL: The Mix of Business and Politics - Healthcare 2013

Thomas J. Bombardier, MD, FACS, Principal and Founder, Ambulatory Surgical Centers of America, John Dietz, MD, Chairman, OrthoIndy, and Charles R. "Charley" Gordon, MD, Texas

Spine and Joint Hospital, Louis F. McIntyre, MD, Westchester Orthopaedic Associates, Randy Hickle, Chief Executive Officer, Grace Clinic, moderated by Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN

4:55 – 5:45 PM

KEYNOTE: Victory Through Teamwork and Leadership

Coach Michael Krzyzewski "Coach K", Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History

5:45 – 7:00 PM

Networking Reception, Cash Raffles and Exhibits

Friday, June 14, 2013

7:00 – 8:00 AM

Registration and Continental Breakfast

8:00 – 8:10 AM – Introductions

8:10 – 8:55 AM

KEYNOTE PANEL: The Changing Role of Spine Surgery

Richard N.W. Wohns, MD, JD, MBA, South Sound Neurosurgery, PLLC, Kenneth Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center, Jeff Leland, Chief Executive Officer, Blue Chip Surgery Center Partners, Stephen H. Hochschuler, MD, Texas Back Institute, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Health Care

9:00 – 9:45 AM

KEYNOTE PANEL: What Will Healthcare Reform Mean for Orthopedics, Spine, Pain Management and ASCs

James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, SpineNevada, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America, A. N. Shamie, MD, UCLA Spine Surgery, moderated by Forrest Sawyer, veteran Television Journalist and Entrepreneur in Innovative Health Care

9:45 – 10:15 AM

Networking Break and Exhibits

Concurrent Sessions:

Track A - Improving Profits, Valuation and Transaction Issues

Track B - Spine

Track C - Pain Management & Spine

Track D - Orthopedics and Pain Management

Track E - Business and Profitability Issues; Managed Care and Contracting for ASCs

Track F - Quality, Infection Control, Accreditation, Management

10:15 – 10:55 AM**A. The Quantum Shift in Orthopedic and Spinal Implant Strategy**

James J. Lynch, MD, FRCSI, FAANS, Board-Certified and Fellowship-Trained Spinal Neurosurgeon, SpineNevada

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

Kenneth Pettine, MD, Founder, The Spine Institute, Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, and Stephen H. Hochschuler, MD, Texas Back Institute, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

C. The Best Ideas for Improving the Profits of Pain Management Driven Centers, Key Developments in Pain Management

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, ProCare Research, ProCare Systems, Barry Karlin, Ph.D, Chief Executive Officer, Prospira PainCare, Gordon Mortensen, MD, Innovative Pain Care, The Surgery Center, LLC, moderated by Barton C. Walker, Partner, McGuireWoods LLP

D. The Best Ideas for Orthopedics Now

Blair Rhode, MD, ROG Sports Medicine, Orland Park Orthopedics, Jack M. Bert, MD, Adjunct Clinical Professor, University of Minnesota School of Medicine, Cartilage Restoration Center of Minnesota, Minnesota Bone & Joint Specialists, Ltd., Michael Redler, MD, The OSM Center, Moderator, Amber McGraw Walsh, Partner, McGuireWoods LLP

10:15 – 11:35 AM**E. Cost Reduction and Benchmarking, 10 Key Steps to Immediately Improve Profits**

Robert Westergard, CPA, Chief Financial Officer, Susan Kizirian, Chief Operations Officer, and Ann Geier, RN, MS, CNOR, CASC, Senior Vice President of Operations, Ambulatory Surgical Centers of America

10:15 – 10:55 AM**F. Designing and Implementing High Performing Orthopedic Centers of Excellence**

Marcia A. Friesen, RN, BS, HIA, MHP, FAIHQ, FACHE, President, Orthopedic Advantage Healthcare Consulting, LLC

11:00 – 11:35 AM**A. Selling Your Practice or ASC, Valuation, Compensation, Non Competes Legal and Process Issues**

Aaron Murski, Senior Manager, VMG Health and Jack M. Bert, MD, Adjunct Clinical Professor, University of Minnesota School of Medicine, Cartilage Restoration Center of Minnesota, Minnesota Bone & Joint Specialists, Ltd., and Amber McGraw Walsh, Partner, McGuireWoods LLP, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Spine Surgery - The Next Five Years

David J. Abraham, MD, The Reading Neck & Spine Center, Johnny C. Benjamin, MD, Pro Spine, Khawar Siddique, MD, MBA, Spine Surgery, Board Certified, American Board of Neurosurgery, Beverly Hills Spine Surgery and Spine Center, Cedars-Sinai Medical Center, and Rafe Sales, MD, Summit Spine Institute, moderated by Gretchen Heinze Townshend, Partner, McGuireWoods LLP

C. The Importance of Measuring Clinical Outcomes for Pain Management - The Use of Clinical Quality Outcomes to Measure the Best Value of Care

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

D. Tough Coding & Billing Issues for Pain Management

Lisa Rank, President, National Medical Billing Services

F. Optimizing Case Mix for Profit and Growth

Julie Bell, Administrator, Hawthorn Surgical Center, Rob Midelton, Director, Strategy, Surgical Care Affiliates

11:40 – 12:20 PM**KEYNOTE - Talent is Overrated**

Geoff Colvin, Senior Editor-At-Large, FORTUNE Magazine and Author, *Talent is Overrated*

12:25 – 1:05 PM**KEYNOTE PANEL: The Healthcare, Spine and Orthopedic Economy - Is the Future Bright or Dark? How do you Position Yourself?**

Frank Phillips, MD, Rush University Medical Center, Midwest Orthopaedics, Tom Mallon, Chief Executive Officer and Founder, Regent Surgical Health, John Pelloza, MD, Director, Center for Spine Care, moderated by Geoff Colvin, Senior Editor-At-Large, FORTUNE Magazine and Author, *Talent is Overrated*

1:05 – 1:55 PM**Networking Lunch and Exhibits****1:55 – 2:35 PM****A. New Initiatives in Spine and Pain Management**

Robert S. Bray, Jr., MD, Neurological Spine Surgeon, D.I.S.C. Sports & Spine Center, Fred N. Davis, MD, Clinical Assistant Professor, Michigan State University, College of Human Medicine, ProCare Research, ProCare Systems, John A. Carrino, MD, MPH, Associate Professor of Radiology and Orthopedic Surgery, Johns Hopkins University School of Medicine, and Laxmaiah Manchikanti, MD, Chief Executive Officer and Chairman of the Board, American Society of Interventional Pain Physicians, Moderator Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Outpatient Cervical Disc Arthroplasty

Richard N.W. Wohms, MD, JD, MBA, South Sound Neurosurgery, PLLC

C. The Latest Development in Stem Cell Treatments as Applied to Spine

Kenneth A. Pettine, MD, Founder, The Spine Institute

D. How a Hospital/Physician ASC JV Affects Physician Alignment

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

E. Orthopedic and Spine Contracting - A Review of Cost Analysis for Orthopedic and Spine and How to Present and Negotiate with Payors

I. Naya Kehayes, MPH, Managing Principal and Chief Executive Officer

F. Developing a Patient-Centric Business Model: Why Your ASC Needs to Put Patients First to Thrive in 2013

Jason Jones, Vice President of Patient Experience, Laser Spine Institute

2:40 – 3:10 PM**A. Evolving Business, Clinical and Competitive Issues in Spine and Pain**

John Prunskis, MD, FIPP, President and Medical Director, Illinois Pain Institute, Ara Deukmedjian, MD, Chief Executive Officer and Medical Director, Deuk Spine Institute, and Danny Bundren, Vice President, Acquisitions and Development, Symbion Healthcare, moderated by Holly Carnell, Associate, McGuireWoods LLP

B. Comparing the Reimbursement of Spine Procedures in ASCs vs. Hospitals

Richard N.W. Wohms, MD, JD, MBA, South Sound Neurosurgery, PLLC

C. Can ASCs Still Profit From Anesthesia? A Review of OIG Guidance, Models and Risks

Michael Simon, MD, Regional Director, North American Partners in Anesthesia, and Melissa Szabad, Partner, McGuireWoods LLP, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

D. The 5 Most Important Issues Facing Pain Management

Laxmaiah Manchikanti, MD, Chief Executive Officer and Chairman of the Board, American Society of Interventional Pain Physicians

E. Orthopedics and Spine - Best Clinical Practices

David Rothbart, MD, FAANS, FACS, FACPE, Medical Director, Spine Team Texas

F. The Conversion of an ASC to an HOPD - The Key Issues, The Pros and Cons and the Process

Kenneth Faw, MD, Evergreen Surgery Center, Neil Johnson, Senior Vice President and Chief Operating Officer, Evergreen Healthcare

3:10 – 3:40 PM**Networking Break & Exhibits****3:45 – 4:20 PM****Intra-Operative Epidural Anesthetic Injection for Control of Immediate Post Operative Pain in PACU after Lumbar Spinal Surgery**

Fred H. Geisler, MD, PhD, Chicago Back Institute, Swedish Covenant Hospital

B. Complex Cervical Spine - Key Developments

Krzystof (Kris) Siemienow, MD, Adult and Pediatric Spine Surgery, Lutheran General Hospital, University of Illinois at Chicago

C. Getting Started with Spine Surgery in ASCs - 6 Key Concepts

John Pelozo, MD, Director, Center for Spine Care

D. Intraoperative Monitoring for Spine Cases in the ASC Setting - Understanding the Technology and What a Surgery Center Should Pay for and Should Not Pay For

Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration

E. Assessing the Profitability of Orthopedics and Spine Cases

Christine Henry Musa, Director of Business Development and Matt Lau, Corporate Controller, Regent Surgical Health

F. Changing Anesthesia Providers - The Playbook for a Simple and Sustainable Transition

Charles Militana, MD, Director of Ambulatory Surgery Centers, North American Partners in Anesthesia, Dorothy & Alvin Schwartz Ambulatory Surgical Center, North American Partners in Anesthesia

4:25 - 5:00 PM

A. Physician Partnership Models

Christian Ellison, Vice President, Health Inventures, LLC

B. Current Issues in Minimally Invasive Spinal Surgery

Raqeab M. Haque, MD, Columbia University Medical Center

C. New Concepts in Prescribing Opioids

Carlos Roman, MD, Arkansas Specialty Orthopaedic Surgery Center and Pain Care Center

D. Key Developments in the Spine Device and Implants Arena

Frank Phillips, MD, Rush University Medical Center, Midwest Orthopaedics and Nameer R. Haider, MD, Spinal & Skeletal Pain Medicine, moderated by Helen Suh, JD, Associate, McGuireWoods LLP

E. Debunking the Myths of Out-of-Network Reimbursements

John Bartos, JD, Chief Executive Officer, Collect Rx

F. Emerging Issues in ASC and Healthcare Litigation

Jeffrey Clark, Partner, David J. Pivnick, Associate, and James J. Schanaberger, Associate, McGuireWoods LLP

Roundtable Discussions

10:15 - 10:55 am

How Should Orthopedic Surgeons View Their Relationship With Their Center? Convenient, Financial and/or Clinical

Gregory P. DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites, LLC, and Anthony Schena, MD, Orthopedic Surgeon

11:00 - 11:35 am

The 5 Most Common Hiring Mistakes and How to Avoid Them

Greg Zoch, Partner & Managing Director, Kaye Bassman

1:55 - 2:35 pm

Educating Your Staff Surgeons, What it Costs the ASC When They Enter the OR

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

2:40 - 3:10 pm

Orthopedic Instrumentation and Its Challenges for Reprocessing

Stephen Kovach, Director of Education, Healthmark Industries

3:45 - 4:20 pm

Documentation in an Era of ICD-10 and RAC

Tim Meakem, MD, Medical Director, ProVation Medical

4:25 - 5:00 pm

Electrical Anesthesia - A New Era in Pain Management

Frank Kousaie, MD, Crystal Clinic

5:00 - 6:00 PM

Networking Reception, Cash Raffles & Exhibits

Saturday, June 15, 2013

7:15 - 8:10 am - Continental Breakfast

8:10 - 8:55 AM

A. Orthopedic, Spine and Pain Management Practices and ASCs - 6 Defining Issues

R. Blake Curd, MD, Board of Directors Chairman, Surgical Management Professionals, C. David Geier, Jr., MD, Orthopedic Surgeon, Director, MUSC Health Medical University of South Carolina, Carlos Roman, MD, Arkansas Specialty Orthopaedic Surgery Center and Pain Care Center, and Congressman Tom Price, MD moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Will Non Physicians Compete Aggressively with Pain Management Physicians- Key Legislative and Business Issues

Graf Hilgenhurst, MD, Chief Physician and Founder, Precision Pain Care

C. ACOs and the ASC, How to Prepare to Enter One

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

D. Maximize and Leverage Your Vendor Relationships

Arthur Casey, BSBA, CASC, Senior Vice President of Business Development, Outpatient Healthcare Strategies, President, Board of Ambulatory Surgery Certification

8:55 - 9:30 AM

A. Recovery Care Services in Orthopedic and Spine ASCs

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

B. Legal Aspects of Spine Surgery

David Shapiro, MD, CHC, CHCQM, CHPRM, LHRM, CASC, Partner, Ambulatory Surgery Company, LLC

C. The Emerging Use of Social Media in Orthopedics

C. David Geier, Jr., MD, Orthopedic Surgeon, Director, MUSC Health Medical University of South Carolina

D. Three Strategies to Control Labor Cost at Your Surgery Center

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

9:35 - 10:10 AM

A. Vendor Market Intelligence - An Industry Overview of ASCs

Susan E. Charkin, MPH, President, Healthcents, Inc.

B. New Advances in Sacroiliac Joint Problems

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

C. Anesthesia For Outpatient Spine Surgery

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

D. Key Tips for Quality Assurance and Infection Prevention

Nicole Gritton, RN, MSN, MBA-HC, Vice President of Nursing and ASC Services, Laser Spine Institute

10:15 - 10:50 AM

A. How Doctors Form ACOs - A Success Story

John Venetos, MD, Gastroenterologist John Venetos, Ltd.

B. How to Achieve Significant Savings With a GPO: Q & A

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

C. 5 Key IT Issues for ASCs and Practices

Todd Logan, Vice President, Sales, Western Region, SourceMedical Solutions

D. 15 CPT and Coding Issues for Orthopedics and Spine

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

10:55 - 11:30 AM

A. Handling the Crises with Compounding Pharmacies

Faisal Rahman, PhD, Chief Executive Officer and President, APAC Partners, LLC

B. Cervical Myelopathy

Fernando Techy, MD, Adult & Pediatric Spine Surgery, Lutheran General Hospital, University of Illinois at Chicago

C. Joint Ventures, What Works and What Fails

Helen Suh, Associate, McGuireWoods LLP, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

11:35 - 12:20 PM

PODS, Anesthesia Arrangements, Share Pricing, Safe Harbors and Joint Ventures

Scott Becker, JD, CPA, Partner, Holly Carnell, Associate, Gretchen Heinze Townshend, Partner, McGuireWoods LLP

12:20 PM - Meeting Adjourns

Register by May 1, 2013 and SAVE!

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Improving Profitability and Business and Legal Issues

97 Sessions, 130 Speakers - 52
Physician Leaders and 25 CEOs
Speaking - More Than 700
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Thank you to our corporate sponsors!



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

- Keynote Mike Krzyzewski “Coach K” Head Men’s Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men’s Basketball History
- Keynote Geoff Colvin, Senior Editor-at-Large *FORTUNE* Magazine and Author, *Talent is Overrated*
- Keynote panels led by Forrest Sawyer, Television Journalist and Entrepreneur in Innovation Health Care, and Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN
- Great topics and speakers focused on key business, financial, clinical and legal issues facing Orthopedic, Spine and Pain Management-Driven ASCs
- 97 sessions, 130 Speakers
- 52 Physician Leaders as Speakers, 25 CEOs as speakers
- Focused on Spine Surgeons, Neurosurgeons, Pain Management Physicians and Orthopedic and Orthopedic Spine Surgeons, ASC Physician Owners, Administrators and Others
- 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
- Have an outstanding time in Chicago
- Big Thoughts with Practical Guidance
- Great Networking
- What Will Healthcare Reform Mean for Orthopedics, Spine, Pain Management and ASCs
- The Quantum Shift in Orthopedic and Spinal Implant Strategy
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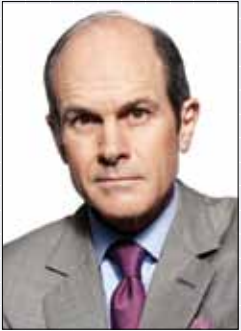


Mike Krzyzewski

Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History

As head coach of the Duke Blue Devils for over 30 years, Basketball Hall of Famer coach Mike Krzyzewski has made a career of motivating people both on and off the court. Affectionately known as "Coach K," Krzyzewski coached both the 2008 and 2012 U.S. men's national teams to back-to-back gold medals in the Olympics. During his tenure as the head coach of Team USA, Coach K amassed an astounding 62-1 and returned U.S. men's basketball to dominance on the world stage.

In 2011, *Sports Illustrated* named Krzyzewski its Sportsman of the Year. In 2009, *Sporting News* also named Krzyzewski one of the 50 greatest coaches in any sport of all time. Krzyzewski also has an impressive resume as a best-selling author including *Leading with the Heart* which reached *The New York Times* best seller list in 2000. His two most recent books *Beyond Basketball: Coach K's Keywords for Success*, released in 2006, and *THE GOLD STANDARD; Building a World-Class Team*, released in 2009, were co-authored by his youngest daughter, Jamie Spatola



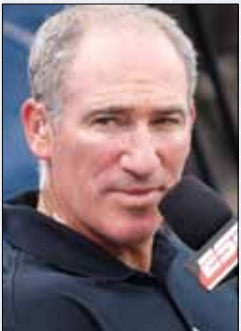
Geoff Colvin

Senior Editor-at-Large, *FORTUNE* Magazine and Author, *Talent is Overrated*

Geoff Colvin is an award-winning thinker, author, broadcaster, and speaker on today's most significant trends in business. As *FORTUNE*'s Senior Editor-at-Large, he has become one of America's sharpest and most respected commentators on leadership, globalization, wealth creation, the infotech revolution, and related issues. As anchor of *Wall Street Week with FORTUNE* on PBS, he spoke each week to the largest audience reached by any business television program in America.

Colvin's groundbreaking bestseller *Talent Is Overrated: What Really Separates World-Class Performers From Everybody Else* received the Harold A. Longman Award for Best Business Book of the Year and has been published in a dozen languages.

Colvin is one of America's preeminent business broadcasters. He is heard daily on the CBS Radio Network, where he has made over 10,000 broadcasts and reaches seven million listeners each week. He has appeared on *Today*, *The O'Reilly Factor*, *Good Morning America*, *Squawk Box*, *CBS This Morning*, ABC's *World News*, CNN, PBS's *Nightly Business Report*, and dozens of other programs.



Brad Gilbert

Brad Gilbert is a former professional tennis player, world-renowned tennis coach and analyst for ESPN. Born in Oakland, California, Gilbert was a successful collegiate tennis player and reached the finals of the NCAA championship for Pepperdine University in 1982. He joined the professional tour that same year and went on to win 20 ATP top-level singles titles throughout his career.

Gilbert is the best-selling author of *Winning Ugly*, an instructional book geared towards recreational tennis players to help improve their mental game. In 2005 he released his second book, *I've Got Your Back*, in which he describes his coaching methods and what it takes to win under extreme pressure – on and off the court.

Gilbert has served as a tennis analyst for ESPN since 2004, covering major tournaments such as Wimbledon, the US Open, the French Open and Davis Cup play.



Forrest Sawyer

Forrest Sawyer has had a diverse career, first as one of America's most respected television journalists, and more recently as an entrepreneur in innovative health care.

Mr. Sawyer is today an advisor and board member of Edison Pharmaceuticals, the world leader in the study of mitochondrial disease. He is also a co-founder of Ampere Life Sciences, a newly launched company developing medical and functional foods targeting antioxidant deficiencies. In addition to unique research and development programs, both companies are building innovative communication platforms.

As a journalist, Mr. Sawyer has over 24 years of experience reporting from around the world. He is a veteran of ABC, CBS, and MSNBC. He has anchored the ABC magazine programs *Day One* and *Turning Point*, as well as *World News Sunday*, and *Good Morning America*. For a decade Mr. Sawyer was the primary replacement anchor on ABC's *Nightline*.

Mr. Sawyer is the founder of FreeFall Productions, an award-winning documentary production company. He has reported documentaries for ABC News, MSNBC, Frontline and the Discovery Networks.

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97 Sessions, 130 Speakers - 52 Physician Leaders and 25 CEOs Speaking - More Than 700 Attendees at This World Class Event Focused on Key Business, Clinical, and Legal Issues

David J. Abraham, MD, The Reading Neck & Spine Center

Steven Arnold, MD, Chief Medical Officer, Access MediQuip

John Bartos, JD, CPA, CEO, Collect Rx

Scott Becker, JD, CPA, Partner, McGuireWoods LLP

Julie Bell, Administrator, Hawthorn Surgical Center,

Johnny C. Benjamin, MD, Fellowship Trained Spine Surgeon, Pro Spine

Jack M. Bert, MD, Adjunct Clinical Professor, University of Minnesota School of Medicine, Cartilage Restoration Center of Minnesota, Minnesota Bone & Joint Specialists, Ltd.

Chris Bishop, SVP, Acquisitions & Business Development, Blue Chip Surgical Center Partners

Thomas J. Bombardier, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America

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

Robert Brownd, Director of Business Development, Surgical Notes

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

Holly Carnell, Associate, McGuireWoods LLP

John A. Carrino, MD, MPH, Associate Professor of Radiology and Orthopedic Surgery, John Hopkins University School of Medicine

Arthur Casey, BSBA, CASC, SVP, Business Development, Outpatient Healthcare Strategies, President, Board of Ambulatory Surgery Certification

Susan E. Charkin, MPH, President, Healthcents Inc.

Rajiv Chopra, Principal and CFO, The C/N Group

Jeffrey Clark, Partner, McGuireWoods LLP

Geoff Colvin, Senior Editor-at-Large FORTUNE Magazine and Author, Talent is Overrated

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Peter S. Cunningham, President, CCO Healthcare Partners, LLC

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Timothy T. Davis, MD, DABNM, DABPMR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration

Jean Day, RN, CNOR, Director of Clinical Operations, Pinnacle III

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

Ara Deukmedjian, MD, CEO and Medical Director, Deuk Spine Institute

John Dietz, MD, Chairman, OrthoIndy

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Christopher Duntsch, MD, PhD, Clinical Director, Neurosurgeon, Texas Neurosurgical Institute, PA

Stephanie Ellis, RN, CPC, Owner & President, Ellis Medical Consulting, Inc.

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Molly Gamble, Associate Editor, Becker's Healthcare

Ann Geier, RN, MS, CNOR, CASC, SVP of Operations, Ambulatory Surgical Centers of America

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C. David Geier, MD, Orthopedic Surgeon, Director, MUSC Health Medical University of South Carolina

Fred H. Geisler, MD, PhD, Chicago Back Institute, Swedish Covenant Hospital

Brad Gilbert, former Professional Tennis Player, World-Renowned Tennis Coach and Analyst for ESPN

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

Daniel Goldberg, Director of Business Development, New Jersey Spine and Rehabilitation

Doug Golwas, SVP, Medline Industries, Inc.

Charles R. "Charley" Gordon, MD, Neurosurgeon and Co-Founder, Texas Spine and Joint Hospital

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Stephen M. Kovach, Director of Education, Healthmark Industries

Michael Krzyzewski "Coach K", Head Men's Basketball Coach, Duke University and Winningest Coach in NCAA Division I Men's Basketball History

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Tom Mallon, CEO and Founder, Regent Surgical Health

Laxmaiah Manchikanti, MD, CEO and Chairman of the Board, American Society of Interventional Pain Physicians

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Rob Midelton, Director, Strategy, Surgical Care Affiliates

Charles Militana, MD, Director of Ambulatory Surgery Centers, North American Partners in Anesthesia; Director of Anesthesia, Dorothy & Alvin Schwartz Ambulatory Surgical Center, North Shore University Hospital, North American Partners in Anesthesia

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Christine Henry Musa, Director of Business Development

Christine Henry Musa, Director of Business Development

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Jeff Peo, VP Acquisitions & Development, Ambulatory Surgical Centers of America

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Krzysztof (Kris) Siemienow, MD, Adult and Pediatric Spine Surgery, Lutheran General Hospital, University of Illinois at Chicago Jeffrey Simmons, Chief Development Officer, Regent Surgical Health

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Jimmy St. Louis, MBA, MS, PMP, CEO, Advanced Healthcare Partners

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