

BECKER'S
ASC REVIEW

27TH ANNUAL MEETING
**THE BUSINESS AND
OPERATIONS OF ASCs**

October 21-23, 2021
Hyatt Regency, Chicago, Illinois

October 27-29, 2021
Virtual Event

KEYNOTES



Earvin "Magic" Johnson

Role Model, Sport Legend and Successful Entrepreneur



Dara Torres

Olympic Gold Medal Swimming Champion



Scott Becker

JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare



Lisa Cooper

Principal, Advocate+; Chief Executive Officer and Administrator, Santa Cruz Surgery Center



Sev Hrywnak

MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago



Colleen Ingraham

President, The McMahon Group; Chief Operating Officer, Prairie Spine & Pain Institute, Co-Founder, Illinois Free Market Medical Association



Jonathan Kaplan

MD, MPH, Founder and Chief Executive Officer, BuildMyHealth; Plastic Surgeon, Pacific Heights Plastic Surgery



Neeraja Kikkeri

Co-Owner and Chief Operating Officer, North Texas Team Care Surgery Center



Katie Lawrence

MHA CMPE, Director, Ambulatory Optimization and Integration, Prisma Health



David Young

President & Chief Executive Officer, PE GI Solutions

**The best business-focused strategic discussions in the ASC industry.
Learn more at this three-day event than anywhere else!**

Session Tracks

Track A - Improving Profits, ASC and Leadership Strategy

Track B - ASCs: Orthopedics and Spine

Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues

Track D - Revenue Cycle, Out-of-Network, Billing and Coding Issues

Track E - Transactions, Legal, Valuations and Thought Leadership

Track F - AEU Credit Track

KEYNOTE PANELISTS



Sarah Bremer

MHA, Finance Director,
Helena Surgery Center



Rena Courtaay

RN, MBA, CASC,
Assistant Vice President,
Perioperative Ambulatory
Surgery, Duke University
Health System



Jeffrey Flynn

CASC, Chief Operating
Officer of Gramercy Surgery
Center; Vice President
of the New York State
Association of Ambulatory
Surgery Centers



Kylie Kaczor

MSN-RN, CASC, CPCO,
CPHRM, CLSSBB, CMPE,
ACHE, Senior Vice
President, Clinical and
Regulatory Affairs, National
Medical Billing Services



Yevgeniy Khavkin

MD, Board Certified
Neurosurgeon, Fellowship
Trained Spine Surgeon and
Medical Director, Khavkin
Clinic



Matt Kilton

Associate Principal, ECG
Management Consultants



Andy Poole

FACHE, Chief Executive
Officer, Monticello
Community Surgery Center;
ASC Business Solutions
Manager, ECRI



Stanford R. Plavin

MD, Owner/President,
Technical Anesthesia
Strategies and Solutions

Program Schedule

CELEBRITY KEYNOTES



Earvin "Magic" Johnson

Role Model, Sport Legend and Successful Entrepreneur



Dara Torres

Olympic Gold Medal Swimming Champion

HEALTH & SAFETY INFO

Becker's Healthcare is excited to resume live events with the 27th Annual Meeting: The Business & Operations of ASCs. We are thrilled to welcome ASC owners, operators and industry executives to this world-class event, including premier panels, engaging discussions and peer-to-peer networking. Safety is a top priority and all participants will be required to share proof of vaccination or a negative COVID-19 test within 72 hours of the event. We will also require all event attendees to wear a mask, meeting standards set forth by the city of Chicago.

Becker's has partnered with VeriFLY, a secure travel and event app, which allows you to upload your COVID-19 related documents and have them checked and verified ahead of the event.

TRACK ROOMS

Track A	Crystal Ballroom
Track B	Acapulco
Track C	Toronto
Track D	Water Tower
Track E	Comiskey
Track F	Gold Coast

THURSDAY, OCTOBER 21, 2021

7:00 - 5:00 PM	Registration
8:00 - 9:15 AM	Sessions
9:20 - 9:45 AM	Networking Break
9:50 - 11:15 AM	Sessions
11:20 AM - 12:20 PM	Networking Luncheon
12:25 - 1:50 PM	Sessions
1:50 - 2:10 PM	Networking Break in the Foyer
2:10 - 5:15 PM	Sessions
5:15 - 7:00 PM	Cocktail Reception in the Exhibit Hall

FRIDAY, OCTOBER 22, 2021

7:00 - 7:55 AM	Breakfast
8:00 - 9:35 AM	Sessions
9:35 - 10:00 AM	Networking Break in the Exhibit Hall
10:00 - 11:30 AM	Sessions
11:30 AM - 12:30 PM	Networking Luncheon
12:35 - 2:00 PM	Sessions
2:00 - 2:15 PM	Networking Break in the Exhibit Hall
2:15 - 4:25 PM	Sessions
4:30 - 6:00 PM	Cocktail Reception in the Exhibit Hall

SATURDAY, OCTOBER 23, 2021

7:00 - 8:00 AM	Continental Breakfast in the Foyer
8:00 - 9:25 AM	Sessions
9:25 - 9:40 AM	Networking Break
9:40 - 11:40 AM	Sessions
11:40 AM	Conference Adjourns

THURSDAY, OCTOBER 21ST

Track A - Improving Profits, ASC and Leadership Strategy

Track B - ASCs: Orthopedics and Spine

Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues

Track D - Revenue Cycle, Out-of-Network, Billing and Coding Issues

Track E - Transactions, Legal, Valuations and Thought Leadership

Track F - AEU Credit Track

7:00 AM - 5:00 PM

REGISTRATION

8:00 - 8:30 AM

A. The Easy Ways ASC's Can Become Patient-centric in the Digital Age

- Brian Gantwerker, MD, Spine and Neurosurgeon, The Craniospinal Center of Los Angeles
- Vishal Mehta, MD, President and Managing Partner, Fox Valley Orthopaedic Institute

B. Presentation: Putting a Cath Lab in an ASC

- Rudy Manthei, DO, FOCOO, President and Chief Executive Officer, ProMed Management Group
- Tracy Helmer, MBA, BSN, RN, CSSM, CNOR, Administrator, Seven Hills ASC

C. Presentation: How Smaller Hospitals Can Develop Their Spine Service Line to Increase Spine Surgery in Non-Urban Markets

- David Abraham, MD, Orthopedic Surgeon, Reading Neck & Spine Center

E. Build an ASC Total Joint Program Right the First Time

- Rena Courtney, RN, MBA, CASC, Assistant Vice President, Perioperative Ambulatory Surgery, Duke University Health System
- Catherine Ruppe, RN, CASC, Associate Principal, ECG Management Consultants
- Moderated by Morgan Haefner, Editor, Becker's Healthcare

8:35 - 9:15 AM

A. Presentation: Strategies to Leverage Self-Awareness to Maximize Leadership Effectiveness, Tools to Cope with Burnout and Practical Tips to Engage and Transform the Workplace

- John Polikandriotis, PhD, MBA, MPH, FACHE, FACMPE, Chief Executive Officer, Vail-Summit Orthopaedics and Neurosurgery

C. Presentation: Emerging Trends in ASC M&A Activity

- Kevin McDonough, Managing Director, VMG Health

D. Physicians & Staff Are Burned Out From the Pandemic: How to Move Forward

- Gina Hartman, RN, MAOL, CASC, Director, Operations, Rockford Ambulatory Surgery Center
- Manoj Mehta, MD, Medical Director, Endoscopy Center of the North Shore

9:00 - 10:00 AM

F. AEU: What New Administrators Need to Thrive in the Next 24 Months

- Tracy Helmer, MBA, BSN, RN, CSSM, CNOR, Administrator, Seven Hills ASC
- Lori Tamburo Martini, CASC, Administrator, Specialty Orthopedic Group Surgery Center
- Becky Ziegler-Otis, MHA, Director, Operations and Revenue Cycle, Ambulatory Surgical Center of Stevens Point
- Moderated by TBD

9:20 - 9:45 AM

NETWORKING BREAK

9:50 - 10:30 AM

A. Mastering Pediatrics in Ambulatory Surgery

- Amanda Hawkins, BSN, RN, CASC, CAIP, Administrator, The Surgery Center of Charleston
- Rebecca Rainey, RN, CNOR, OR Manager, The Center For Minimally Invasive Surgery
- Suzi Walton, Facility Administrator, Ohio Surgery Center
- Moderated by TBD

C. Reserved

D. Presentation: Medication Management in Ambulatory Surgery Centers: Compliance and Drug Procurement Strategies

- Matthew Effron, PharmD, MBA, Pharmacy Manager Operations Support, Cleveland Clinic

E. ASC Mergers, Acquisitions and Real Estate Sales: How to Make the Most of Your Investment

- Randal Reynolds, Senior Vice President, Development, HealthCrest Surgical Partners
- Peter Slate, Chief Business Development Officer, Healthcare Outcomes Performance Co.
- Moderated by TBD

THURSDAY, OCTOBER 21ST

10:10 - 11:10 AM

G. AEU: What the Post COVID-19 World Demands for Quality & Infection Control

- Deborah Goodman, RN, Clinical Director, Great Lakes Surgical Suites
- Adam Hornback, RN, Administrator, North Texas Team Care Surgery Center
- Yevgeniy Khavkin, MD, Board Certified Neurosurgeon, Fellowship Trained Spine Surgeon and Medical Director, Khavkin Clinic
- Moderated by Kate Carow, MBA, FACHE, Principal, Carow Consulting

10:35 - 11:15 AM

A. The Golden Opportunities for ASCs After the Pandemic

- Marjorie Belsky, ASC Owner, Sunset Surgery Center
- Sandy Berreth, Administrator, Foothill Surgery Center at Sansum Clinic
- Sean Hartzell, Associate Principal, ECG Management Consultants
- Moderated by TBD

B. Presentation: Optimizing Cost of Total Joints in an ASC Setting: Implants Negotiations and Use of Technology

- Morteza Meftah, MD, Associate Professor, Orthopedic Surgery, Division, Adult Reconstructive Surgery, Department, Orthopedic Surgery, NYU Langone Orthopedic Hospital, NYU Langone Health

C. Anesthesia: ASC Business and Clinical Issues

- Kenneth Candido, MD, Chairman and President, Chicago Anesthesia Pain Specialists
- Stanford R. Plavin, MD, Owner/President, Technical Anesthesia Strategies and Solutions
- Jay Kreger, President, CRH Anesthesia
- Moderated by Morgan Haefner, Editor, Becker's Healthcare

11:20 AM - 12:20 PM

NETWORKING LUNCHEON

ARE YOU LEAVING MONEY ON THE TABLE?

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- Private Practices and Physician Groups
- Sole Practitioners

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12:25 - 1:05 PM

A. Physician/Hospital Relationships: Good and Bad Ideas for JV ASCs

- Curtis Bernstein, Partner, Pinnacle Healthcare Consulting
- Thomas Crossen, Chief Development Officer, Regent Surgical Health
- Greg Schooler, Chief Executive Officer, Cincinnati GI

B. Presentation: Spine Surgery, Pre-Op Planning and Results in an ASC Setting

- Vivek Mohan, MD, MS, FAAOS, Spine Surgeon, Orthopaedic Spine Institute

C. WORKSHOP: Integrating Orthopedic and Spine Procedures Into Your Multispecialty ASC

- Cory Hall, PA-C, Chief Executive Officer, Marin Specialty Surgery Center
- Carl Wierks, MD, Orthopedic Surgeon, West Michigan Orthopaedics
- Sherwin Hua, MD, PhD, Founder, Dimespine Neurosurgery, Inc., Founder, Spine23, Inc.



F. Presentation: Patient Selection Criteria and Standardization of Care to Allow the Transition of Spine Surgery to the ASC with High Quality Outcomes

- Yevgeniy Khavkin, MD, Board Certified Neurosurgeon, Fellowship Trained Spine Surgeon and Medical Director, Khavkin Clinic
- TBD Spine Surgeon from San Luis Obispo Surgery Center

12:30 - 1:30 PM

F. AEU: The Most Effective ASC Execs Have These 5 Qualities

- Benita Tapia, RN, CASC, Administrator, 90210 Surgery Medical Center, Beverly Hills Anesthesia Group, Linden Surgery Center, Precision Ambulatory Surgery Center, Precision Anesthesia Group, Spalding Triangle Surgery Center
- Melissa Ritter Hermanson, RN, CASC, Administrator, Ambulatory Care Center
- Raghu Reddy, MBA, Chief Administrative Officer, SurgCenter of Western Maryland
- Moderated by TBD

1:10 - 1:50 PM

A. The Most Pressing Issues Facing ASCs in 2021

- Jane Haire, RN, BSN, CASC, Administrator, Nebraska Surgery Center
- Don Schreiner, Chief Executive Officer, OrthoIllinois
- Daniel Larose, MD, Chief Executive Officer, Advanced Surgery Center, LLC

- Lucian Newman III, MD, FACS, Chief Medical Information Officer, Nuance Healthcare
- Moderated by TBD

B. The Business of Orthopedics

- David Raab, MD, President and CEO, Illinois Sports Medicine Center
- Kai-Uwe Lewandrowski, MD, Orthopedic Surgeon, Center for Advanced Spine Care of Southern Arizona, Surgical Institute of Tucson
- Andrew Shadid, Chief Executive Officer, Genesis Orthopedics and Sports Medicine
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

C. WORKSHOP: Enter a New World of Postoperative Pain Management With ZYNRELEF

- More details coming soon



D. Presentation: Laparoscopic-Assisted Myomectomy: Ambulatory Surgery Center vs Hospital

- Paul MacKoul, MD, FACOG, Co-Founder, The Center for Innovative GYN Care
- Natalya Danilyants, MD, FACOG, Co-Founder, The Center for Innovative GYN Care

1:50 - 2:10 PM

NETWORKING BREAK

2:10 - 2:50 PM

A. What the Best Administrators Do to Build Culture, and How the Worst Destroy It

- Stacey F. Coffey, MSN, RN, Chief Operating Officer, Gastroenterology Associates, PA
- Michelle Eilander, RN, BA, MHA, Administrator, Ankeny Medical Park Surgery
- Rebecca Paine, CASC, Vice President, Chief Financial Officer and Surgery Center Administrator, Beckley Surgery Center, Inc.
- Monina Pascua, MD, PharmD, MSCE. Partner & Owner of The Oregon Clinic Gastroenterology South and ASC Medical Director
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

B. Optimizing Financial Success when Expanding or Adding New Services to Your ASC

- I. Naya Kehayes, Principal, ECG Management Consultants
- Amy Coletti, Associate Principal, ECG Management Consultants

Integrating Orthopedic and Spine Procedures Into Your Multispecialty ASC



Join us to **Discover Actionable Insights**

The growth in outpatient hip and spine procedures presents a significant opportunity for multispecialty surgery centers. In this discussion, you'll hear valuable advice on how to get started from a CEO, a hip surgeon and a spine surgeon from high-volume multispecialty ASCs.

- Business and clinical considerations in developing a total joints and/or spine program
- Perspectives from three different ASCs
- Tips to grow your service line

Meet the panel:



Cory Hall, PA-C
CEO
Marin Specialty
Surgery Center



Carl Wierks, MD
Orthopedic Surgeon
West Michigan
Orthopaedics



Sherwin Hua, MD, PhD
Founder, DimeSpine Neurosurgery
Founder, Spine23

Thursday, October 21
12:25 - 1:05 pm

Presented by:



**Visit the Mizuho OSI exhibit to
find solutions for your OR.**



C. WORKSHOP: 70% of your TJR Procedures are ASC Eligible

- Christopher J. Nanson, MD, MPH, Orthopedic Surgeon, Orthopedics Northwest and Surgeon-Partner, Oregon Surgical Institute
- Bob Ryan, Chief Operating Officer, Regent Surgical Health



D. How to Keep Patients, Surgeons & Employees Happy Without Breaking the Bottom Line

- Tamara Robinson, MSN, RN, Administrator and Director, Nursing, Unity Surgical Center
- Jacob Rodman, MBA, CMPE, Chief Executive Officer, Raleigh Neurosurgical Clinic
- Raymond Hino, MPA, FACHE, Vice President, Operations, Physicians Endoscopy
- Moderated by Mackenzie Bean, Editor, Becker's Healthcare

2:50 - 3:50 PM

F. AEU: Thought-Provoking Ideas for Administrators

- Todd Currier, CASC, CMPE, CPA, Administrator, Bozeman Outpatient Surgery Center
- Moderated by Alia Paavola, Editor, Becker's Healthcare

2:55 - 3:30 PM

A. KEYNOTE: ASC Profitability and Revenue: How to Reach the Next Level

- Sarah Bremer, MHA, Finance Director, Helena Surgery Center
- Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago
- Matt Kilton, Associate Principal, ECG Management Consultants
- Moderated by TBD

3:35 - 4:10 PM

A. KEYNOTE: Top ASC Growth Strategies: Investments, Expansions and Partnerships

- Lisa Cooper, Principal, Advocate+; Chief Executive Officer and Administrator, Santa Cruz Surgery Center
- Neeraja Kikkeri, Co-Owner and Chief Operating Officer, North Texas Team Care Surgery Center
- David Young, President & Chief Executive Officer, PE GI Solutions
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

4:15 - 5:15 PM

A. KEYNOTE: Remarks by Earvin "Magic" Johnson

- Earvin "Magic" Johnson, Role Model, Sport Legend and Successful Entrepreneur
- Moderated by TBD

5:15 - 7:00 PM

COCKTAIL RECEPTION IN THE EXHIBIT HALL

CELEBRITY KEYNOTES



Earvin "Magic" Johnson

Role Model, Sport Legend and Successful Entrepreneur



Dara Torres

Olympic Gold Medal Swimming Champion

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HERON THERAPEUTICS INVITES YOU TO A CLINICAL PRESENTATION

Enter a New World of Postoperative Pain Management

Date: Thursday, October 21, 2021
1:10 - 1:50 pm CT

Location: Toronto Room
Hyatt Regency Chicago

Featuring: Jason Lucas, DO, FAOAO, MHA, MS
Orthopedic Associates P.A.
Farmington, NM



Reserve your spot today
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Learn about a new extended-release local anesthetic designed to overcome challenges of inflammation at the surgical site. This new option can address postoperative pain for up to 72 hours and reduce, or eliminate, the need for opioids in many patients.

Visit the Heron Therapeutics Booth.

FRIDAY, OCTOBER 22ND

Track A - Improving Profits, ASC and Leadership Strategy

Track B - ASCs: Orthopedics and Spine

Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues

Track D - Revenue Cycle, Out-of-Network, Billing and Coding Issues

Track E - Transactions, Legal, Valuations and Thought Leadership

Track F - AEU Credit Track

7:00 - 7:55 AM

CONTINENTAL BREAKFAST

8:00 - 8:50 AM

A. KEYNOTE: The Next Five Years for ASCs – What Will Work, What Won't Work and More

- Jonathan Kaplan, MD, MPH, Founder and Chief Executive Officer, BuildMyHealth; Plastic Surgeon, Pacific Heights Plastic Surgery
- Kylie Kaczor, MSN-RN, CASC, CPCO, CPHRM, CLSSBB, CMPE, ACHE, Senior Vice President, Clinical and Regulatory Affairs, National Medical Billing Services
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

B. Semi-Keynote: Leading When You're Exhausted

- Katie Lawrence, MHA CMPE, Director, Ambulatory Optimization and Integration, Prisma Health

8:55 - 9:35 AM

A. KEYNOTE: Make 2022 the Best Year Ever With the Right ASC Growth Strategy

- Jeffrey Flynn, CASC, Chief Operating Officer of Gramercy Surgery Center; Vice President of the New York State Association of Ambulatory Surgery Centers
- Andy Poole, FACHE, Chief Executive Officer, Monticello Community Surgery Center; ASC Business Solutions Manager, ECRI
- Rena Courtay, RN, MBA, CASC, Assistant Vice President, Perioperative Ambulatory Surgery, Duke University Health System
- Moderated by Laura Dyrda, Editor in Chief, Becker's ASC Review and Becker's Spine Review

B. WORKSHOP: Achieving Orthopaedic Excellence in the ASC: Elevating Patient Experience, Operational Efficiency and Economic Value While Delivering Improved Patient Outcomes

- Charles A. DeCook, MD, Arthritis and Total Joint Specialist, Advanced Center for Joint Surgery
- Diane Doucette, President and Chief Operating Officer, Carmel New Albany, Mount Carmel St. Ann's and Lewis Center
- Dave Uba, Chief Executive Officer, Excelsior Orthopaedics

 MEDICAL
DEVICES
COMPANIES

9:35 - 10:00 AM

NETWORKING BREAK

10:00 - 10:45 AM

A. KEYNOTE: Never Give Up Your Dream

- Dara Torres, Olympic Gold Medal Swimming Champion

10:50 - 11:30 AM

A. Spine and Total Joints in ASCs: Payers, Robots and What Surgeons Will Want Next

- Dalip Pelinkovic, MD, Orthopedic Spine Surgeon, Edward Hospital
- Robert Nucci, MD, Orthopedic Spine Surgeon, Nucci Medical Clinic, LLC
- Ronald Michael, MD, Neurosurgeon, Illinois Neurospine Institute
- Moderated by Laura Dyrda, Editor-in-Chief, Becker's Healthcare

B. Utilization and Early Clinical Outcomes of the VELYS Robotic-Assisted Solution to Enhance Patient Experience and Deliver Economic Value in the ASC

- Charles DeCook, MD, Total Joint Surgeon, Advanced Center for Joint Surgery

C. WORKSHOP: Leading Technologies with Efficiencies for your ASC

- Nicholas B. Frisch, MD, MBA, FAAOS, Orthopaedic Surgery, Ascension Providence Rochester Hospital



ZIMMER BIOMET

D. Reserved

E. How Can We Improve Reimbursement Per Case?

- Amy Sinder, Administrator, Silver Cross Surgery Center
- Greg DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites
- Marian Emory, Business Office and Revenue Cycle Manager, Brunswick Surgery Center
- Moderated by TBD



JOIN A WORKSHOP

70% OF YOUR TJR PROCEDURES ARE ASC ELIGIBLE

THURSDAY, OCTOBER 21 | 2:10–2:50 PM

Chris Nanson, MD, MPH, Oregon Surgical Institute

Chris Bishop, CEO, Regent Surgical Health

- 1 Re-think patient selection criteria
- 2 Optimize presurgical education and planning
- 3 Improve care team/patient engagement with process and technology

11:00 AM - 12:00 PM

F. AEU: Perioperative Nursing, Infection Control and How to Meet CMS and Accreditation Standards

- Karen Bower, RN, BSN, CPHQ, CPHRM, Administrator, Pain Physicians of Wisconsin
- Victoria Brennan, Surgical First Assist, Kuy Plastic Surgery
- Moderated by Brian Zimmerman, Custom Content Editor Becker's Healthcare

11:30 AM - 12:30 PM

NETWORKING LUNCHEON

12:35 - 1:15 PM

A. Presentation: Novel Academic ASC Strategies to Promote Innovation & Translation

- Derek J. Sakata, MD, Professor and Vice Chair of Anesthesiology; Chief Value Officer, Ambulatory Anesthesia; Endowed Professorship, Leland O. and Avanelle W. Learned, University of Utah

B. WORKSHOP: Improve Surgical Documentation Quality and Reimbursement at the Point of Care

- Lucian Newman, III, MD, FACS, Chief Medical Information Officer, Nuance Healthcare
- Tanya Fengel, RN, MSN, Manager of Compliance and Clinical Education, Center for Health



C. Pain Management in ASCs

- John V. Prunskis, MD FIPP, Chief Executive Officer/Medical Director, Illinois Pain Institute; The Regenerative Stem Cell Institute; Presidential Appointee/Health and Human Services (HHS) Best Practices Pain Task Force
- Daniel C. Roth, DO, MBA, MS, Owner/Medical Director, Summit Pain Management, Ft. Wayne, Indiana
- Moderated by TBD

E. Presentation: JOYNT: A Comprehensive Program for Pre-Operative Weight Reduction

- Michael J. Chmell, MD, Medical Director, OrthoIllinois Surgery Center
- Megan Salser, Total Joint Program Coordinator and JOYNT Program Coordinator, OrthoIllinois

12:30 - 1:30 PM

F. AEU: Run a Tight Ship: What ASC Operations Look Like at Their Best

- Jeany Dunaway, RN, CASC, Administrator, Effingham Ambulatory Surgery Center
- Jessica Rodriguez, MBA, CASC, Executive Director, OAM Surgery Center at Midtowne

- Jami Osterlund, MSN, RN, CSSM, CNOR, CAIP, Peri-Anesthesia Manager, Houston Physicians' Hospital
- Moderated by Alia Paavola, Editor, Becker's Healthcare

1:20 - 2:00 PM

A. ASCs Can Win an Edge in Competitive Healthcare Markets

- Harel Deutsch, MD, Director, Rush University Medical Center
- Greg DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites
- Colleen Ingraham, President, The McMahon Group, Chief Operating Officer, Prairie Spine & Pain Institute, Co-Founder, Illinois Free Market Medical Association
- Moderated by TBA

B. Reserved

C. Reserved

D. What Happens When the Rainmaker Retires: Succession Planning for ASCs, and How to Recruit Millennials and New Surgeons

- Cathy McCue, MSN, RN, Administrator, UroPartners Surgery Center
- Joseph D'Agostino, MBA, ASC Administrator, Advanced Surgery Center-Perimeter and Gwinnett Advanced Surgery Center
- Alicia Prosser, Chief Executive Officer, San Luis Obispo Surgery Center
- Moderated by Ayla Ellison, JD, Managing Editor, Becker's Healthcare

1:45 - 2:45 PM

F. AEU: What the Next Generation of ASC Executives Needs to Know

- Gabriel Figueroa, CASC, Administrator, Manhattan Reproductive Surgery Center
- Austin Cheng, Esq., Chief Executive Officer, Gramercy Surgery Center
- Moderated by Mackenzie Bean, Editor, Becker's Healthcare

2:00 - 2:15 PM

NETWORKING BREAK

2:15 - 2:55 PM

A. How to Be a Great Administrator

- Rita Mack, RN, BSN, MHA, Administrator, Hershey Outpatient Surgery Center
- Michael Graziano, Administrator, Clifton Surgery Center
- Tracy Hoeft-Hoffman, MBA, MSN, RN, CASC, Administrator, Heartland Surgery Center
- Moderated by TBD



Utilization and Early Clinical Outcomes of the VELYS™ Robotic-Assisted Solution to Enhance Patient Experience and Deliver Economic Value in the ASC

Listen to Dr. Charles DeCook's clinical experience



October 22, 2021

10:50 - 11:30 AM

(Acapulco Room)

Dr. Charles DeCook
Total Joint Surgeon
Atlanta, GA



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B. Presentation: Utilizing Social Media in Your ASC and Separating Yourself From the Competition

- Jonathan Kaplan, MD, MPH, Founder and Chief Executive Officer, BuildMyHealth; Plastic Surgeon, Pacific Heights Plastic Surgery

D. Presentation: ASC Marketing Efforts: What is Working and What is Not

- Cheryl Zapata, Chief Development Officer, Texas Back Institute

E. Is Your Surgical Team Operating at Peak Levels? Key Thoughts

- Renee Skovira, BSN, MHA, RN, Director, Surgical Services, UPMC Surgery Center
- Brandon Shows, Administrator, Baylor Scott & White Surgicare Plano
- Moderated by Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago

2:55 - 3:55 PM

F. AEU: Baby Boomers to Gen Z: How to Inspire Team Greatness and Engage Staff

- Beverly M. Bryant, MSN-RN, CASC, Endoscopy Manager, Yuma Regional Medical Center
- Fawn Esser-Lipp, RN, BSN, CNOR, CASC, Executive Director, The Surgery Center LLC
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

3:00 - 3:40 PM

A. The Big 3: How Will Orthopedics, Ophthalmology and GI Fare Over the Next Few Years?

- James A. Turner, Jr, MBA, MHA, SSBB, Regional Vice President - Mid-Atlantic Market, Covenant Physician Partners
- Brian Gantwerker, MD, Spine and Neurosurgeon, The Craniospinal Center of Los Angeles
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

B. Presentation: Increasing the Value of an ASC by Growing Complex Spine

- Rob Bray, MD, Neurological Spine Surgeon, Chief Executive Officer and Founder, DISC Sports & Spine Center

D. How the Supply Chain Can Make or Break an ASC

- Helen Lowenwirth, CASC, Administrator, East Side Endoscopy, LLC
- Moderated by Alia Paavola, Editor, Becker's Healthcare

E. Presentation: Gynoeconomics: The Transition of Gyn Surgery into the ASC

- Richard Rosenfield, MD, Medical Director, Pearl Surgicenter

4:00 - 5:00 PM

F. AEU: OR Cost Containment for the Brave New Healthcare World

- Rick Ngo, MD, FACS, General Surgeon, Southwest Surgical Associates/Texas Hernia Specialists, Founder and Chief Medical Officer, SurgCard
- Joseph Jin, Ortho Supply Chain/Purchasing, APAC Centers for Pain Management
- Patrick Haley
- Moderated by Brian Zimmerman, Custom Content Editor, Becker's Healthcare

3:45 - 4:25 PM

A. The Hospital-ASC Relationship Post-Pandemic

- Lorraine Hutzler, MPA, Associate Program Director, The Center for Quality and Patient Safety, NYU Langone Orthopedic Hospital
- Michael Patterson, FACHE, President and Chief Executive Officer, Mississippi Valley Health
- Seth M Silver MD FAAOS, Medical Director, ACC Vineland NJ
- Moderated by Molly Gamble, Editor-in-Chief, Becker's Healthcare

B. Reserved

D. Presentation: Assessing Clinical and Financial Criteria for ASC Total Joints and Spine

- Earl Anderson, Chief Executive Officer, Tennessee Orthopaedic Clinics
- P. Merrill White, MD, FAAOS, Chief Medical Officer, Tennessee Orthopaedic Clinics

E. Presentation: Urology Services in the ASC

- Brad D. Lerner, MD, FACS, CASC, President, Chesapeake Urology Associates; Medical Director, United Urology Group ASCs; Chief of Urology, Union Memorial Hospital; Urologic Consultant, NFL Baltimore Ravens

4:30 - 6:00 PM

COCKTAIL RECEPTION IN THE EXHIBIT HALL

ZIMMER BIOMET

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Join us to discover
Leading Technologies
with Efficiencies for your ASC
Friday, October 22nd | 10:50 - 11:30 AM CST
Nicholas B. Frisch, M.D., MBA*
<https://cvent.me/wQG5X9>

*Paid Zimmer Biomet consultant

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SATURDAY, OCTOBER 23RD

Track A - Improving Profits, ASC and Leadership Strategy

Track B - ASCs: Orthopedics and Spine

Track C - Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues

Track D - Revenue Cycle, Out-of-Network, Billing and Coding Issues

Track E - Transactions, Legal, Valuations and Thought Leadership

Track F - AEU Credit Track

7:00 - 8:00 AM

CONTINENTAL BREAKFAST IN THE FOYER

8:00 - 8:40 AM

A. KEYNOTE PANEL: Being the High Quality, Low-Cost Site of Care Isn't Enough: How to Up Your Patient Experience Game

- Stanford R. Plavin, MD, Owner/President, Technical Anesthesia Strategies and Solutions
- Moderated by TBD

8:45 - 9:25 AM

A. KEYNOTE PANEL: ASC Partnerships for Success: When They Work, When They Don't and How to Strategize for the Future

- Colleen Ingraham, President, The McMahon Group, Chief Operating Officer, Prairie Spine & Pain Institute, Co-Founder, Illinois Free Market Medical Association
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

9:25 - 9:40 AM

NETWORKING BREAK

9:40 - 10:20 AM

A. Presentation: Can Corporate Culture Affect Your Financial Bottom Line?

- James A. Turner, Jr, MBA, MHA, SSBB, Regional Vice President - Mid-Atlantic Market, Covenant Physician Partners

B. Presentation: Medicare Knee Replacements Now

- Chris Nanson, MD, Orthopedic Surgeon, Oregon Surgical Institute

C. Presentation: Maximizing the Value of Your ASC Real Estate

- Jim Freund, Senior Partner, ASCs Inc.
- Jon Vick, Managing Partner, ASCs Inc.
- Jason Winokur, Vice President, JH Winokur, Inc.

D. Panel: Taking Good Private Interventional Pain Practices to Great

- Jack Freese, Partner, DxTx Pain and Spine

- Francine Norman, RN, MBA, Practice Administrator, Illinois Pain and Spine Institute
- Udit Patel, MD, Partner, Pain and Spine Institute
- Moderated by John V. Prunskis, MD, FIPP, Chief Executive Officer and Medical Director, Illinois Pain and Spine Institute

9:00 - 10:00 AM

F. AEU: Technology Issues and Advances in an ASC Setting

- Susan Cheek, Administrator, Dallas Endoscopy Center
- Moderated by Brian Zimmerman, Custom Content Editor Becker's Healthcare

10:25 - 11:00 AM

A. Presentation: Creating An ASC Community Network: Successes in Spokane

- Jennifer Boyd, RN, BSN, Northwest Orthopedic Surgery Center
- Kristie Sudderth, RN, BSN, Administrator, Columbia Surgical Specialists

B. Presentation: Successfully Treating Spine Degenerative Discseel Disease with Biologic vs. Surgical Fusion

- Kevin Pauza, MD, Founding Partner, Texas Spine and Joint Hospital

C. Presentation: How the New CMS Price Transparency Rules Affecting Hospitals Will Eventually Extend to ASC's...Yes, That Means You!

- Jonathan Kaplan, MD, MPH, Founder and Chief Executive Officer, BuildMyHealth; Plastic Surgeon, Pacific Heights Plastic Surgery

D. Reserved

11:05 - 11:40 AM

A. KEYNOTE: The State of Healthcare and ASCs

- Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

11:40 AM

MEETING ADJOURNS



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Becker's ASC Review 27th Annual Meeting: The Business and Operations of ASCs

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REGISTRATION INFORMATION

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	FEES (Before 9/1/21)	AMOUNT	FEES (After 9/1/21)	AMOUNT
1st Attendee	\$800	\$ _____	\$900	\$ _____
2nd Attendee	\$775	\$ _____	\$875	\$ _____
3rd Attendee	\$750	\$ _____	\$850	\$ _____
4th Attendee or more (Ask about larger group discounts)	\$725	\$ _____	\$825	\$ _____
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COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:

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Cancellation Policy: Written cancellation requests must be received within 120 days of transaction or by May 1, 2021, whichever is first. Refunds are subject to a \$100 processing fee. Refunds will not be made after this date.

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

GENERAL INFORMATION

CONTINUING EDUCATION

More Information on CMEs Coming Soon!

HOTEL RESERVATIONS

The Hyatt Regency has set aside special group rates for conference attendees. Find them at:

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For additional information regarding the conference, exhibiting or sponsoring please contact:

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ADA REQUEST

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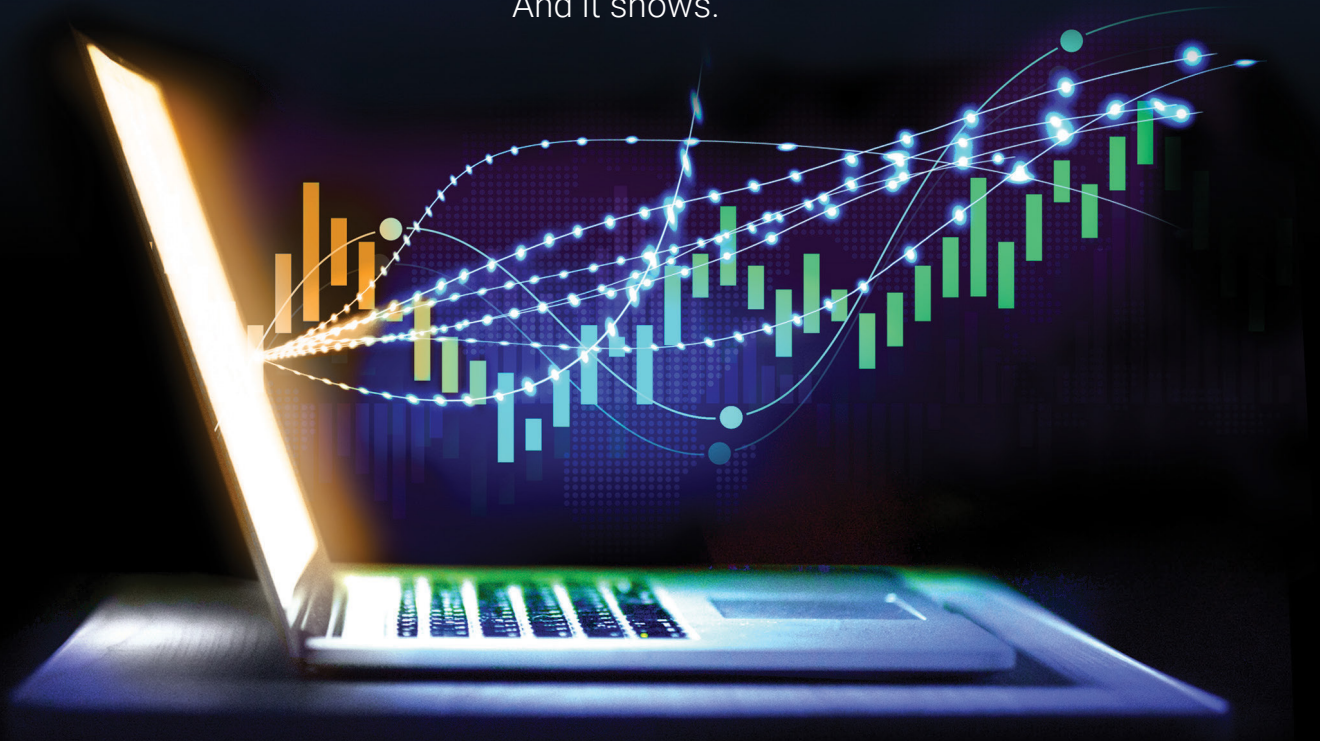
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BECKER'S
ASC REVIEW

27TH ANNUAL MEETING

**THE BUSINESS AND
OPERATIONS OF ASCs**

October 21-23, 2021
Hyatt Regency, Chicago, Illinois

October 27-29, 2021
Virtual Event

KEYNOTES



**Earvin "Magic"
Johnson**

Role Model, Sport
Legend and Successful
Entrepreneur



Dara Torres

Olympic Gold Medal
Swimming Champion



Lisa Cooper

Principal, Advocate+;
Chief Executive Officer
and Administrator,
Santa Cruz Surgery
Center



Jonathan Kaplan

MD, MPH,
Founder and Chief
Executive Officer,
BuildMyHealth; Plastic
Surgeon, Pacific
Heights Plastic Surgery



Katie Lawrence

MHA CMPE,
Director, Ambulatory
Optimization and
Integration, Prisma
Health



David Young

President & Chief
Executive Officer, PE
GI Solutions

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