28th Annual Meeting
The Business & Operations of ASCs

October 27-29, 2022
Swissotel, Chicago, IL

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- Fee schedule analyses & development
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- State licensing, Medicare certification & accreditation
- Business office reviews & interim ASC management
- QA/ Infection control/ MEC/ Risk management
- Mock surveys
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Welcome to the Becker's ASC Review 28th Annual Meeting: The Business & Operations of ASCs! It is such a pleasure to hold this event in-person again in Chicago. We’re thrilled to fill the Swissotel with engaging conversation and debate shaping the future of healthcare.

Over the course of this world-class event, you’ll have the opportunity to learn from and network with over 180+ speakers from leading surgery centers. The fast-paced and thought-provoking sessions focus on:

- ASC strategy and growth
- Surgery center partnerships and joint ventures
- GI, ophthalmology and orthopedics in ASCs
- Leadership
- Big ideas in staffing and supply chain
- Payer and private equity outlook
- And more!

You’ll walk away from each session energized with insights and action items to implement with your teams. We are also excited to connect you with industry leaders who can provide immense value to your organizations. Healthcare has never been static and now more than ever you have the opportunity to make a difference for patients, caregivers and communities. We are honored to have you join us for this event. Should you need anything at all during the event, reach out to the Becker’s team at events@beckershealthcare.com. We are here for you.

Scott Becker
27 THURSDAY

7:00 AM Registration Opens
8:00 - 9:25 AM Sessions
9:25 - 9:50 AM Networking Break in the Foyer
9:50 - 11:15 AM Sessions
11:20 AM - 12:20 PM Networking Luncheon in the Foyer

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

28 FRIDAY

7:00 - 8:00 AM Continental Breakfast in the Exhibit Hall
8:00 - 9:45 AM Sessions
9:50 - 10:35 AM Networking Break in the Exhibit Hall
10:40 - 11:20 AM Sessions
11:25 AM - 12:25 PM Networking Luncheon in the Exhibit Hall

12:30 - 1:55 PM Sessions
1:55 - 2:25 PM Networking Break in the Exhibit Hall
2:30 - 5:00 PM Sessions
5:00 - 6:30 PM Cocktail Reception in the Exhibit Hall

29 SATURDAY

7:00 - 8:00 AM Continental Breakfast in the Foyer
8:00 - 9:25 AM Sessions
9:25 - 9:45 AM Networking Break
9:50 - 11:15 AM Sessions
11:15 AM Conference Adjourns
KEYNOTE SPEAKERS

Scottie Pippen
6-time NBA Champion & Former NBA Player

Kevin O'Leary
MBA, Chairman, O’Shares ETF Investments; Star, ABC’s “Shark Tank”

Jess Sims
Educator and Fitness Instructor

Robert S. Bray
MD, Chief Executive Officer and Founder, DISC Sports & Spine

Rebecca Paine
CASC, Vice President, Chief Financial Officer, Beckley Surgery Center

Andre Blom
Chief Executive Officer, Illinois Bone and Joint Institute

Vishal Mehta
MD, Chief Executive Officer, Fox Valley Orthopaedic Institute

Dawn Lacska-Tommerdahl
FACHE, MBA, RN, Assistant Vice President, Primary Care Strategy, AdventHealth Medical Group West Florida

Cory Calendine
MD, Orthopedic Surgeon, Bone and Joint Institute of Tennessee

Jeany Dunaway
RN, CASC, Administrator, Effingham Ambulatory Surgery Center

Andrew Lovewell
Administrator and Chief Executive Officer, The Surgical Center at Columbia Orthopaedic Group

Natalie Christy
MHL, RN, BSN, Vice President, Surgical Services, Community Health Network

Trina Cole
Administrator, Saint Luke’s Surgicenter - Lee’s Summit

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

Alfonso del Granado
CASC, Administrator, Chief Executive Officer, Covenant High Plains Surgery Center

Bradley Steele
MD, Medical Director, Lowcountry Ambulatory Center

Stephen Rosenbaum
Chief Executive Officer, Alliance Spine and Pain Centers - Carrollton

Rick Ngo
MD, FACS, Founder and General Surgeon, Texas Surgical Specialists
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VISIT BOOTH #186

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SESSION TRACKS

A. Improving Profits, ASC and Leadership Strategy
B. ASCs: Orthopedics and Spine
C. Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues
D. Revenue Cycle, Out-of-Network, Billing and Coding Issues
E. Transactions, Legal, Valuations and Thought Leadership
F. Patient Safety, Quality, and Thought Leadership
G. AEU Credit Track

7:00 AM - 5:00 PM

Registration

8:00 - 8:40 AM

Vevey

A. The Easy Ways ASC’s Can Become Patient-centric in the Digital Age
   • Scott Hamrick, Chief Operating Officer, Digestive Care Center - Evansville
   • Brian Gantwerker, MD, Spine Neurosurgeon, The Craniospinal Center of Los Angeles
   • Devi Nampiaparampil, MD, MS, President and Chief Executive Officer, Metropolis Pain Medicine
   • Moderated by Alan Condon, Editor in Chief, Becker's Healthcare

St. Gallen 1

B. Enabling the Modern Patient - Solutions to Improve Patient Satisfaction and Obtain an ROI
   • Andrew H. Lovewell, MHA, MSHI, FACHE, Chief Executive Officer, Columbia Orthopaedic Group
   • Matthew Lightle, MBA, Director of Business Development, Columbia Orthopaedic Group

St. Gallen 2

C. Physician/Hospital Relationships: Good and Bad Ideas for JV ASCs
   • Sue Corwin, Administrator, Novant Health Brunswick Endoscopy Center
   • Kathleen Wright, Administrator, Methodist Surgery Center Landmark
   • Kevin McDonough, Managing Director, VMG Health
   • Moderated by Jakob Emerson, Writer/Reporter, Becker’s Healthcare

Montreux 2

F. Elevating the ASC Patient Experience, Operational Efficiency, Economic Value and More
   • Kristie Sudderth, RN, BSN, Administrator, Columbia Surgical Specialists
   • Monina Pascua, MD, PharmD, Clinic Medical Director, The Oregon Clinic Gastroenterology South
   • Mark Mayo, Administrator, Associated Surgical Center
   • Moderated by Giles Bruce, Writer/Reporter, Becker’s Healthcare

8:00 - 9:00 AM

Montreux 3

G. What Administrators Need to Thrive in the Next 24 Months
   • Deborah Herdman, RN, BSHA, Administrator, Paragon Surgical Center
   • Jill Andrews, Administrator, Central Utah Surgical Center
   • Paula Solipaca, RN, BSN, BHA, CLNC, Administrator, Jefferson Surgical Center at the Navy Yard
   • Moderated by Paige Twenter, Writer/Reporter, Becker’s Healthcare

8:45 - 9:25 AM

Vevey

A. KEYNOTE INTERVIEW - Jess Sims, Educator and Fitness Instructor
   • Jess Sims, Educator and Fitness Instructor
   • Moderated by Erica Carbajal, Editor, Becker's Healthcare

9:05 - 10:05 AM

Montreux 3

G. Baby Boomers to Gen Z: How to Inspire Team Greatness and Engage Staff
   • Candy Ranshaw, Administrator, Adobe Surgery Center
   • Michael McClain, MHS, MS, PA-C, Executive Director, Ambulatory Surgery, Providence
   • Grace Patton, BSN, RN, CNOR, OR Manager, OAM Surgery Center at MidTowne
   • Moderated by Paige Twenter, Writer/Reporter, Becker’s Healthcare

9:25 - 9:50 AM

Networking Break in the Exhibit Hall
Learning more
Thursday, October 27
10:35 – 11:15 a.m. CST
Track E

Driving Volume and Value
Through Site of Care Strategies
and Hospital Collaboration

Natalie Christy, RN, BSN
Vice President, Surgical Services
Community Health Network

Financial disclosure
Natalie Christy has received compensation from Intuitive for consulting and/or educational services.

Presented material disclosure
This material presented represents the views, experiences, and opinions of independent surgeons and healthcare professionals based on their experiences with the da Vinci surgical system. Their experience may or may not be reproducible and is not generalizable.

Important safety information
For important safety information, please refer to www.intuitive.com/safety. For a product’s intended use and/or indications for use, risks, full cautions and warnings, please refer to the associated User Manual(s).

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THURSDAY, OCTOBER 27, 2022

9:50 - 10:30 AM

Vevey

A. Best Ideas to Build a Culture of Accountability at ASCs
- Lori Martini, CASC, Administrator, Specialty Orthopedic Group Surgery Center
- Alex Boyd, Administrator, 436 Beverly Hills Surgery Center
- Jack Dillon, Chief Executive Officer, Anesthesia Practice Consultants
- Monina Pascua, MD, PharmD, Owner, The Oregon Clinic
- Moderated by Alan Condon, Editor in Chief, Becker’s Healthcare

St. Gallen 1

B. Physician Owned ASC & Surgical Hospital Transactions
- Chris Carlesi, Vice President, Merritt Healthcare Advisors

St. Gallen 2

C. The Next 5 Years of GI
- Manoj Mehta, MD, Medical Director, Endoscopy Center of the North Shore
- Miguel Afonso, Medical Director, CEO, Gastroclinic
- Moderated by Riz Hatton, Writer/Reporter, Becker’s Healthcare

St. Gallen 3

D. Diversifying Payer Mix and Optimizing Cash Pay: Best Ideas
- Andrew Blexrud, Founder and Chief Executive Officer, Orthoboost
- James L. Chappius, MD, FACS, Founder and Chief Executive Officer, Orthopaedic & Spine Surgery of Atlanta
- Moderated by Marcus Robertson, Writer/Reporter, Becker’s Healthcare

Montreux 1

E. Succession Planning, Recruiting Millennial Surgeons and More
- Pankaj Vashi, MD, Vice Chief of Staff, Cancer Treatment Centers of America Chicago
- Adam J. Bruggeman, MD, Chief Executive Officer, Texas Spine Care Center
- Michael Patterson, FACHE, President, Chief Executive Officer, Mississippi Valley Health
- Moderated by Giles Bruce, Writer/Reporter, Becker’s Healthcare

Montreux 2

F. Developing a Concierge Spine Practice in a Spine Center of Excellence
- Choll W. Kim, MD, PhD, Orthopedic Spine Surgeon, Excel Spine Center

10:10 - 11:10 AM

Montreux 3

G. Run a Tight Ship: What ASC Operations Look Like at Their Best
- Amanda Hawkins, BSN, RN, CASC, CAIP, Administrator, The Surgery Center of Charleston
- David Mackey, MD, Professor, Department of Anesthesiology and Perioperative Medicine, University of Texas M.D. Anderson Cancer Center
- Moderated by Brian Zimmerman, Associate Vice President, Client Content and Strategy, Becker’s Healthcare

10:35 - 11:15 AM

Vevey

A. The ASC Investment: How to Build a Legacy and Manage Multiple Generations of Owners
- Scott Thellman, MD, Founding Partner, Member of Board of Managers, Lawrence Surgery Center
- Neeraja Kikkeri, Owner, North Texas Team Care Surgery Center
- Lisa Austin, Administrator, ASC in Michigan
- Moderated by Molly Gamble, Vice President, Editorial, Becker’s Healthcare

St. Gallen 1

B. Common Accreditation Fails and How to Avoid Them
- Amanda Sosnosky, MBA, RN - CASC, BSN, Administrator, Orthopedic Surgery Center of Green Bay and Orthopedic Surgery Center of the Fox Valley
- Kasandra Cliff, MSN, RN, Administrator, Northway Surgery and Pain Center
- Shannon Parisi O’Leary, MHA-HL, CSFA, Regulatory Compliance Manager, Southwest Ohio Pain Management
- Marla Roberts, MHA, BSE, RN, IP, LNC, Founder and Chief Executive Officer, Periop Accredidation Readiness, LLC
- Moderated by Marcus Robertson, Writer/Reporter, Becker’s Healthcare
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- Policies & procedures

Managed Care/ Payor Contracting
- Reimbursement analyses & modeling
- Contract negotiations
- Out-of-network analyses
THURSDAY, OCTOBER 27, 2022

St. Gallen 2

C. Hospital Ownership, Joint Ventures, Noncompetes and More: Key Issues on the Horizon
- Tammy Jarvis, Chief Operating Officer, Texas Institute for Surgery at Presbyterian Hospital
- Chad Perlyn, MD, Board Chair, Nicklaus Childrens Hospital Ambulatory Surgery Center
- Matt Kilton, Associate Principal, ECG Management Consultants
- Michael McClain, MHS, MS, PA-C, Executive Director, Ambulatory Surgery, Providence
- Moderated by Laura Dyrda, Vice President Editor-in-Chief, Becker’s Healthcare

St. Gallen 3

D. ASC M&A: Most Interesting Trends and What to Expect in 2023
- Mihir Patel, MD, Treasurer, OrthoIndy
- Andre Blom, Chief Executive Officer, Illinois Bone and Joint Institute
- Robert Bell, MD, Owner, Cypress Orthopedics
- Matthew Searles, MBA, Partner, Merritt Healthcare Advisors
- Moderated by Kelly Gooch, Senior Writer/Reporter, Becker’s Healthcare

Montreux 1

E. Single Specialty ASCs: Pearls for Success and Pitfalls to Avoid
- Amol Soin, MD, President, Society of Interventional Pain Management Surgery Centers
- Yasmeen Soin, Director, Operations, Surgery Center at Corporate Way

Montreux 2

F. Driving Volume and Value Through Site of Care Strategies and Hospital Partnership
- Natalie Christy, MHL, RN, BSN, Vice President, Surgical Services, Community Health Network

11:20 AM - 12:20 PM

Networking Luncheon in Zurich Foyer

12:25 - 1:05 PM

Vevey

A. Budget Planning for 2023 and Beyond: Capital Investments, Staffing and More
- Heather Hilgendorf-Cooley, MBA, CASC, Administrator, Spring Park Surgery Center
- Douglas Wisor, MD, National Spine & Pain Centers
- Cory Hall, Chief Executive Officer, Marin Specialty Surgery Center
- Mahoua Ray, MD, Founder and Managing Director, Kansas Pain Management and Kansas Anesthesiology Professionals; Chief, Pain Management, Menorah Medical Center; Treasurer, Kansas Society of Interventional Pain Management
- Moderated by Laura Dyrda, Vice President Editor-in-Chief, Becker’s Healthcare

St. Gallen 1

B. Overcoming Obstacles to Surgery Migration
- Naya Kehayes, Principal, ECG Management Consultants
- Gary Schwartz, MD, Vice Chair, Department of Anesthesia, Maimonides Medical Center
- Christine Jackson, RN, Executive Director, Lighthouse Surgery Center

St. Gallen 2

C. Improving Efficiency and Safety: The Importance of a Comprehensive Perioperative Clearance for ASC’s
- Adam J. Bruggeman, MD, Chief Executive Officer, Texas Spine Care Center

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*Total joint replacement bundled payment participants vs. non-participants. Figures derived from internal Humana 2021 data.
THURSDAY, OCTOBER 27, 2022

St. Gallen 3

D. Direct to Employer Contracting: Trends and Concepts to Maximize Revenue
- Cheryl Zapata, Chief Development Officer, Texas Back Institute
- Harel Deutsch, MD, Co-Director, Rush Spine Center, Rush University Medical Center
- Amanda Sosnosky, Administrator, Orthopedic Surgery Center of Green Bay
- Moderated by Brian Zimmerman, Associate Vice President, Client Content and Strategy, Becker’s Healthcare

Montreux 1

E. ASC 2-Year Outlook: What is the Best Strategy for Large and Small Centers
- Dawn Lacska-Tommerdahl, FACHE, MBA, RN, AdventHealth Medical Group | West Florida
- Deborah Herdman, Administrator, Paragon Surgical Center
- Michael Patterson, FACHE, President, Chief Executive Officer, Mississippi Valley Health
- Moderated by Scott Becker, Founder and Publisher, Becker’s Healthcare; Partner, McGuireWoods LLP

Montreux 2

F. How to Create a Culture of Ownership Around Patient Safety and Quality
- Alicia Gipson, MSN, RN, ASC Administrator, PSA Killeen Surgery Center
- Kayla Schneeweiss-Keene, BSN, RN, CASC, ASC Administrator, Mann Cataract Surgery Center
- Ali Ghalayini, MBA, Administrator, Munster Surgery Center
- James McClung, Founder, CEO, Reliant Medical Services
- Moderated by Giles Bruce, Writer/Reporter, Becker’s Healthcare

12:25 - 1:25 PM

Montreux 3

G. Positive Leadership and What the Next Generation of Executives Needs to Know
- Jackie McLaughlin, RN, Administrator, Northwoods Surgery Center
- Jamie Ridout, RN, MSN, MBA, NEA-BC, CNOR, CASC, Executive Director, Triangle Surgery Center
- Shannon Pitel, ASC Administrator, Primary Care, Zazen Surgery Center
- Moderated by Erica Carbajal, Editor, Becker’s Healthcare

1:10 - 1:50 PM

Vevey

A. What the Best Administrators Do to Build Culture, and How the Worst Destroy It
- Todd Currier, Administrator, Bend Surgery Center
- Carla Lauenstein, RN, Administrator and Chief Operating Officer, Gramercy Surgery Center; Vice President, New York State Association of Ambulatory Surgery Centers
- Adam Berry, Chief Executive Officer, Summit Orthopedics
- Moderated by Paige Haeffele, Writer / Reporter, Becker’s Healthcare

St. Gallen 1

B. Bundled Payments in Orthopedic ASCs: What Works and What Doesn’t
- Mihir Patel, MD, Treasurer, OrthoIndy
- Jeffrey Flynn, CASC, Chief Operating Officer, Administrator, Gramercy Surgery Center; Vice President, New York State Association of Ambulatory Surgery Centers
- Adam Berry, Chief Executive Officer, Summit Orthopedics
- Moderated by Paige Haeffele, Writer / Reporter, Becker’s Healthcare

St. Gallen 2

C. Transforming Anesthesia Delivery Models for Today
- Tracy P. Young, MSNA, MBA, CRNA, Chief Executive Officer, YPS Anesthesia; Director, American Association of Nurse Anesthesiology Board of Directors

St. Gallen 3

D. Smart ASC Owner Moves During a Recession
- Sana Khan, DO, Medical Director, West Coast Surgery
- Maureen Hartley, MS, RN, Administrative Director, Leigh Orthopedic Surgery Center
- Scott Hamrick, Chief Operating Officer, Digestive Care Center
- Moderated by Molly Gamble, Vice President, Editorial, Becker’s Healthcare
THURSDAY, OCTOBER 27, 2022

Montreux 1

E. The Best Growth Strategy for Single-Specialty ASCs
- Jeffrey Siegel, MD, Medical Director, Dallas Nephrology
  Associates - Vascular Center Dallas
- Kayla Schneeweiss-Keene, BSN, RN, CASC, ASC
  Administrator, Mann Cataract Surgery Center
- Jeffrey Singerman, Administrator, Manhattan Endoscopy Center
- Deva Boone, MD, Founder, Southwest Parathyroid Center
- James McClung, Founder, CEO, Reliant Medical Services
- Moderated by Kelly Gooch, Senior Writer/Reporter, Becker’s Healthcare

1:30 - 2:30 PM

Montreux 3

G. OR Cost Containment for the Brave New Healthcare World
- Andrew H. Lovewell, MHA, MSHI, FACHE, Chief Executive Officer, Columbia Orthopaedic Group
- Adam Hornback, Administrator, North Texas Team Care Surgery Center
- George Cybulski, MD, Chief, Neurosurgery, Humboldt Park Health
- Alicia Gipson, RN, ASC Administrator, Ambulatory Surgery Center of Killeen
- Moderated by Mackenzie Bean, Managing Editor, Becker’s Healthcare

1:50 - 2:10 PM

Networking Break in the Zurich Foyer

Vevey

A. Adding or Expanding ASC Services? How Not to Hurt Your Bottom Line
- Michelle R. Dickison, RN, CASC, CMPE, Regional Vice President, Surgery Partners
- Vincent Galan, MD, MBA, DABPM, Chief Executive Officer and Medical Director, Pain Care; PAST-President, Georgia Society of Interventional Pain Physicians
- Ali H. Mesiwala, MD, FAANS, Neurosurgeon, DISC Sports & Spine Center
- Neal Kaushal, MD, MBA, Chief of Gastroenterology and Chairman, Department of Medicine, Adventist Health
- Moderated by Molly Gamble, Vice President, Editorial, Becker’s Healthcare

2:10 - 2:50 PM

St. Gallen 1

B. Value-based Musculoskeletal Care: A Health Plan Perspective
- Ross Lagerblade, Associate Vice President, Value-based Programs, Humana
- Bradley Wright, Director, Value-based Programs, Humana

2:55 - 3:30 PM

St. Gallen 2

C. Best Strategies to Add ASC Physicians in the Next Year
- Patrick Garman, Executive Administrator, Spartan Health Surgicenter
- Maggie Summerfelt, Administrator, Advanced Surgery Center
- Moderated by Laura Dyrda, Vice President, Editor in Chief, Becker’s Healthcare

2:10 - 2:50 PM

Vevey

A. KEYNOTE PANEL: The Next 5 Years for ASCs: What Will Work, What Won’t Work and More
- Vivek Mohan, MD, MS, FAAOS, Spine Surgeon, Orthopaedic Spine Institute
- Joseph D’Agostino, Administrator, Advanced Surgery Center Perimeter, Gwinnett Advanced Surgery Center
- Jeany Dunaway, RN, CASC, Administrator, Effingham Ambulatory Surgery Center

3:35 - 4:10 PM

Vevey

A. KEYNOTE PANEL: Top ASC Strategies: Smart Investments and Partnerships
- Alfonso del Granado, CASC, Administrator, Chief Executive Officer, Covenant High Plains Surgery Center
- Rebecca Paine, CASC, Vice President, Chief Financial Officer, Beckley Surgery Center
- Trina Cole, Administrator, Saint Luke’s Surgicenter - Lee’s Summit
- Natalie Christy, MHL, RN, BSN, Vice President, Surgical Services, Community Health Network

2:10 - 2:50 PM
D. Which ASCs Will Thrive, Which Will Fail in the New Payer Environment

- Kelly Wright, MBA, MSW, Chief Financial Officer, Surgical Institute of Alabama
- Rena Courtoy, MBA, RN CASC, Assistant Vice President, Perioperative Ambulatory Surgery, Duke University Health System
- I. Naya Kehayes, Principal, ECG Management Consultants
- Moderated by Brian Zimmerman, Associate Vice President, Client Content and Strategy, Becker’s Healthcare

2:35 - 3:35 PM

E. Walmart, Amazon and Google in Healthcare: Good or Bad for ASCs?

- Lianne McDowell, CASC, Director of Operations, AMSURG
- Andrew H. Lovewell, MHA, MSHI, FACHE, Chief Executive Officer, Columbia Orthopaedic Group
- James Grant, Chief Executive Officer Pinnacle GI Partners
- Moderated by Paige Haefele, Writer / Reporter, Becker’s Healthcare

2:35 - 3:35 PM

G. How to Be a Destination for Top Nursing, Physician Talent

- Amy Sinder, Director, Operations, Center for Minimally Invasive Surgery, Golf Surgical Center, Rush Oak Brook Surgery Center and Tinley Woods Surgery Center, SCA Health
- Alyson Engle, MD, Physician, Northwestern Medical Group
- Jessica Greene, MBA, MSN, RN, CASC, Administrator, Physicians’ Surgery Center
- Jeffrey Singerman, Administrator, Manhattan Endoscopy Center
- Moderated by Mackenzie Bean, Managing Editor, Becker’s Healthcare

2:55 - 3:30 PM

A. KEYNOTE PANEL: Top ASC Strategies: Smart Investments and Partnerships

- Alfonso del Granado, CASC, Administrator, Chief Executive Officer, Covenant High Plains Surgery Center
- Rebecca Paine, CASC, Vice President, Chief Financial Officer, Beckley Surgery Center
- Trina Cole, Administrator, Saint Luke’s Surgicenter - Lee’s Summit
- Natalie Christy, MHL, RN, BSN, Vice President, Surgical Services, Community Health Network
- Moderated by Scott Becker, Publisher, Becker’s Healthcare

4:15 - 5:15 PM

A. KEYNOTE Q&A

- Scottie Pippen, 6-time NBA Champion & Former NBA Player
- Moderated by Nader Samii, Chief Executive Officer, National Medical Billing Services

5:15 - 7:00 PM

Opening Cocktail Reception in the Exhibit Hall
SESSION TRACKS

A. Improving Profits, ASC and Leadership Strategy
B. ASCs: Orthopedics and Spine
C. Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues
D. Revenue Cycle, Out-of-Network, Billing and Coding Issues
E. Transactions, Legal, Valuations and Thought Leadership
F. Patient Safety, Quality, and Thought Leadership
G. AEU Credit Track

7:00 - 8:00 AM

Continental Breakfast in the Exhibit Hall

8:00 - 8:50 AM

Vevey

A. KEYNOTE PANEL: ASC Profitability and Growth: How to Reach the Next Level
  • Andre Blom, Chief Executive Officer, Illinois Bone and Joint Institute
  • Deb Meyer, Administrator, Skyline Surgery Center
  • Jay Pruzansky, DPM, MBA, Vice President, Development, Merritt Healthcare Advisors
  • Moderated by Brian Zimmerman, Associate Vice President, Client Content and Strategy, Becker’s Healthcare

8:55 - 9:45 AM

Vevey

A. KEYNOTE PANEL: The State of Healthcare and ASCs
  • Vishal Mehta, MD, Chief Executive Officer, Fox Valley Orthopaedic Institute
  • Bradley Steele, MD, Medical Director, Lowcountry Ambulatory Center
  • Stephen Rosenbaum, Chief Executive Officer, Alliance Spine and Pain Centers - Carrollton
  • Moderated by Laura Dyrda, Vice President Editor-in-Chief, Becker’s Healthcare

10:40 - 11:20 AM

Vevey

A. What Gives ASCs a Competitive Edge
  • Earl Anderson, Chief Executive Officer, Tennessee Orthopaedic Clinics
  • David McConnell, MD, Medical Director, Kearney Ambulatory Surgical Center
  • Debra Nicol Fin, CASC, Administrator, Great Lakes Bay Surgery & Endoscopy Center
  • Moderated by Mackenzie Bean, Managing Editor, Becker’s Healthcare

9:50 - 10:35 AM

Networking Break in the Exhibit Hall

10:40 - 11:20 AM

St. Gallen 1

B. The Power of Incremental Gains – Achieving True Efficiency in the ASC
  • Charles DeCook, MD, Orthopaedic Surgeon, Advanced Center for Joint Surgery
  • Andrew Cooper, MD, Orthopaedic Surgeon, Orthopaedic Associates of West Florida
  • David Uba, Chief Executive Officer, Excelsior Orthopaedics
  • William Barrett, MD, Orthopaedic Surgeon, Proliance Orthopaedic Associates

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St. Gallen 2

C. Where Pain Management is Headed
• Chetan Puranik, MD, Chief Executive Officer, Centers for Pain Control
• Arpit Patel, DO, Interventional Pain Physician, University of South Florida School of Medicine
• Jaymin Shah, RPh, DO, Medical Director, Mercy Pain Center
• Moderated by Erica Carbajal, Editor, Becker’s Healthcare

St. Gallen 3

D. Setting Your Vision for Your ASC to Succeed in 2023 & Beyond
• Caitlin Zulla, Chief Executive Officer, SCA Health

Montreux 1

E. Building Resilient ASCs and Teams
• Charles Roberts, MD, Medical Director, Crestview Hills Surgery Center
• Amy Fox, RN, BSN, MOL, Administrator, Quad City Ambulatory Surgery Center
• Suzi Cunningham, Administrator, Advanced Ambulatory Surgery Center
• Rizwana Thanawala, MD, Administrator, Lake City Surgery Center
• Moderated by Paige Twenter, Writer/Reporter, Becker’s Healthcare

10:20 - 11:20 AM

Montreux 3

G. The Most Effective ASC Execs Have These 5 Qualities
• Michael Graziano, CASC, Administrator, Clifton Surgery Center
• Njideka Nto, MD, Physician, Medclinic Middle East
• Barbara Smith, Administrator, Coastal Virginia Surgery Center
• Akshay Tavkar, MBA, CASC, Senior Director, ASC, Kelsey-Seybold Clinic
• Moderated by Riz Hatton, Writer/Reporter, Becker’s Healthcare

11:25 AM - 12:25 PM

Networking Luncheon in the Exhibit Hall

12:30 - 1:10 PM

Vevey

A. Managing an ASC without a Corporate Partner
• Poly Chen, MD, Interventional Pain Management Specialist and President, Oregon Specialists Surgery Center; Consulting Physician, International Billing and Business Services
• Jayen Patel, MD, Consulting Physician, SEVA Med Care
• Amit Mirchandani, MD, Pain Management Physician, SEVA Med Care

St. Gallen 2

C. Private Equity in GI, Orthopedics, Pain Management and More: 2023 Projections
• Jack Dillon, Chief Executive Officer, Anesthesia Practice Consultants
• Scott A. Sigman, MD, Team Physician, UMASS Lowell; Chief Medical Officer, OrthoLazer Orthopedic Laser Centers; Fellow, World Society of Sports and Exercise Medicine; Fellow, Royal College of Surgeons in Ireland
• Mark Casner, Chief Executive Officer, Providence Anesthesia Associates
• Colin Park, CPA/ABV, ASA, Managing Director, VMG Health
• Moderated by Jakob Emerson, Writer/Reporter, Becker’s Healthcare

St. Gallen 3

D. The Evolution of Spine Surgery in ASCs: Historical Perspective, Current State and Future Directions
• Ali H. Mesiwala, MD, FAANS, Neurosurgeon, DISC Sports & Spine Center

Montreux 1

E. How Small ASCs Can Thrive in a Competitive Market
• Cory Hall, Chief Executive Officer, Marin Specialty Surgery Center
• James D. Abbott, MD, Orthopaedic Surgeon, Owner, BEST Surgery and Therapies
• Daniel Roth, DO, MBA, MS, Owner and Medical Director, Summit Pain Management and Surgery Center
• Alex Sudarshan, MD, Physician, The Eye Experts
• Moderated by Paige Twenter, Writer/Reporter, Becker’s Healthcare
Enter a New World of Postoperative Pain Management

Date: Friday, October 28, 2022
1:15 PM - 1:55 PM CDT

Location: St. Gallen 1
Swissotel Chicago, Chicago, IL

Featuring: Alan Rechter, MD
Orthopedic Associates, LLP
Houston, TX

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

Reserve your spot today
Visit www.HeronSymposia.com
FRIDAY, OCTOBER 28, 2022

Montreux 2

F. Key Trends and Effective Strategies for Payer Contract Negotiations
   • Amy Coletti, Associate Principal, ECG Management Consultants
   • Kevin Dowdy, Senior Manager, ECG Management Consultants

12:30 - 1:30 PM

Montreux 3

G. Leading to Avoid Exhaustion and Add Value to the Team
   • Matthew Kaplan, DO, Physician, Owner, Center for Digestive Health
   • Fawn Esser-Lipp, RN, BSN, CNOR, CASC, Executive Director, The Surgery Center
   • Eric White, MSN, RN, Clinical Operations Manager, SOG Surgery Center
   • Heather Colon, Senior Business Office Manager, Orthopedic Surgery Center of Palm Beach County
   • Moderated by Mackenzie Bean, Managing Editor, Becker’s Healthcare

1:15 - 1:55 PM

Vevey

A. Best Ideas to Balance Patient, Surgeon and Employee Needs Without Breaking the Budget
   • Brian Gantwerker, MD, Spine Neurosurgeon, The Craniospinal Center of Los Angeles
   • Samuel Beran, MD, Medical Director, Surgical Specialty Center of Westchester
   • Noelle Diesfeld, RN, MSN, CNOR, Senior Director, Perioperative Services, HonorHealth
   • Gabriel Figueroa, CASC, Administrator, Manhattan Reproductive Surgery Center
   • Moderated by Scott Becker, Publisher, Becker’s Healthcare

St. Gallen 1

B. The Next Chapter in Postoperative Pain Management
   • Alan Rechter, MD, Orthopedic Surgeon, Orthopedic Associates, LLP

St. Gallen 2

C. Red Flags That Can Break ASC-Hospital Relationships
   • Trudy Wiig, Administrator, Kerlan-Jobe Surgery Center
   • Jeffrey Flynn, CASC, Chief Operating Officer, Administrator, Gramercy Surgery Center; Vice President, New York State Association of Ambulatory Surgery Centers
   • Rena Courtay, MBA, RN CASC, Assistant Vice President, Perioperative Ambulatory Surgery, Duke University Health System
   • Moderated by Erica Carbajal, Editor, Becker’s Healthcare

St. Gallen 3

D. Opioid Sparing Strategies: What You Must Know in 2022
   • Michael Redler, MD, Orthopedic Surgeon, Connecticut Orthopedics; Visiting Assistant Clinical Professor of Orthopedics, University of Virginia; Assistant Clinical Professor of Medicine, Frank H. Netter School of Medicine
   • Scott A. Sigman, MD, Team Physician, UMASS Lowell; Chief Medical Officer, OrthoLazer Orthopedic Laser Centers; Fellow, World Society of Sports and Exercise Medicine; Fellow, Royal College of Surgeons In Ireland
   • Sanjay Sinha, MD, Lead Anesthesiologist, Connecticut Joint Replacement Institute; Medical Director, Lighthouse Surgery Center; Medical Director, Orthopedics Associates Surgery Center

Montreux 2

F. Who Controls Patient Behavior? What to Expect in the Next 5 Years
   • Philip Louie, MD, Orthopedic Spine Surgeon, Virginia Mason Franciscan Health
   • Kenneth Candido, MD, Chairman, President, Chicago Anesthesia Pain Specialists
   • Vincent Galan, MD, MBA, DABPM, Chief Executive Officer and Medical Director, Pain Care; PAST-President, Georgia Society of Interventional Pain Physicians
   • Moderated by Jakob Emerson, Writer/Reporter, Becker’s Healthcare

28TH ANNUAL MEETING: THE BUSINESS & OPERATIONS OF ASCS
FRIDAY, OCTOBER 28, 2022

1:35 - 2:35 PM

Montreux 3

G. The ASC IT Infrastructure: What is Essential for the Next 3 Years
• Ali H. Mesiwala, MD, FAANS, Neurosurgeon, DISC Sports & Spine Center
• Arnab Bose, MD, Director, Operations, Pontiac General Hospital
• Katie Carlson, RN, Administrator, Rush SurgiCenter
• Moderated by Marcus Robertson, Writer/Reporter, Becker’s Healthcare

1:55 - 2:25 PM

Networking Break in the Exhibit Hall

2:30 - 3:10 PM

Vevey

A. How to Make ASCs Less Vulnerable to Market Forces
• Curt Collins, Chief Operating Officer, Palmetto Surgery Center
• Nader Samii, Chief Executive Officer, National Medical Billing Services
• Mark Hood, Chief Executive Officer, Spine Team Texas
• Mark Dodson, MD, Senior Partner, Mid State Orthopaedic & Sports Medicine Center
• Moderated by Scott Becker, Publisher, Becker’s Healthcare

St. Gallen 1

B. Spine Surgery in ASCs: What to Know as Cases Become More Complex
• Harel Deutsch, MD, Co-Director, Rush Spine Center, Rush University Medical Center
• Philip Louie, MD, Medical Director, Research and Academics, Center, Neurosciences and Spine and Spine Surgeon, Virginia Mason Franciscan Health
• Lucia Zamorano, MD, President, Michigan Brain & Spine Surgery Center
• Moderated by Alan Condon, Editor in Chief, Becker’s Healthcare

St. Gallen 2

C. The Next Iteration of Quality and Infection Control
• Susan Cheek, Administrator, Dallas Endoscopy Center
• Andy Poole, FACHE, Ambulatory Business Solutions Manager, ECRI
• Helene Levenson, RN, BSN, Senior Consultant, Clinical Operations, Ambulatory Surgery, Cardinal Health
• Arnab Bose, MD, Director, Operations, Pontiac General Hospital
• Moderated by Erica Carbajal, Editor, Becker’s Healthcare

St. Gallen 3

D. Do More With Less: How to Close the Holes in Your ASC’s Revenue Cycle
• Rebecca Paine, CASC, Vice President and Chief Financial Officer, Beckley Surgery Center
• Leititia Montes, RN, BSN, Administrator, Eye Surgery Center Lenoir City & Eye Surgery Center Morristown
• Moderated by Kelly Gooch, Senior Writer/Reporter, Becker’s Healthcare

Montreux 1

E. Building a Total Joint Replacement Program: The Road to AAAHC Advanced Ortho Certification
• Randi Burson, MSN, RN, Quality Director, Andrews Institute Ambulatory Surgery Center
• Alyson Hughes, RN, MSN, Total Joint Navigator, Andrews Institute Ambulatory Surgery Center
• Jessica Hill, RN, BSN, Administrator, Andrews Institute Ambulatory Surgery Center

Montreux 2

F. Deal or no Deal? Is a Strategic Partnership Transaction Right for My Practice or ASC?
• Gary Herschman, ESQ, Partner, Epstein, Becker, and Green
• Dana Jacoby, Chief Executive Officer, Vector Medical Group, LLC

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To all employees,

This morning we received the notice of resignation from Elysha Melrose, which will come to effect August 28, 2023. Her contributions to the company were substantial and she was a great person to have on the team.

We respect her decision to move on from our company and wish her all the best in her future endeavors. She will be sharing her goodbyes and contact information with everyone shortly.

In the interim, please direct all questions to Brett Zhu as he will temporarily take over Elysha’s responsibilities until a replacement is found.

Sincerely,

Melina Stuart
Human Resources
2:40 - 3:40 PM

Montreux 3

G. Being the High Quality, Low Cost Site of Care Isn’t Enough: What ASCs Need Next
- Trudy Wiig, Administrator, Kerlan-Jobe Surgery Center
- Catherine Retzbach, RN, BSN, Director of ASC Operations, Virtua Health
- Emma Gimmel, Director of Nursing, Manhattan Endoscopy
- Moderated by Paige Haeffele, Writer/Reporter, Becker’s Healthcare

3:15 - 3:55 PM

Vevey

A. The Big 3: How Orthopedics, Ophthalmology and GI Will Fare in the Next Few Years
- Helen Lowenwirth, Administrator, East Side Endoscopy Center
- Chris Nanson, MD, Medical Director, Oregon Surgical Institute
- David Christensen, MD, Owner, Intermountain Spine and Orthopaedics
- Greg Schooler, Chief Executive Officer, Cincinnati GI
- Moderated by Molly Gamble, Vice President, Editorial, Becker’s Healthcare

St. Gallen 1

B. From an Insurance Expense to a Profit Center: Quickly and Effectively
- Mark Sims, President and Director, CapAlt

St. Gallen 2

C. How to Be a Destination for Top Nursing, Physician Talent
- Tina Piotrowski, Chief Executive Officer, Cooper Ridge Surgery Center
- Alyson Engle, MD, Physician, Northwestern Medical Group
- Danny Chu, MD, Professor of Cardiothoracic Surgery, University of Pittsburgh School of Medicine
- Zwade J. Marshall, MD, MBA, Founder and Chief Executive Officer, Regenerative Spine and Pain Specialists
- Moderated by Marcus Robertson, Writer/Reporter, Becker’s Healthcare

St. Gallen 3

- Crystal Marcum, MBA, Chief Operating Officer, Pain Care
- Jean Ann Scarafia, Head of New Markets, Commons Clinic
- James Brannon, MD, Orthopedic Surgeon, Doctors Hospital
- Moderated by Brian Zimmerman, Associate Vice President, Client Content and Strategy, Becker’s Healthcare

Montreux 1

E. FIRESIDE CHAT: Washington Legislative and Regulatory Update
- William Prentice, Chief Executive Officer, Ambulatory Surgery Center Association
- Moderated by Scott Becker, JD, Partner, McGuire Woods LLC; Founder and Publisher, Becker’s Healthcare

3:45 - 4:45 PM

Montreux 3

G. ASC Marketing: The Slam-Dunk Ideas for Centers of All Sizes
- Alejandro Badia, MD, FACS, Founder, Chief Medical Officer, OrthoNow
- Alicia Gipson, RN, ASC Administrator, Ambulatory Surgery Center of Killeen
- Moderated by Paige Haeffele, Writer/Reporter, Becker’s Healthcare
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SESSION TRACKS

A. Improving Profits, ASC and Leadership Strategy
B. ASCs: Orthopedics and Spine
C. Physician-Hospital Ventures; GI, Pain Management and Anesthesia Issues
D. Revenue Cycle, Out-of-Network, Billing and Coding Issues
E. Transactions, Legal, Valuations and Thought Leadership
F. Patient Safety, Quality, and Thought Leadership
G. AEU Credit Track

7:00 - 8:00 AM
Continental Breakfast

8:00 - 8:40 AM
Vevey

A. KEYNOTE PANEL: The Most Pressing Issues Facing ASCs
   • Doug Badertscher, Administrative President, National Spine & Pain Center
   • Cory Calendine, MD, Orthopedic Surgeon, Bone and Joint Institute of Tennessee
   • Ali H. Mesiwala, MD, FAANS, Neurosurgeon, DISC Sports & Spine Center
   • Moderated by Alan Condon, Editor in Chief, Becker's Healthcare

8:45 - 9:25 AM
Vevey

A. KEYNOTE PANEL: What CMS, Private Payer Trends Mean for Physician-Owned ASCs
   • Andrew H. Lovewell, MHA, MSHI, FACHE, Chief Executive Officer, Columbia Orthopaedic Group
   • Rick Ngo, MD, FACS, Founder and General Surgeon, Texas Surgical Specialists
   • Dawn Lacska-Tommerdahl, FACHE, MBA, RN, Assistant Vice President, Primary Care Strategy, AdventHealth Medical Group West Florida
   • Moderated by Alan Condon, Editor in Chief, Becker's Healthcare

9:25 - 9:45 AM
Networking Break

9:50 - 10:30 AM
Vevey

A. How to Grow Spine, Interventional Pain Programs and Ancillary Revenue
   • Ahmed Elsahy, MD, Assistant Professor, Clinical Anesthesia; Director, Pain Fellowship Program; Director, Interventional Pain Management, Indiana University School of Medicine
   • Alonzo Sexton, MD, Co-Founder and President, ATL Orthopedics
   • Amy K. King, MBA, CHC, RHIA, Compliance Officer, DxTx Pain and Spine
   • Moderated by Jakob Emerson, Writer/Reporter, Becker's Healthcare

St. Gallen 1

B. A Great Outcome Is Different From a Great Practice: The Importance of Balancing This Binary in a Meaningful and a Profitable Way
   • James K. Brannon, MD, FAAOS, Founder, President and Chief Executive Officer, Orthopedic Sciences

St. Gallen 2

C. PANEL: The Future of Orthopedics, Pain, Anesthesia and More
   • Stanford Plavin, MD, Owner and President, Technical Anesthesia Strategies and Solutions
   • Francis J. Abdou, MD, Regional Vice-President, Clinical Services, Mid-South Region, North American Partners in Anesthesia
   • Moderated by Riz Hatton, Writer/Reporter, Becker's Healthcare

10:35 - 11:15 AM
Vevey

A. Who is the Real Competition for ASCs?
   • Sev Hrywnak, MD, Owner, Advanced Ambulatory Surgical Center of Chicago
   • Moderated by Jakob Emerson, Writer/Reporter, Becker's Healthcare
SATURDAY, OCTOBER 29, 2022

St. Gallen 1

B. KEYNOTE PANEL: CMS Spine, Total Knee Replacements: Smart Steps for a Stellar Program

- Robert Nucci, MD, Orthopedic Spine Surgeon, Nucci Medical Clinic
- Jeremy Statton, MD, Orthopedic Surgeon, Arthritis & Total Joint Specialists
- Ravi K. Bashyal, MD, FAAOS, Vice-Chairman, Patient and Provider Experience; Director of Outpatient Hip and Knee Replacement Surgery, Medical Advisory Board, Site Medical Director, NorthShore University Health; Clinical Assistant Professor of Orthopaedic Surgery, University of Chicago Pritzker School of Medicine
- Moderated by Riz Hatton, Writer/Reporter, Becker’s Healthcare

St. Gallen 2

C. Leadership 2022: A Fresh Look at Leadership and Leadership Development in Today’s World

- Andrew A. DeMuth Jr., Owner and Lead Trainer, Leading Blue Leadership Academy

11:15 AM

Meeting Adjourns
Thursday, October 27, 2022

8:00 - 9:00 AM
Montreux 3

G. What Administrators Need to Thrive in the Next 24 Months
- Deborah Herdman, RN, BSHA, Administrator, Paragon Surgical Center
- Jill Andrews, Administrator, Central Utah Surgical Center
- Paula Solipaca, RN, BSN, BHA, CLNC, Administrator, Jefferson Surgical Center at the Navy Yard
- Moderated by Paige Twenter, Writer/Reporter, Becker’s Healthcare

9:05 - 10:05 AM
Montreux 3

G. Baby Boomers to Gen Z: How to Inspire Team Greatness and Engage Staff
- Candy Ranshaw, Administrator, Adobe Surgery Center
- Michael McClain, MHS, MS, PA-C, Executive Director, Ambulatory Surgery, Providence
- Grace Patton, BSN, RN, CNOR, OR Manager, OAM Surgery Center at MidTowne
- Moderated by Paige Twenter, Writer/Reporter, Becker’s Healthcare

10:10 - 11:10 AM
Montreux 3

G. Run a Tight Ship: What ASC Operations Look Like at Their Best
- Amanda Hawkins, BSN, RN, CASC, CAIP, Administrator, The Surgery Center of Charleston
- David Mackey, MD, Professor, Department of Anesthesiology and Perioperative Medicine, University of Texas M.D. Anderson Cancer Center
- Moderated by Brian Zimmerman, Associate Vice President, Client Content and Strategy, Becker’s Healthcare

12:25 - 1:25 PM
Montreux 3

G. Positive Leadership and What the Next Generation of Executives Needs to Know
- Jackie McLaughlin, RN, Administrator, Northwoods Surgery Center
- Jamie Ridout, RN, MSN, MBA, NEA-BC, CNOR, CASC, Executive Director, Triangle Surgery Center
- Shannon Pitel, ASC Administrator, Primary Care, Zazen Surgery Center
- Moderated by Erica Carbajal, Editor, Becker’s Healthcare

1:30 - 2:30 PM
Montreux 3

G. OR Cost Containment for the Brave New Healthcare World
- Andrew H. Lovewell, MHA, MSHI, FACHE, Chief Executive Officer, Columbia Orthopaedic Group
- Adam Hornback, Administrator, North Texas Team Care Surgery Center
- George Cybulski, MD, Chief, Neurosurgery, Humboldt Park Health
- Alicia Gipson, RN, ASC Administrator, Ambulatory Surgery Center of Killeen
- Moderated by Mackenzie Bean, Managing Editor, Becker’s Healthcare

2:35 - 3:35 PM
Montreux 3

G. How to Be a Destination for Top Nursing, Physician Talent
- Amy Sinder, Director, Operations, Center for Minimally Invasive Surgery, Golf Surgical Center and Tinley Woods Surgery Center, SCA Health
- Alyson Engle, MD, Physician, Northwestern Medical Group
- Jessica Greene, MBA, MSN, RN, CASC, Administrator, Physicians’ Surgery Center
- Jeffrey Singerman, Administrator, Manhattan Endoscopy Center
- Moderated by Mackenzie Bean, Managing Editor, Becker’s Healthcare
Friday, October 28, 2022

8:25 - 9:25 AM
Montreux 3

G. The Best Growth Strategy for Single-Specialty ASCs
- Andy Paulson, Executive Director, Central Illinois Endoscopy Center
- Deva Boone, MD, Founder, Southwest Parathyroid Center
- Dr. Raul Rincon Navarro, Director General, Neuro Spine & Pain Clinic
- Moderated by Riz Hatton, Writer/Reporter, Becker’s Healthcare

10:20 - 11:20 AM
Montreux 3

G. The Most Effective ASC Execs Have These 5 Qualities
- Michael Graziano, CASC, Administrator, Clifton Surgery Center
- Njideka Nto, MD, Physician, Medclinic Middle East
- Barbara Smith, Administrator, Coastal Virginia Surgery Center
- Akshay Tavkar, MBA, CASC, Senior Director, ASC, Kelsey-Seybold Clinic
- Moderated by Riz Hatton, Writer/Reporter, Becker’s Healthcare

12:30 - 1:30 PM
Montreux 3

G. Leading to Avoid Exhaustion and Add Value to the Team
- Matthew Kaplan, DO, Physician, Owner, Center for Digestive Health
- Eric White, MSN, RN, Clinical Operations Manager, SOG Surgery Center
- Fawn Esser-Lipp, RN, BSN, CNOR, CASC, Executive Director, The Surgery Center
- Eric White, MSN, RN, Clinical Operations Center, SOG Surgery Center
- Heather Colon, Senior Business Office Manager, Orthopedic Surgery Center of Palm Beach County
- Moderated by Mackenzie Bean, Managing Editor, Becker’s Healthcare

1:35 - 2:35 PM
Montreux 3

G. The ASC IT Infrastructure: What is Essential for the Next 3 Years
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2:40 - 3:40 PM
Montreux 3

G. Being the High Quality, Low Cost Site of Care Isn’t Enough: What ASCs Need Next
- Trudy Wiig, Administrator, Kerlan-Jobe Surgery Center
- Catherine Retzbach, RN, BSN, Director of ASC Operations, Virtua Health
- Moderated by Paige Haeffele, Writer/Reporter, Becker’s Healthcare

3:45 - 4:45 PM
Montreux 3

G. ASC Marketing: The Slam-Dunk Ideas for Centers of All Sizes
- Alejandro Badia, MD, FACS, Founder, Chief Medical Officer, OrthoNow
- Alicia Gipson, RN, ASC Administrator, Ambulatory Surgery Center of Killeen
- Moderated by Paige Haeffele, Writer/Reporter, Becker’s Healthcare
WORKSHOPS

Thursday, October 27, 2022

9:50 - 10:30 AM
St. Gallen 1

B. Physician Owned ASC & Surgical Hospital Transactions
• Chris Carlesi, Vice President, Merritt Healthcare Advisors

SPONSORED BY: Merritt Healthcare Advisors

10:35 - 11:15 AM
Montreux 2

F. Driving Volume and Value Through Site of Care Strategies and Hospital Partnership
• Natalie Christy, MHL, RN, BSN, Vice President, Surgical Services, Community Health Network

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12:25 - 1:05 PM
St. Gallen 1

B. Overcoming Obstacles to Surgery Migration
• Naya Kehayes, Principal, ECG Management Consultants
• Gary Schwartz, MD, Vice Chair, Department of Anesthesia, Maimonides Medical Center
• Christine Jackson, RN, Executive Director, Lighthouse Surgery Center

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2:10 - 2:50 PM
St. Gallen 1

B. Value-based Musculoskeletal Care: A Health Plan Perspective
• Ross Lagerblade, Associate Vice President, Value-based Programs, Humana
• Bradley Wright, Director, Value-based Programs, Humana

SPONSORED BY: Humana
Friday, October 28, 2022

10:40 - 11:20 AM
St. Gallen 1

**B. The Power of Incremental Gains – Achieving True Efficiency in the ASC**
- Charles DeCook, MD, Orthopaedic Surgeon, Advanced Center for Joint Surgery
- David Uba, Chief Executive Officer, Excelsior Orthopaedics
- Andrew Cooper, MD, Orthopaedic Surgeon, Orthopaedic Associates of West Florida
- William Barrett, MD, Orthopaedic Surgeon, Proliance Orthopaedic Associates

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12:30 - 1:10 PM
Montreux 2

**F. Key Trends and Effective Strategies for Payer Contract Negotiations**
- Amy Coletti, Associate Principal, ECG Management Consultants
- Kevin Dowdy, Senior Manager, ECG Management Consultants

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1:15 - 1:55 PM
St. Gallen 1

**B. The Next Chapter in Postoperative Pain Management**
- Alan Rechter, MD, Orthopedic Surgeon, Orthopedic Associates, LLP

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F. Deal or no Deal? Is a Strategic Partnership Transaction Right for My Practice or ASC?

- Gary Herschman, ESQ, Partner, Epstein, Becker, and Green
- Dana Jacoby, Chief Executive Officer, Vector Medical Group, LLC

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B. From an Insurance Expense to a Profit Center: Quickly and Effectively

- Mark Sims, President and Director, CapAlt

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28TH ANNUAL MEETING: THE BUSINESS & OPERATIONS OF ASCS
# EXHIBITOR LIST

## COMPANY

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## EXHIBITOR LIST
### A-Z

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</table>
Zurich Exhibit Hall

- Restrooms
- Main Registration
- Restrooms

- Escalators up to Main Lobby, Keynote, and Session Rooms

- Zurich Exhibit Hall

- Pedway to Illinois Center

- Escalators down to Alpine & Lucerne

- Ups Store

- Geneva

- Currents
WiFi

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Chicago, IL 60601
Front Desk: (888) 737-9477

Parking
Valet parking is available for guests staying at the Swissotel at a cost of $78 per day. Self serve parking options are also available.
Swissotel Garage is at 323 E Wacker Drive, next to the Swissotel.
Radisson Blu Aqua Garage is at 225 N. Columbus Dr.
Underground Entrance is at 225 Lower N. Columbus Dr.
**FOOD & BEVERAGE**

**Coffee & Meal Times**

Becker’s Healthcare is pleased to offer continental breakfasts, networking luncheons, networking breaks, and cocktail receptions on select days of the conference:
- Continental Breakfasts will include a variety of pastries, baked goods, fruit, coffee and tea.
- Join us for coffee and tea during our Networking Breaks.
- Balanced lunch options will be provided during our Networking Luncheons.
- Join our evening Cocktail Receptions for conversation, raffles, networking and much more! Drinks and light hors d’oeuvres will be provided.

See below for the full schedule. If you are interested in alternative dining experiences, the Palm and Amuse restaurants are located within the Swissotel and are open for lunch and dinner. There are also dining options within walking distance of the hotel.

**Thursday, October 27, 2022**

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

**Friday, October 28, 2022**

7:00 - 8:00 AM - Continental Breakfast in the Exhibit Hall  
9:50 - 10:35 AM - Networking Break in the Exhibit Hall  
11:25 AM - 12:25 PM - Networking Luncheon in the Exhibit Hall  
1:55 - 2:25 PM - Networking Break in the Exhibit Hall  
5:00 - 6:30 PM Closing Cocktail Reception in the Exhibit Hall

**Saturday, October 29, 2022**

7:00 - 8:00 AM - Continental Breakfast in the Foyer  
9:25 - 9:45 AM - Networking Break

Stop by **SYNERGEN (Booth #206)** Friday morning from 9:50 - 10:35 AM for coffee during our networking reception.

Stop by **Joint Commission Resources (Booth #164)** at their wine tasting booth during our Opening Cocktail Reception.
UPCOMING CONFERENCES

Join us in person in Chicago for our world-class events.

November 7
10th Annual
CEO+ CFO Roundtable
November 7-10, 2022 // Hyatt Regency, Chicago

November 7
Payer Issues Roundtable
November 7-8, 2022 // Hyatt Regency, Chicago

April 3
13th Annual
Hospital Meeting
April 3-6, 2023 // Hyatt Regency, Chicago

June 15
20th Annual
Spine, Orthopedic & Pain Management-Driven ASC Conference
June 15-17, 2023 // Swissotel, Chicago

October 26
29th Annual
The Business and Operations of ASCs
October 26-28, 2023 // Swissotel, Chicago
YOU: Treat Personal Injury Patients

WE: Fund Personal Injury Medical Receivables

WE: Have the Lowest Cost of Capital

YOU: Should Call Us!

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561.948.6506
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