BECKER’S ASC REVIEW

27th Annual Meeting: The Business and Operations of ASCs

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

180+ TOTAL SPEAKERS FROM ASCs, HOSPITALS AND HEALTH SYSTEMS
100% PROVIDERS

KEYNOTES

Tucker Carlson
Host, “Tucker Carlson Tonight”, Founder, The Daily Caller

Peyton Manning
NFL Legend

Dara Torres
Olympic Gold Medal Swimming Champion

Donna Cooper
Chief Operating Officer, DuPage Medical Group

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

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

Kelly Macken-Marble
MAOM, CMPE, Chief Executive Officer, The South Bend Clinic (IN)

David Rothbart
MD, FACS, FACPE, Neurosurgeon, Minimally Invasive Spine, Spine Team Texas

David Young
President & Chief Executive Officer, Physicians Endoscopy

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 - Patient Safety, Quality, Accreditation and Thought Leadership
Track G - AEU Credit Track

KEYNOTE PANELISTS

MORE INFORMATION COMING SOON!

CO-CHAIRS

Scott Becker
JD, CPA, Publisher, Becker’s Healthcare; Partner, McGuireWoods LLP

Rhoda Weiss
PhD, National Healthcare Consultant, Speaker, Educator, Author, Managing Healthcare Reform: Ideas for Leaders
# PROGRAM SCHEDULE

## CELEBRITY KEYNOTES

**Tucker Carlson**
Host, "Tucker Carlson Tonight"; Founder, The Daily Caller

**Peyton Manning**
NFL Legend

**Dara Torres**
Olympic Gold Medal Swimming Champion

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## THURSDAY, OCTOBER 21, 2021

- **8:10 - 10:30 AM** Sessions
- **10:30 - 11:05 AM** Planned Networking Break in the Foyer
- **11:05 AM - 12:20 PM** Sessions
- **12:25 - 1:25 PM** Networking Luncheon
- **1:25 - 2:55 PM** Sessions
- **2:55 - 3:25 PM** Planned Networking Break in the Exhibit Hall
- **3:30 - 5:15 PM** Sessions
- **5:15 - 7:00 PM** Planned Cocktail Reception in the Exhibit Hall

## FRIDAY, OCTOBER 22, 2021

- **7:00 - 8:00 AM** Registration & Continental Breakfast
- **8:00 - 9:15 AM** Sessions
- **9:15 - 10:05 AM** Planned Networking Break in the Exhibit Hall
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## SATURDAY, OCTOBER 23, 2021

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**REGISTER TODAY**

- **800.417.2035**
- **866.678.5755**
- **registration@beckershealthcare.com**
- **https://tinyurl.com/y4oqnerz**

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Track G - AEU Credit Track

REGISTER TODAY - Moderated by TBD

8:00 - 8:30 AM

A. The Growth of Physician Practice Management Companies and Their Impact on Healthcare and ASCs
   - Janelle Anderson, Program Director, John Muir Health
   - Raymond Hino, MPA, FACHE, Vice President, Operations, Physicians Endoscopy
   - Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker’s Healthcare

B. Key Issues in Minimally Invasive Spine Surgery in ASCs
   - Justin Paul, MD, Spine Surgeon, OrthoConnecticut
   - Yevgeniy Khavkin, MD, Board Certified Neurosurgeon, Fellowship Trained Spine Surgeon and Medical Director, Khavkin Clinic
   - Deepak Reddy, MD, Spine Surgeon, South Bend Orthopaedics
   - Moderated by Laura Dyrda, Editor-in-Chief, Becker’s Healthcare

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

D. Presentation - Title TBD
   - Michael Guarino, Chief Executive Officer, North Shore Surgi Center

E. Key Thoughts on Total Joints – Setting Up A New Program, Inpatient vs. Outpatient, Tips for Success and More
   - Melissa Bushnell, Administrator, AtlantiCare Surgery Center
   - Rene Courtay, RN, MBA, CASC, Vice President, Executive Director, Hospital for Special Surgery
   - Kristy Minatto, RN, BSN, Administrator, Wisconsin Specialty Surgery Center, LLC
   - Moderated by Morgan Haefner, Editor, Becker’s Healthcare

F. Diversity and Inclusion in ASCs
   - Anapa Nophlin, MS, CPC, OCS, Revenue Cycle Manager, Georgia Eye Institute of the Southeast, LLC
   - Neeraja Kikkeri, Co-Owner and Chief Operating Officer, North Texas Team Care Surgery Center

9:00 - 10:00 AM

G. AEU: Key Thoughts and Advice for New Administrators
   - Brooke Rush, CASC, Administrator, Maryland Surgery Center
   - Lori Tamburo Martini, CASC, Administrator, Specialty Orthopedic Group Surgery Center
   - Becky Ziegler-Otis, RHIA, CPHQ, CHC, CASC, Administrator, Ambulatory Surgical Center of Stevens Point
   - Moderated by TBD

9:20 - 9:45 AM

PLANNED NETWORKING BREAK
THURSDAY, OCTOBER 21ST

9:50 - 10:30 AM

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

B. Technology Advances in Spine: The Use of Robotics and More
- Jae Lim, MD, Neurosurgeon, Atlantic Brain and Spine; VCU School of Medicine
- Robert Johnson, MD, Chief Medical Officer, Comprehensive Care Clinics of America
- Harel Deutsch, MD, Director, Rush University Medical Center
- Moderated by TBD

C. Reserved

D. What Do High-Deductible Plans Mean for ASCs?
- Stephen Rosenbaum, Chief Executive Officer, Alliance Spine and Pain Centers
- Moderated by TBD

E. ASC Mergers and Acquisitions
- Austin Cheng, Vice President, Gramercy Surgery Center
- Mihir Patel, MD, Orthopedic Surgeon, Treasurer and Board Member, OrthoIndy
- Peter Slate, Chief Business Development Officer, Healthcare Outcomes Performance Co.
- Moderated by TBD

F. Presentation - Medication Management in Ambulatory Surgery Centers: Compliance and Drug Procurement Strategies
- Matthew Effron, PharmD, MBA, Pharmacy Manager Operations Support, Cleveland Clinic

10:10 - 11:10 AM

G. AEU: Improving Quality and Infection Control: Challenges and Thoughts for 2020
- Dianne Buffington, BSN, RN, CNOR, Director, Clinical Services, Texas Health Surgery Center Craig Ranch
- Jami Osterlund, BSN, RN, CSSM, CNOR, CAIP, Administrator, Hyde Park Surgery Center
- Deborah Goodman, RN, Administrator, APAC Surgery Center II LLC
- Adam Hornback, RN, Administrator, North Texas Team Care Surgery Center
- Moderated by Kate Carow, MBA, FACHE, Principal, Carow Consulting

10:35 - 11:15 AM

A. The Biggest Opportunity for ASCs Today
- Marjorie Belsky, ASC Owner, Sunset Surgery Center
- Michelle Mekosch, RN, BSN, CASC, Chief Executive Officer, Texas Health Surgery Center Park Hill
- Moderated by TBD

B. Presentation - Optimizing Efficiency of Total Joints in an ASC Setting: Generic Implants, Re-engineered Trays, Custom Blocks and Robots
- 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
- Jay Kreger, President, CRH Anesthesia
- Moderated by Morgan Haefner, Editor, Becker’s Healthcare

D. How to Get Your ASC on Board with Opioid Sparing Strategies
- Edward Kowlowitz, MD, Founder, Medical Director and Managing Partner, Center for Pain Management
- Lorraine Hutzler, MPA, Associate Program Director, The Center for Quality and Patient Safety, NYU Langone Orthopedic Hospital
- Scott Sigman, MD, Team Physician; Fellow of the World Society of Sports and Exercise Medicine, UMASS Lowell
- Moderated by Michael Redler, MD, Partner, Orthopedic & Sports Medicine Center

E. Key Thoughts on Valuations, Growth and Strategy for Your ASC
- Chris Elliott, Director, Finance, Surgical Care Affiliates
- Andy Blankemeyer, MHSA, Chief Executive Officer, Beacon West Surgical Center
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker’s Healthcare

F. Patient, Surgeon and Employee Satisfaction: The Triple Aim for ASCs
- Brooke Miller, Surgery Center Director, Aurora Ambulatory Surgery Center
- Tamara Robinson, MSN, RN, Administrator, Unity Surgical Center
- Moderated by Mackenzie Bean, Editor, Becker’s Healthcare

11:20 AM - 12:20 PM

NETWORKING LUNCHEON
THURSDAY, OCTOBER 21ST

12:25 - 1:05 PM

A. Joint Ventures and Physician/Hospital/ASC Relationships: What Works and What Doesn’t?
- Jeff Flynn, CASC, Chief Executive Officer, Gramercy Surgery Center
- Zachary Welch, Practice Administrator, Wake Orthopaedics; WakeMed Health and Hospitals
- Andrew Canning, Assistant Vice President, Operations, MedStar Health
- Moderated by Molly Gamble, Editor-in-Chief, Becker’s Healthcare

B. Presentation - Spine Surgery, Pre-Op Planning and Results in an ASC Setting
- Vivek Mohan, MD, MS, FAAOS, Spine Surgeon, Orthopaedic Spine Institute

C. Key Thoughts on Profiting From Orthopedics, GI, Ophthalmology and Pain Management
- Claudio Vincenty, MD, Jacksonville Spine Center
- James Turner, Jr., MBA, MHA, Chief Executive Officer, Indianapolis Gastroenterology and Hepatology, Inc
- Daniel Miller, MD, Chief Medical Officer, Cincinnati Eye Institute
- Moderated by TBD

D. Reserved

E. Presentation - Successful Partnering with Independent Physicians and Finding Common Alignment Models for ASCs
- Liz Popwell, Chief Strategy Officer, Ascension Michigan
- Mary Cline, Vice President, Growth and Business Development, Ascension Michigan

F. Presentation - Patient Selection Criteria and Standardization of Care to Allow the Transition of Spine Surgery to the ASC with High Quality Outcomes
- Ali Prosser, Chief Executive Officer, San Luis Obispo Surgery Center
- TBD Spine Surgeon from San Luis Obispo Surgery Center

12:30 - 1:30 PM

G. AEU: ASC Leadership: Qualities and Habits of Effective Surgery Center Administrators
- 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
- Moderated by TBD

1:10 - 1:50 PM

A. The Most Pressing Issues Facing ASCs in 2021
- Don Schreiner, Chief Executive Officer, OrthoIllinois
- Moderated by TBD

B. The Business of Orthopedics 1
- Daniel Larose, MD, Chief Executive Officer, Advanced Surgery Center, LLC
- Giri Burra, MD, President, Hinsdale Orthopedics and Salt Creek Surgery Center
- Jaideep Iyengar, MD, FAAOS, Orthopedic Surgeon, President and Chief Executive Officer, San Jose Surgery Inc.
- Moderated by Laura Dynda, Editor-in-Chief, Becker’s Healthcare

C. Reserved

D. How Can We Improve Reimbursement Per Case?
- Sarah Paul, CPC, CASC, Chief Executive Officer, Dublin Surgery Center
- Jacob Rodman, MBA, CMPE, Chief Executive Officer, Raleigh Neurosurgical Clinic
- Amy Sinder, Administrator, Silver Cross Surgery Center
- Greg DeConciliis, PA-C, CASC, Administrator, Boston Out-Patient Surgical Suites
- Moderated by TBD

E. Do You Need a Hospital, a Management Company or Neither? Redefining Delivery of Care
- Scott Hamrick, Chief Financial Officer, Digestive Care Center - Evansville
- Sarah Bremer, Finance Director, Helena Surgery Center
- Mark Mineo, Director, Millard Fillmore Surgery Center LLC
- Moderated by Kate Carow, MBA, FACHE, Principal, Carow Consulting

F. Presentation - Laparoscopic-Assisted Myomectomy: Ambulatory Surgery Center vs Hospital
- Paul MacKoul, MD, The Center for Innovative GYN Care
- Natalya Danilyants, MD, The Center for Innovative GYN Care

1:40 - 2:40 PM

G. AEU: The Best Steps for ASC Growth
- Lisa Davis, Administrator, The Center for Minimally Invasive Surgery
- Moderated by TBD

1:50 - 2:10 PM

PLANNED NETWORKING BREAK
THURSDAY, OCTOBER 21ST

A. Should You Sell Your ASC or Practice? What Are the Valuations? Who Are the Buyers?
- TK Miller, MD, Professor and Vice Chair, Department of Orthopaedic Surgery, Virginia Tech Carilion School of Medicine
- Ryan Flynn, Director, Finance, Andrews Institute ASC
- Moderated by TBD

B. Reserved

C. Pain Management in ASCs 1
- Kenneth Candido, MD, Chairman and President, Chicago Anesthesia Pain Specialists
- Praveen Suchdev, MD, Owner, Centers for Pain Solutions
- Moderated by Ayla Ellison, JD, Managing Editor, Becker’s Healthcare

D. Key Thoughts on Improving Profits and Revenue in an ASC
- Vishal Mehta, MD, President and Managing Partner, Fox Valley Orthopaedic Institute
- Priyantha Ranaweera, MD, President, Manhattan Specialists Center
- Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago
- Moderated by TBD

E. Presentation - Gynecconomics: The Transition of Gyn Surgery into the ASC
- Richard Rosenfield, MD, Medical Director, Pearl Surgicenter

F. Presentation - Assessing Clinical and Financial Criteria for ASC Total Joints and Spine
- Earl Anderson, Chief Executive Officer, Tennessee Orthopaedic Clinics
- Merrill White, MD, Chief Medical Officer, Tennessee Orthopaedic Clinics

2:50 - 3:50 PM

G. AEU: Thought-Provoking Ideas for Administrators
- Todd Currier, CASC, CMPE, CPA, Administrator, Bozeman Outpatient Surgery Center
- Trina Cole, RN, BSN, MSN, Administrator, Saint Luke’s Surgicenter - Lee’s Summit, LLC
- Moderated by Alia Paavola, Editor, Becker’s Healthcare

2:55 - 3:30 PM

A. KEYNOTE: TBD

3:35 - 4:10 PM

A. Keynote - The Best Ideas for Growth Today
- Lisa Cooper, Principal, Advocate+; Chief Executive Officer and Administrator, Santa Cruz Surgery Center
- David Young, President & Chief Executive Officer, Physicians Endoscopy
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker’s Healthcare

4:15 - 5:15 PM

A. KEYNOTE: Moderated Q&A
- Peyton Manning, NFL Legend
- Moderated by TBD

5:15 - 7:00 PM

PLANNED COCKTAIL RECEPTION IN THE EXHIBIT HALL

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<td><strong>CONTINENTAL BREAKFAST</strong></td>
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<td><strong>A. KEYNOTE: Today’s Political Landscape</strong></td>
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<td><strong>A. KEYNOTE: Never Give Up Your Dream</strong></td>
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<td>- Dara Torres, Olympic Gold Medal Swimming Champion</td>
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<td><strong>A. Adding Procedures to ASCs</strong></td>
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<td>- Perry Haney, MD, Medical Director, SpineOne, Spine &amp; Sport Medical Center</td>
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<td>- Brian Gantwerker, MD, Spine and Neurosurgeon, The Craniospinal Center of Los Angeles</td>
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<td>- Sandy Berreth, Administrator, Foothill Surgery Center at Sansum Clinic</td>
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<td><strong>G. AEU: Perioperative Nursing, Infection Control and How to Meet CMS and Accreditation Standards</strong></td>
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<td>- Maria Alvarado, Director, Nursing, Mountain Surgery Center</td>
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<td>- Kimberly Peterie, RN, BSN, MHA, Corporate Project Director, Quality &amp; Surgical Services, Community Health System</td>
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<td>- Victoria Brennan, Surgical First Assist and Infection Control Officer, Mangat, Holzapfel and Lied Plastic Surgery Center</td>
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<td>- Moderated by Brian Zimmerman, Custom Content Editor Becker’s Healthcare</td>
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<td><strong>A. Presentation - ASC Management Within an Academic</strong></td>
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FRIDAY, OCTOBER 22ND

Medical Center Environment
- 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. The Business of Orthopedics 2
- David Raab, MD, Owner, Member - Board of Managers, Illinois Sports Medicine & Orthopedic Surgery Center
- Kai-Uwe Lewandrowski, MD, Orthopedic Surgeon, Center for Advanced Spine Care of Southern Arizona, Surgical Institute of Tucson
- Moderated by TBD

C. Pain Management in ASCs 2
- Standiford Helm, II, MD, Medical Director, The Helm Center for Pain Management
- 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 Roth, MD, PM&R/ Owner, Summit Pain Management
- Moderated by TBD

D. Reserved

E. Presentation - The Safety of Outpatient Total Joint Replacements
- Michael J. Chmell, MD, Medical Director, OrthoIllinois Surgery Center
- Jayaram Mohan, BA, Medical Student, University of Illinois

F. Leadership in an ASC: Creating Culture, Patient Satisfaction, Employee Engagement and More
- Rebecca Paine, CASC, Vice President, Chief Financial Officer and Surgery Center Administrator, Beckley Surgery Center, Inc.
- Jane Haire, RN, BSN, CASC, Administrator, Nebraska Surgery Center
- Stacey Coffey, Clinical Director, Gastroenterology Associates PA
- Audrie Leuthard, Facility Director, Four Corners Ambulatory Surgery Center
- Moderated by Molly Gamble, Editor-in-Chief, Becker’s Healthcare

12:30 - 1:30 PM

G. AEU: Key Thoughts on How to Run an Efficient ASC
- Nikki Vaughan, RN, Administrator, Nurse Manager, Central Phoenix Surgical Center
- William Thompson, Chief Executive Officer, The Orthopedic Institute of Pennsylvania
- Candy Ranshaw, RN, BSN, Administrator and Director, Nursing, Steward Health
- Moderated by Alia Paavola, Editor, Becker’s Healthcare

1:20 - 2:00 PM

A. Are ASCs Ready for Cardiovascular Procedures in 2020?
Tips for Success, Potential Hurdles and More
- Dawn Lacsk-Tommerdahl, RN, FACHE, Director, Outpatient Heart, Lung and Vascular Institute, AdventHealth
- Tim Price, Chief Executive Officer, Cardiovascular Centers of America
- Zoe Terral, RN, Administrator, Director of Nursing, North Park Heart & Vascular Surgery Center
- Moderated by TBD

B. Reserved

C. Presentation - Outpatient Total Joints, Bundled Payments, AAAHC Advanced Orthopedic Certification Process and Supply Chain (Implant) Success
- Rachel Uzlik, CPHQ, Director, Quality, Compliance & Research, Twin Cities Orthopedics
- Aaron Johnson, Administrator, Crosstown Surgery Center

D. What Happens When the Rainmaker Retires: Succession Planning for ASCs, and How to Recruit Millennials and New Surgeons
- Sherman N. Tran MD, Managing Partner, Spine & Sports Surgery Center LLC
- Joseph D’Agostino, MBA, ASC Administrator, Advanced Surgery Center-Perimeter and Gwinnett Advanced Surgery Center
- Moderated by Ayla Ellison, JD, Managing Editor, Becker’s Healthcare

E. Presentation - Putting a Cath Lab in an ASC
- Rudy Manthei, DO, FOCOO, President and Chief Executive Officer, ProMed Management Group

F. Presentation - Advanced Therapeutic Endoscopy in the ASC Setting: Making it Work
- Rosario Ligresti, MD, Gastroenterology, Surgical and Endoscopy Center of Bergen County

1:45 - 2:45 PM

G. AEU: So You Want to Be an ASC Administrator?
- Michelle Eilander, RN, BA, MHA, Administrator, Ankeny Medical Park Surgery
- Gabriel Figueroa, CASC, Administrator, Manhattan Reproductive Surgery Center
- Les Hill, Administrator, Heartland Surgery Center
- Moderated by Mackenzie Bean, Editor, Becker’s Healthcare

2:00 - 2:15 PM

PLANNED NETWORKING BREAK
FRIDAY, OCTOBER 22ND

2:15 - 2:55 PM

A. How to Be a Great Administrator
   - Jeany Dunaway, RN, CASC, Administrator, Effingham Ambulatory Surgery Center
   - Michael Graziano, Administrator, Clifton Surgery Center
   - Tracy Hoeft-Hoffman, MBA, MSN, RN, CASC, Administrator, Heartland Surgery Center
   - Moderated by TBD

B. Presentation - Medicare Knee Replacements Now
   - Chris Nanson, MD, Orthopedic Surgeon, Oregon Surgical Institute
   - James Ballard, MD, MPH, Orthopedic Surgeon, Oregon Surgical Institute

C. Reserved

D. Presentation - ASC Marketing Efforts: What is Working and What is Not
   - Cheryl Zapata, Chief Development Officer, Texas Back Institute

E. Key Thoughts on Leading Great Surgical Teams
   - Renee Skovira, BSN, MHBA, 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

F. Key Thoughts on Improving the Patient Experience in the ASC Setting
   - David Perdue, MD, Chief Medical Officer, Minnesota Gastroenterology PA (MNGI)
   - Christina McDonald, Chief Executive Officer and Administrator, Texas Health Surgery Center Rockwall
   - Moderated by TBD

2:55 - 3:55 PM

G. AEU: The Importance of Staff Engagement, Fighting BurnOut, Growing a Great Team and More
   - Jennifer Hodge, Director of Operations, Carolina Interventional Pain Institute, LLC
   - Beverly M. Bryant, MSN-RN, CASC, Administrator Director, Yuma Endoscopy 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?
   - Helen Lowenwirth, CASC, Administrator, East Side Endoscopy, LLC
   - Monina Pascua, MD, Owner and Partner, Gastroenterology South at Oregon City
   - 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. Supply Chain Best Practices in an ASC
   - Rick Ngo, MD, FACS, General Surgeon, Southwest Surgical Associates/Texas Hernia Specialists, Founder and Chief Marketing Officer, SurgCard
   - Jarett Landman, MS, PA-C, MBA, Chief Executive Officer, Orthopedic Surgical Center of the North Shore
   - Anthony Mrozik, Chief Financial Officer, Ambulatory Surgery Center of Western New York LLC
   - JoAnn Vecchio, Administrator, ASC of WNY
   - Moderated by Alia Paavola, Editor, Becker’s Healthcare

E. How to Hire Effectively in Today’s Market
   - Rita Mack, RN, BSN, MHA, Administrator, Hershey Outpatient Surgery Center
   - Cathy McCue, Administrator, UroPartners Surgery Center
   - Tiffany Zachary, Administrator, Manhattan Specialists Center, LLC
   - Moderated by Sev Hrywnak, MD, Chief Executive Officer, The SEV Group; Owner, Advanced Ambulatory Surgical Center of Chicago

F. Presentation - PreOp Patient Risk Stratification: Optimization and Postoperative Management with Patients in the ASC and Hospital Setting
   - Suresh Nayak, MD, Orthopedist, Wellington Orthopaedics

4:00 - 5:00 PM

G. AEU: Cost Containment in the OR
   - Joseph Jin, Ortho Supply Chain/Purchasing, APAC Centers for Pain Management
   - Earl Walz, Chief Executive Officer, Norwood Surgery Center
   - Kristopher Schroeder, MD, Anesthesiology - Anesthesiologist, University Of Wisconsin Hospitals & Clinics Authority (Madison, WI)
   - Moderated by Brian Zimmerman, Custom Content Editor Becker’s Healthcare
FRIDAY, OCTOBER 22ND

3:45 - 4:25 PM

A. Key Thoughts on Strategies and Relationships Between Hospitals and ASCs
   - Sharon Annee, MS PT, MBA, Administrative Director of Orthopedics, Spine and Neurosciences, Franciscan Alliance | Franciscan Health
   - Michael Patterson, FACHE, President and Chief Executive Officer, Mississippi Valley Health
   - Robert Gilbert, President, MedStar Ambulatory Services, MedStar Health
   - Moderated by Molly Gamble, Editor-in-Chief, Becker’s Healthcare

B. Reserved

C. Reserved

D. Price Transparency in ASCs
   - Jonathan Kaplan MD, MPH, Founder and Chief Executive Officer, BuildMyBod Health; Plastic Surgeon, Pacific Heights Plastic Surgery
   - Andy Poole, FACHE, Chief Executive Officer, Monticello Community Surgery Center
   - Colleen Ingraham, President, The McMahon Group, Chief Operating Officer, Prairie Spine & Pain Institute, Co-Founder, Illinois Free Market Medical Association
   - Farid Naffah, MD, Gastroenterologist, Avamar Gastroenterology, Inc.
   - Moderated by Ayla Ellison, JD, Managing Editor, Becker’s Healthcare

E. Presentation - Real Estate Beyond the ASC - Capturing the Value Brought By an ASC to the Surrounding Community
   - Grey Williams, Chief Financial Officer, Premier Gastroenterology Associates

F. Presentation - Urology Services in the ASC
   - Brad D. Lerner, MD, FACS, CASC, President, CUA LLC; Medical Director, Summit ASC; Chief of Urology, Union Memorial Hospital; Urologic Consultant, NFL Baltimore Ravens

4:30 - 6:00 PM

PLANNED COCKTAIL RECEPTION IN THE EXHIBIT HALL
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 G - AEU Credit Track

8:00 - 8:40 AM

A. KEYNOTE: 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
- Ronald Michael, MD, Neurosurgeon, Illinois Neurospine Institute
- Kelly Macken-Marble, MAOM, CMPE, Chief Executive Officer, The South Bend Clinic (IN)
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker’s Healthcare

9:25 - 9:40 AM

PLANNED NETWORKING BREAK

9:40 - 10:20 AM

A. Presentation - Can Corporate Culture Affect Your Financial Bottom Line?
- James Turner, Jr., MBA, MHA, Chief Executive Officer, Indianapolis Gastroenterology and Hepatology, Inc

C. Presentation - Data Visualization: How to Present Data in a Meaningful Way
- Joseph Engel, MPS, Administrator, Gastroenterology Associates, Fairfield County/The Endoscopy Center of Fairfield

D. Presentation - Utilizing Social Media in Your ASC and Separating Yourself From the Competition
- Jonathan Kaplan, MD, MPH, Board Certified Plastic Surgeon, Pacific Heights Plastic Surgery

9:00 - 10:00 AM

G. AEU: Technology Issues and Advances in an ASC Setting
- Susan Cheek, Administrator, Dallas Endoscopy Center
- Mark Noar, MD, Owner, Medical Director, GI Micro Surgery Center
- Tyler Watson, IT Manager and Chief IT Executive, Specialty Spine & Pain
- 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
- Tom Alderson, RN, BSN, Director, Nursing, Spokane Eye Surgery Center
- Jennifer Boyd, RN, BSN, Northwest Orthopedic Surgery Center
- Kristie Sudderth, RN, Administrator, Columbia Surgical Specialists

B. Presentation - Successfully Treating Spine Degenerative Disc Disease with Biologic vs. Surgical Fusion
- Kevin Pauza, MD, Founding Partner, Texas Spine and Joint Hospital

10:10 - 11:10 AM

G. AEU: The Peer Review Process for ASCs
- Deviele Santos, Administrator, Progressive Surgery Center
- Moderated by Brian Zimmerman, Custom Content Editor Becker’s Healthcare

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6th Annual Health IT + Revenue Cycle Conference

September 13-16, 2021 | Hyatt Regency, Chicago, IL

**OCT 21**

27th Annual Meeting: The Business and Operations of ASCs

October 21-23, 2021 | Hyatt Regency, Chicago, IL

**NOV 15**

9th Annual CEO + CFO Roundtable

November 15-17, 2021 | Hyatt Regency, Chicago, IL

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