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

For more information, 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.

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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 Profitable Business
Robert Zasa, MSHHA, FACMPE, Managing Partner and Founder, ASD Management, Doug Golwas, Senior Vice President, Medline Industries, Inc., Michael J. Lipomi, President & Chief Executive Officer, Surgical Management Professionals, Jimbo Cross, Vice President Acquisitions & Development, Ambulatory Surgical Centers of America, 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
Marshall Steele, MD, Medical Director, 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, Vice President of Business Development, United Surgical Partners International, Inc., Matt Searles, Managing Director, Merritt Healthcare, and Todd J. Mello, ASA, AVA, MBA, Partner, HealthCare Appraisers, Inc., 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. Risk Management as Applied to Adding Spine Procedures
Carol Hiatt, BSN, RN, LHRM, CASC, CNOR, Consultant and Accreditation Surveyor, Healthcare Consultants International
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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, Spine Nevada

B. Key Concepts to Improve the Profitability and Outcomes of Spine Programs
   Kenneth Pettine, MD, Founder, The Spine Institute and Loveland Surgery Center, Timothy T. Davis, MD, DABNM, DABPMPR, DABPM, Director of Interventional Pain and Electrodiagnostics, The Spine Institute, Center for Spinal Restoration, Larry Teuber, MD, President, Medical Facilities Corporation, 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, Nancy Bratanow, MD, Midwest Comprehensive Pain Center, 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
   Greg Koonsman, Senior Partner, 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., 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, Khavar Siddique, MD, MBA, Spine Surgery, Board Certified, American Board of Neurosurgery, Spine Center, Cedars-Sinai Medical Center, and Rafe Sales, MD, Summit Spine Institute, moderated by Gretchen Heinz Twoshend, Associate, 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

11:40 – 12:20 PM
KEYNOTE - Talent is Overrated
   Geof Colvin, Senior Editor-At-Large, FORTUNE Magazine and Author, Talent is Overrated

12:25 – 1:05 PM
KEYNOTE PANEL:
   Frank Phillips, MD, Rush University Medical Center, Midwest Orthopaedics, Tom Mallon, Chief Executive Officer and Founder, Regent Surgical Health, John Peloza, MD, Director, Center for Spine Care, moderated by Geof 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. Wohns, 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 and Loveland Surgery Center

D. How a Hospital/Physician/ASC JV Affects Physician Alignment and Investment Performance
   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
   Dotty J. Bollinger, RN, JD, CASC, LHRM Chief Operating Officer, Laser Spine Institute

2:40 – 3:10 PM
   John Prunakis, MD, FIPP, President and Medical Director, Illinois Pain Institute, Ara Deukmedjian, MD, Chief Executive Officer and Medical Director, Deuk Spine Institute, moderated by Holly Carnell, Associate, McGuireWoods LLP

B. Comparing the Reimbursement of Spine Procedures in ASCs vs. Hospitals
   Richard N.W. Wohns, 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, North American Partners in Anesthesia, 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, FACS, FACP, 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
A. Developing a Spine Driven ASC: The Essentials for Success
   Kenny Hancock, President and Chief Development Officer, Meridian Surgical Partners

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

**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, Constitutional Surgical Centers

**B. Legal Aspects of Spine Surgery**  
David Shapiro, MD, CHC, CHCQM, CHI,  
LHRM, CASC, Partner, Ambulatory Surgery  
Company, LLC

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**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, Educator, 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

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**5:00 – 6:00 PM**

**Networking Reception, Cash Raffles & Exhibits**

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**10:15 – 10:50 AM**

**A. How to Achieve Significant Savings With a GPO: Q & A**  
Amy Gagliardi, Vice President, Supply Chain,  
Regent Surgical Health

**B. How Doctors Form ACOs - A Success Story**  
John Venetos, MD

**C. 5 Key IT Issues for ASCs and Practices**  
Todd Logan, Vice President, Sales, Western  
Region, Source Medical Solutions

**D. 15 CPT and Coding Issues for Orthopedics and Spine**  
Stephanie Ellis, RN, CPC, Owner and  
President, Ellis Medical Consulting, Inc.

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• 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


• 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

• Benchmarking, Cost Cutting, Safe Harbors, Billing and Coding, Revenue Growth and More

For more information, call (800) 417-2035 or email sbecker@beckershealthcare.com

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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 Fame 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* bestseller 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 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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<th>Name</th>
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Jeff Leland, CEO, Blue Chip Surgical Center Partners

Katherine Lin, Associate, McGuireWoods LLP

Michael J. Lipomi, President & CEO, Surgical Management Professionals

Todd Logan, VP Sales, Western Region, SourceMedical Solutions

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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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Aaron Murski, Senior Manager, VMG Health

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

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Michael Redler, MD, The OSM Center

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Blair Rhode, MD, ROG, Sports Medicine, Orland Park Orthopedics

Lisa Rock, President, National Medical Billing Services

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

Stephen Rosenbaum, CEO, Interventional Management Services

Rafe Sales, MD, Orthopedic Spine Surgeon, Summit Spine Institute

Nader Samii, CEO, National Medical Billing Services

Forrest Sawyer, Television Journalist and Entrepreneur in Innovation Health Care

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Matt Searles, Managing Director, Merritt Healthcare

A.N. Shamie, MD, UCLA Spine Surgery

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Khawar Siddique, MD, MBA, Spine Surgery, Board Certified American Board of Neurosurgery Spine Center, Cedars-Sinai Medical Center

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

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