

CONFERENCE GUIDE

BECKER'S ASC REVIEW

27TH ANNUAL MEETING

THE BUSINESS & 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 SurgiCenter



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

General Information

WIFI

Please enjoy complimentary Wi-Fi throughout the conference. See below for login information.

Username: Becker's Conference

Password: ascconferencewifi

MOBILE APP

Make sure to download the "Becker's Healthcare Events" mobile app to stay up to date on all conference activities.

Search for "Becker's Healthcare Events" in your app store to download or scan this QR code to get started.



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BADGES

Badges are required to attend all sessions.

Lost Badges

If you misplaced your badge, please see the registration desk. We would be happy to make you a new one.

Badges with Incorrect Information

If there is an error on your badge, please see the main registration desk. Please provide a business card with your correct information so that we can update and reprint your badge.

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SOCIAL MEDIA

Connect with us! Make connections during and after the conference and stay up to date on current news in the industry.

Twitter: @BeckersASC

Facebook: www.facebook.com/BeckersASCReview

LinkedIn: www.linkedin.com/company/asc-communications

Make sure to use the conference hashtag:
#BeckersAnnualASC2021

CONTINUING EDUCATION

CME CREDITS

CME credit for physician and other health professionals is available for this program. To earn credit, please complete the CME Evaluation and Registration Information provided to healthcare professionals.

AEU CREDITS

This program is approved for up to 10.0 hours of AEU by BASC Provider #3672.

General Information

ACCREDITATION COMPANY TO KNOW



HOTEL ADDRESS

Hyatt Regency Chicago
151 E Wacker Drive
Chicago, IL 60601
Front Desk: 312-565-1234

TOTAL JOINT DEVICE COMPANY TO KNOW



PARKING

Valet parking is available for guests staying at the Hyatt Regency at a cost of \$53 per night. Hourly rates are also available.

Illinois Center Garage is at 111 E Wacker Drive, next to the Hyatt Regency.

Park Millennium Garage is at 221 N. Stetson Avenue.

Millennium Lakeside is at 5 S Columbus Drive.

Food

COFFEE

Coffee will be offered during all of our networking break times in the Exhibit Hall as well as during the continental breakfasts. Please see the "Networking Breaks" section on this page for all break times. If you're looking for coffee outside of these times, the Illinois Center connected to the hotel offers many options. A Becker's team member would be happy to direct you there.

MEAL TIMES

Becker's Healthcare is pleased to offer continental breakfast and networking luncheons on select days of the conference

THURSDAY, OCTOBER 21, 2021

11:20 AM - 12:20 PM

Networking Luncheon in the Foyer

FRIDAY, OCTOBER 22, 2021

7:00 - 7:55 AM

Breakfast in the Exhibit Hall

11:30 AM - 12:30 PM

Networking Luncheon in the Exhibit Hall

SATURDAY, OCTOBER 23, 2021

7:00 - 8:00 AM

Continental Breakfast in the Foyer

ALTERNATE DINING

If you are interested in alternate dining experiences, there are four restaurants inside the Hyatt Regency with many other options nearby. Below are the dining options in the Hyatt Regency:

- American Craft Kitchen & Bar
- Market Chicago

NETWORKING BREAKS

Becker's Healthcare is pleased to offer light snacks, coffee and tea during our morning and afternoon networking breaks.

THURSDAY, OCTOBER 21, 2021

9:20 - 9:45 AM

Networking Break in the Foyer

1:50 - 2:10 PM

Networking Break in the Foyer

FRIDAY, OCTOBER 22, 2021

9:35 - 10:00 AM

Networking Break in the Exhibit Hall

2:00 - 2:15 PM

Networking Break in the Exhibit Hall

SATURDAY, OCTOBER 23, 2021

9:25 - 9:40 AM

Networking Break in the Foyer

COCKTAIL RECEPTIONS

Becker's Healthcare is pleased to offer light snacks, coffee and tea during our morning and afternoon networking breaks.

THURSDAY, OCTOBER 21, 2021

5:15 - 7:00 PM

Cocktail Reception in the Exhibit Hall

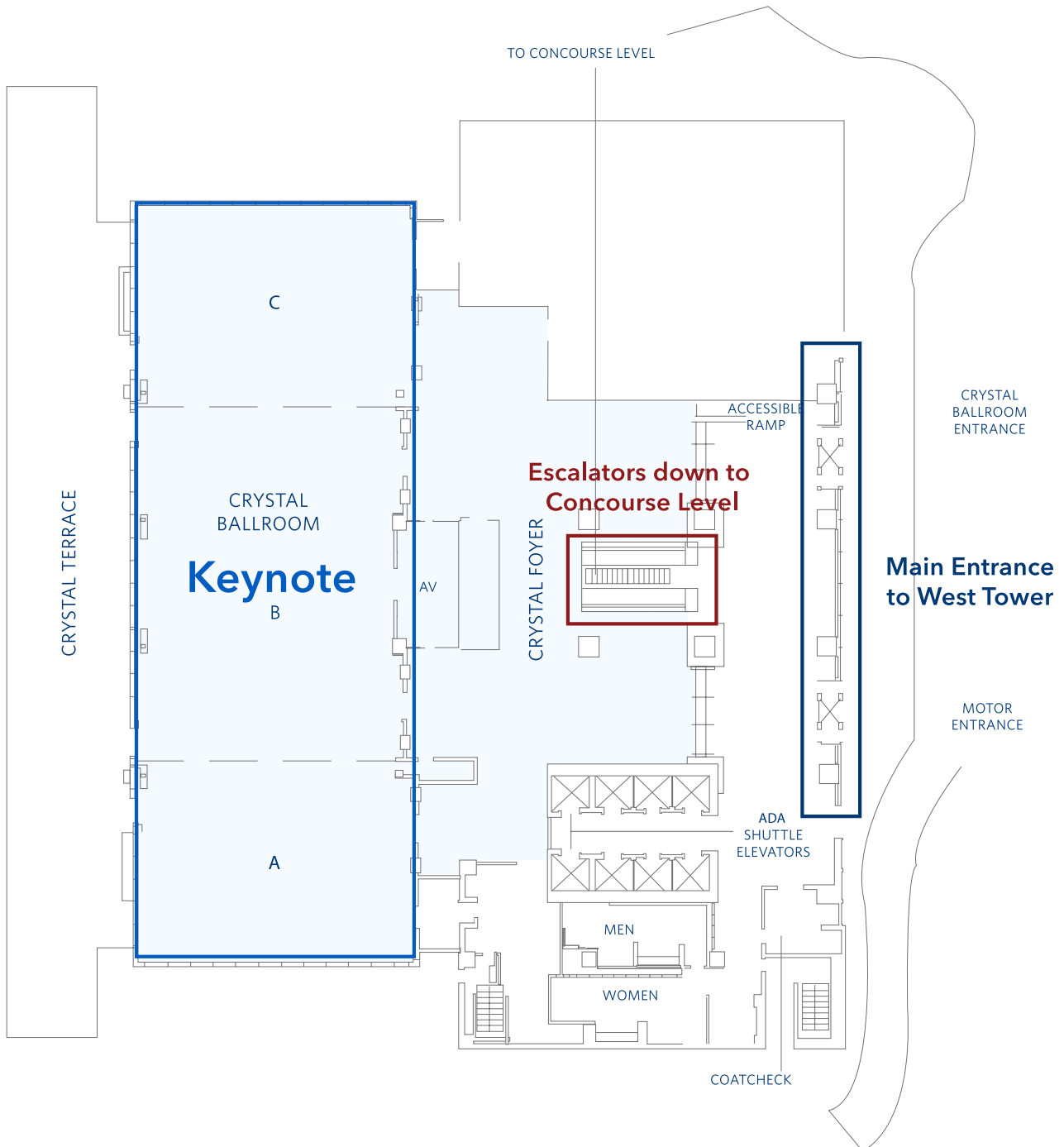
FRIDAY, OCTOBER 22, 2021

4:30 - 6:00 PM

Cocktail Reception in the Exhibit Hall

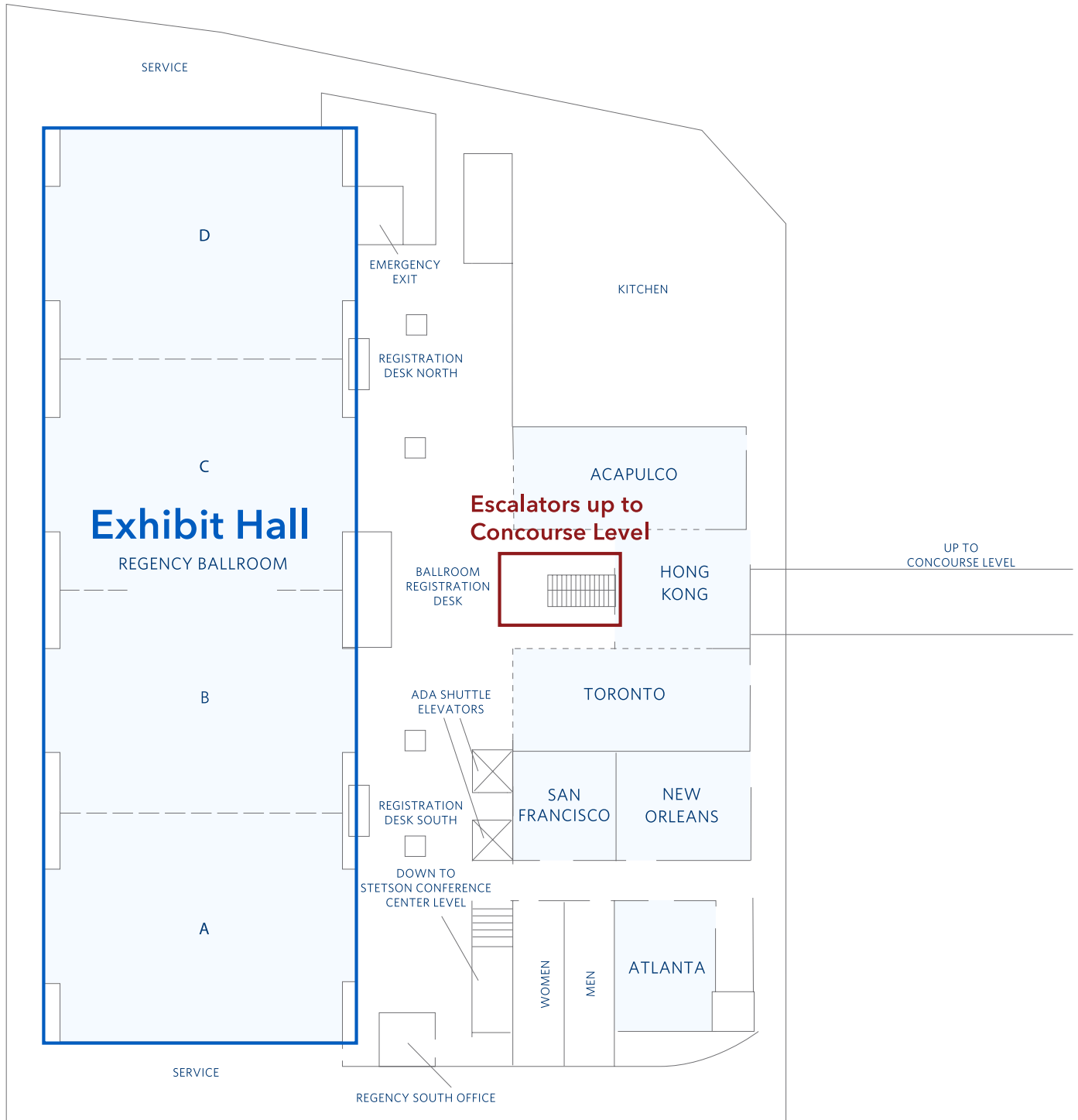
Hotel Map

LOBBY LEVEL - WEST TOWER



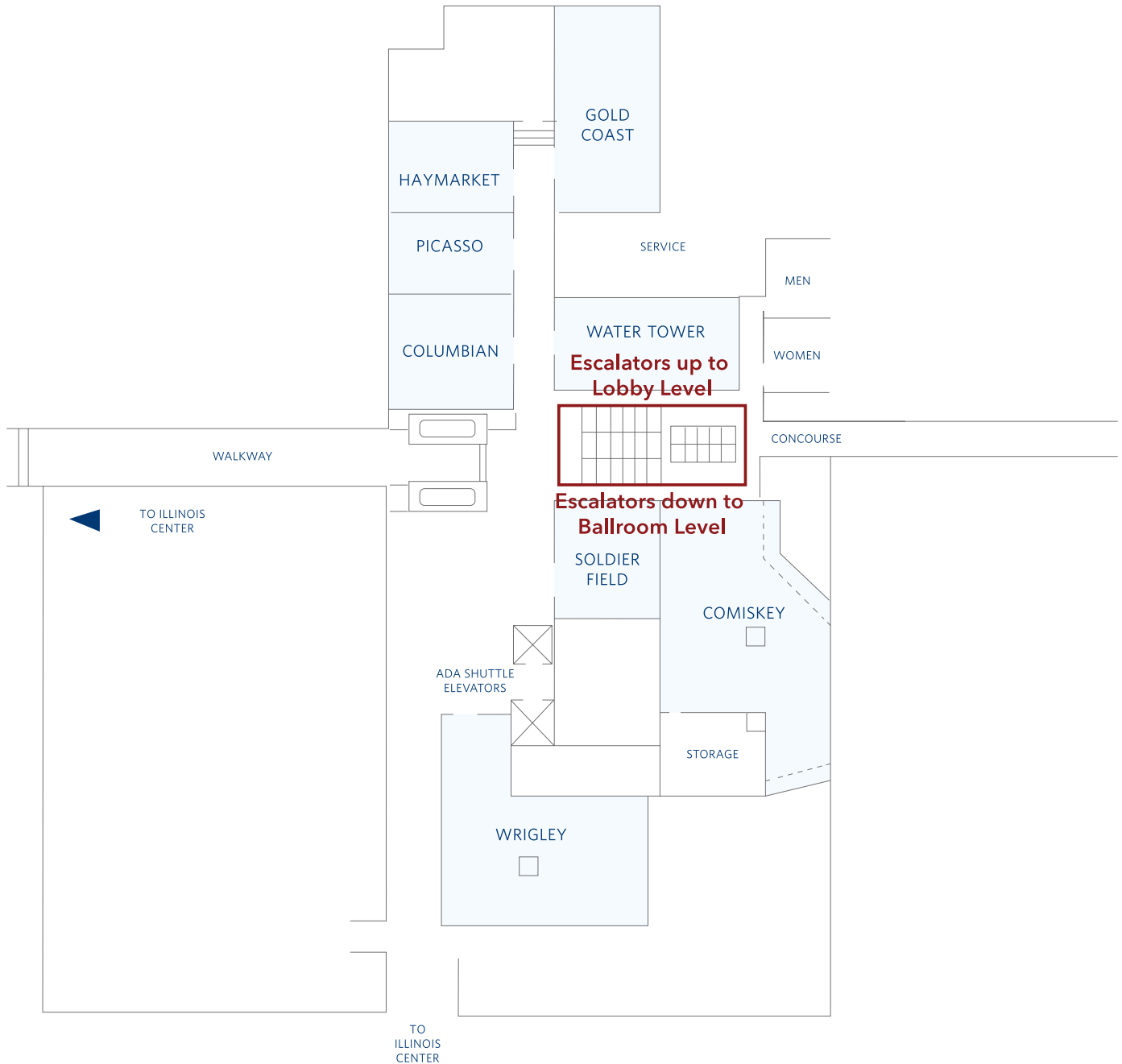
Hotel Map

BALLROOM LEVEL



Hotel Map

CONCOURSE LEVEL



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ANCHOR



GOLD



Thank You to Our Sponsors

SILVER



FOYER

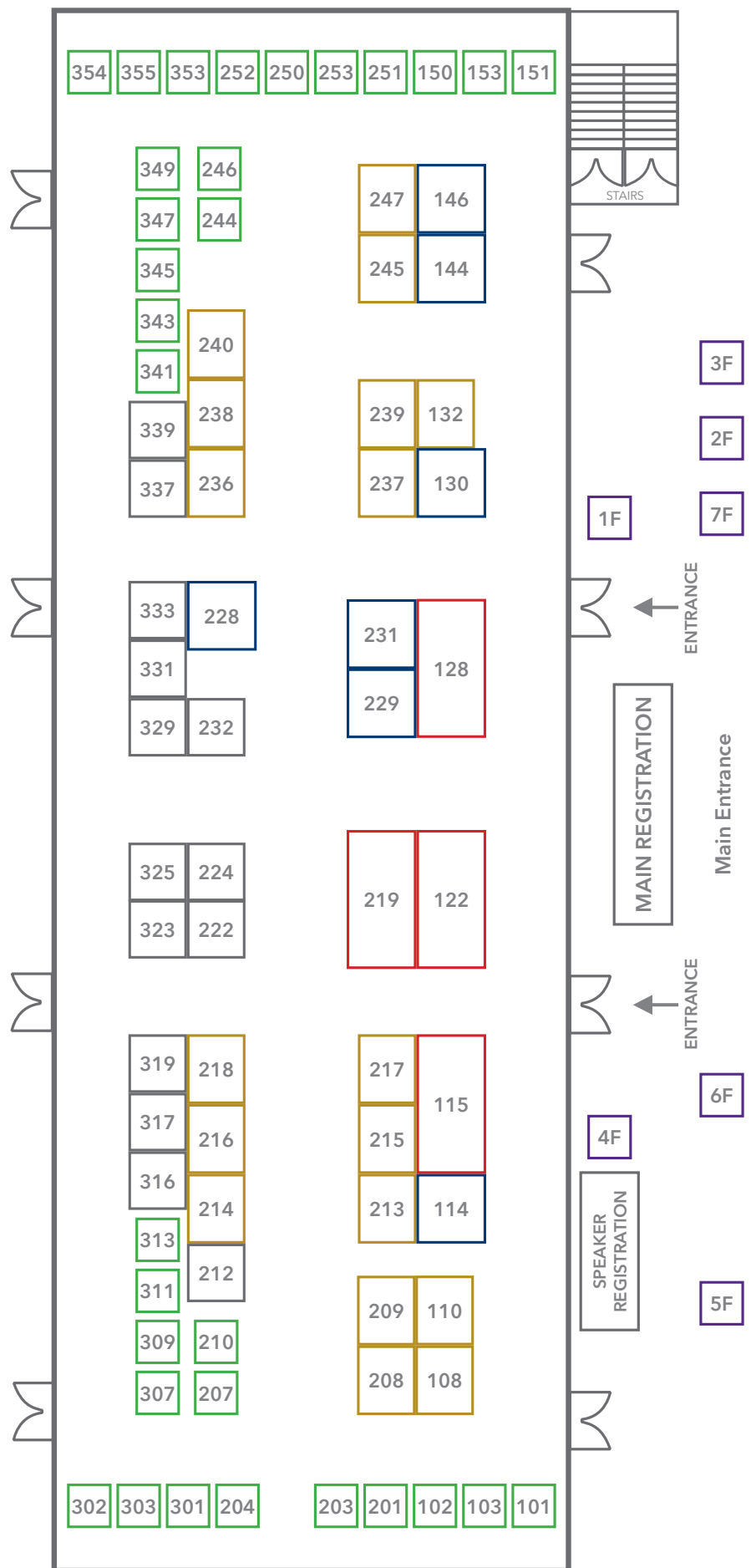


TABLETOP



Exhibit Hall Map

- 101 VMG Health
- 102 Oppor
- 103 Ecolab
- 108 Medtronic
- 114 Nuance
- 115 ProVation
- 122 Zimmer Biomet
- 128 RevSpring
- 130 DePuy Synthes (Johnson & Johnson)
- 132 ECG Management Consultants
- 144 Smith+Nephew
- 146 Heron Therapeutics
- 150 Joint Comission
- 151 Mizuho OSI
- 153 AcelRx
- 201 Nephron Pharmaceuticals
- 204 Medtek.net
- 207 Intalere
- 208 National Cardiovascular Partners
- 209 Anika Therapeutics
- 212 Zoll
- 213 Surgical Notes
- 214 In2itive
- 215 Cardinal Health
- 216 Anesthesia Business Consultants
- 217 Merritt Healthcare Advisors
- 218 ONE TRAY®
- 219 HST Pathways
- 222 AAAHC
- 224 Surgical Information Systems
- 228 National Medical Billing Services
- 229 Medline
- 231 Avail
- 232 North American Partners of Anesthesia
- 236 ASC's Inc
- 237 Stryker
- 238 Zebra Technologies Corporation
- 239 BD
- 240 Gryphon Healthcare
- 244 Neo USA
- 245 McKesson
- 246 MedHQ
- 247 Getinge
- 250 Pinnacle Healthcare Consulting
- 251 BioFire Diagnostics
- 252 Cosentus Business Services
- 253 De-Soutter Medical
- 301 Inventory Optimization Solutions (Envi)
- 303 PainCareLabs
- 311 Microport Orthopedics
- 313 InterMetro / Metro
- 316 Simplify ASC
- 317 ReviveMD
- 319 OutcomeMD
- 323 Intellego Health
- 325 Capio
- 329 Hybrent
- 331 ACHC (HFAP)
- 333 ValueHealth
- 337 Compulink
- 339 AAAASF
- 341 MPCCA
- 343 Precision Medical Products
- 345 Midfirst
- 347 Novellus Healthcare Management
- 353 OptioSurgical
- 355 Health Real Estate Advisors
- 1F NSN Revenue Resources
- 2F SI-Bone
- 3F Waller Law
- 4F Ryan Companies US, Inc.
- 5F Bankers Healthcare Group
- 6F American Medical REIT
- 7F Micro-Scientific



List of Exhibitors A-Z

COMPANY	BOOTH #	LEVEL
AAAASF	339	SILVER
AAAHc	222	SILVER
AcelRx	153	TABLETOP
ACHC (HFAP)	331	SILVER
American Medical REIT	6F	FOYER
Anesthesia Business Consultants	216	GOLD
Anika Therapeutics	209	GOLD
ASC's Inc	236	GOLD
Avail	231	PLATINUM
Bankers Healthcare Group	5F	FOYER
BD	239	GOLD
BioFire Diagnostics	251	TABLETOP
Boston Scientific	230	SILVER
Capio	325	SILVER
Cardinal Health	215	GOLD
Compulink	337	SILVER
Cosentus Business Services	252	TABLETOP
DePuy Synthes (Johnson & Johnson)	130	PLATINUM
De-Soutter Medical	253	TABLETOP
ECG Management Consultants	132	GOLD
Ecolab	103	TABLETOP
Getinge	247	GOLD
Gryphon Healthcare	240	GOLD
Health Real Estate Advisors	355	TABLETOP
Heron Therapeutics	146	PLATINUM
HST Pathways	219	ANCHOR
Hybrent	329	SILVER
In2itive	214	GOLD
Intalere	207	TABLETOP
Intellego Health	323	SILVER
InterMetro / Metro	313	TABLETOP
Inventory Optimization Solutions (Envi)	301	TABLETOP
Joint Comission	150	TABLETOP
McKesson	245	GOLD
MedHQ	246	TABLETOP
Medline	229	PLATINUM
Medtek.net	204	TABLETOP
Medtronic	108	GOLD

COMPANY	BOOTH #	LEVEL
Merritt Healthcare Advisors	217	PLATINUM
Micro-Scientific	7F	FOYER
Microport Orthopedics	311	TABLETOP
Midfirst	345	TABLETOP
Mizuho OSI	151	TABLETOP
MPCCA	341	TABLETOP
National Cardiovascular Partners	208	GOLD
National Medical Billing Services	228	PLATINUM
Neo USA	244	TABLETOP
Nephron Pharmaceuticals	201	TABLETOP
North American Partners of Anesthesia	232	SILVER
Novellus Healthcare Management	347	TABLETOP
NSN Revenue Resources	1F	FOYER
Nuance	114	PLATINUM
ONE TRAY®	218	GOLD
Oppor	102	TABLETOP
OptioSurgical	353	TABLETOP
OutcomeMD	319	SILVER
PainCareLabs	303	TABLETOP
Pinnacle Healthcare Consulting	250	TABLETOP
Precision Medical Products	343	TABLETOP
ProVation	115	ANCHOR
ReviveMD	317	SILVER
RevSpring	128	ANCHOR
Ryan Companies US, Inc.	4F	FOYER
SI-Bone	2F	FOYER
Simplify ASC	316	SILVER
Smith+Nephew	144	PLATINUM
Stryker	237	GOLD
Surgical Information Systems	224	SILVER
Surgical Notes	213	GOLD
ValueHealth	333	SILVER
VMG Health	101	TABLETOP
Waller Law	3F	FOYER
Zebra Technologies Corporation	238	GOLD
Zimmer Biomet	122	ANCHOR
Zoll	212	SILVER

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

Crystal Ballroom

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

Acapulco

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

Toronto

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

Comiskey

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

- Rena Courtay, 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

Crystal Ballroom

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

Acapulco

B. Presentation: How to Diversify your Payer Mix and Develop Relationships in the Community of Cash Pay Patients

- Colleen Ingraham, President, The McMahon Group; Chief Operating Officer, Prairie Spine & Pain Institute, Co-Founder, Illinois Free Market Medical Association
- Joseph Norris, MD, Orthopedic Surgeon, Gibson Area Hospital; Orthopedic Surgeon, Advanced Orthopedics; Master Instructor, Shoulder Arthroscopy, Arthroscopy Association of North America
- Jawad Arshad, MD, Emergency Medicine Physician, Beaumont Health; Co-Founder and Chief Executive Officer, WoW Health Solutions

Toronto

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

- Kevin McDonough, Managing Director, VMG Health

Water Tower

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
- Helen Lowenwirth, CASC, Administrator, East Side Endoscopy, LLC
- Moderated by Erica Carbajal, Writer/Reporter, Becker's Healthcare

THURSDAY, OCTOBER 21ST

9:00 - 10:00 AM

Gold Coast

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

Crystal Ballroom

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, CASC, Facility Administrator, Ohio Surgery Center
- Moderated by TBD

Water Tower

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

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

Comiskey

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 Corporate Development Officer, Healthcare Outcomes Performance Co.
- Matt Searles, MBA, Partner, Merritt Healthcare Advisors
- Moderated by TBD

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THURSDAY, OCTOBER 21ST

10:10 - 11:10 AM

Gold Coast

F. 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

Crystal Ballroom

A. The Golden Opportunities for ASCs After the Pandemic

- Marjorie Belsky, MD, Fellowship Trained Interventional Pain Management, ASC Owner, West Sunset Surgery Center/ MICOE
- Sean Hartzell, Associate Principal, ECG Management Consultants
- Moderated by TBD

Acapulco

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
- Ira H. Kirschenbaum, MD, Chair, Department of Orthopaedic Surgery, BronxCare Health System

Toronto

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

Water Tower

D. Pre-Recorded Panel - Budget planning for 2022 and beyond: Supplies, staffing and capital investments

- Anna Weaver, MSN, RN, CNOR, ASC Administrator, Brunswick Surgery Center
- Lianne McDowell, CASC, CEO/Administrator, South Portland Surgical Center
- Douglas Wisor, MD, Chief Executive Officer and President, National Spine & Pain Centers
- Moderated by Alia Paavola, Editor, Becker's Healthcare

11:20 AM - 12:20 PM

NETWORKING LUNCHEON

12:25 - 1:05 PM

Crystal Ballroom

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

Acapulco

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

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

Toronto

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.



12:30 - 1:30 PM

Gold Coast

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

Crystal Ballroom

A. The Most Pressing Issues Facing ASCs in 2021

- Daniel Larose, MD, Chief Executive Officer, Advanced Surgery Center, LLC
- Lucian Newman III, MD, FACS, Chief Medical Information Officer, Nuance Healthcare
- Moderated by TBD

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.**



Acapulco

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

Toronto

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

- Jason Lucas, DO, FAOAO, MHA, MS, Orthopedic Associates P.A.



Water Tower

D. Presentation: Performance of Major GYN Cases in the Freestanding ASC: The New Frontier

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

1:50 - 2:10 PM

NETWORKING BREAK

2:10 - 2:50 PM

Crystal Ballroom

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

Acapulco

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

Toronto

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
- Chris Bishop, Chief Executive Officer, Regent Surgical Health



Water Tower

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
- Renee Skovira, BSN, MHA, RN, Director and Patient Safety Officer, UPMC Surgery Center
- Moderated by Mackenzie Bean, Editor, Becker's Healthcare

2:55 - 3:30 PM

Crystal Ballroom

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

- Sarah Bremer, MHA, Finance Director, Helena SurgiCenter
- 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

Crystal Ballroom

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

- Lisa Cooper, Principal, Advocare+; 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

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



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THURSDAY, OCTOBER 21ST

4:15 - 5:00 PM

Crystal Ballroom

A. KEYNOTE: Remarks by Earvin "Magic" Johnson

- Earvin "Magic" Johnson, Role Model, Sport Legend and Successful Entrepreneur
- Co-Moderated by Kylie Kaczor MSN-RN, CPCO, CPHRM, CASC, CMPE, CLSSBB, ACHE, Senior Vice President, Clinical And Regulatory Affairs, National Medical Billing Services
- Co-Moderated by Aaron Davis, PMP, ICGB, Vice President, Client Operations, National Medical Billing Services



5:00 - 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

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.



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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

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

Crystal Ballroom

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
- Matt Searles, MBA, Partner, Merritt Healthcare Advisors
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

Acapulco

B. SEMI-KEYNOTE: Leading When You're Exhausted

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

Water Tower

D. Pre-Recorded Panel: The best ideas for orthopedic practice, ASC growth

- Bruce Cohen, MD, Orthopedic Surgeon and Chief Executive Officer, OrthoCarolina
- Perry L. Haney, MD, DC, Chief Executive Officer and Medical Director, SpineOne
- Lisa Cooper, Chief Executive Officer, Santa Cruz Surgery Center
- Moderated by Alan Condon, Managing Editor, Becker's Healthcare

8:55 - 9:35 AM

Crystal Ballroom

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

Acapulco

B. 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

Water Tower

D. Pre-Recorded Panel: Where ASCs fit in the value-based healthcare ecosystem

- Steven D. Jascewsky, Chief Operating Officer, Wellspring Pain Solutions
- Austin Cheng, Esq., Chief Executive Officer, Gramercy Surgery Center
- Michael P. Ast, MD, Assistant Professor, Orthopaedic Surgery, Adult Reconstruction and Joint Replacement, Hospital for Special Surgery
- Moderated by Brian Zimmerman, Senior Director, Client Content + Strategy, Becker's Healthcare

9:35 - 10:00 AM

NETWORKING BREAK



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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10:00 - 10:45 AM

Crystal Ballroom

A. KEYNOTE: Never Give Up Your Dream

- Dara Torres, Olympic Gold Medal Swimming Champion

10:50 - 11:30 AM

Crystal Ballroom

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

Acapulco

B. WORKSHOP: 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



Toronto

C. WORKSHOP: Leading Technologies with Efficiencies for your ASC

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



Comiskey

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

11:00 AM - 12:00 PM

Gold Coast

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

Crystal Ballroom

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, University of Utah Department of Anesthesiology

Acapulco

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



Toronto

C. Pain Management in ASCs

- John V. Prunskis, MD, FIPP, Chief Executive Officer and Medical Director, Illinois Pain & Spine Institute; Medical Director and Principal DxTx Pain and Spine; Clinical Professor, Chicago Medical School; Presidential Appointee, Health and Human Services; Co-author, Best Practices Pain Task Force Final Report
- Daniel C. Roth, DO, MBA, MS, Owner/Medical Director, Summit Pain Management, Ft. Wayne, Indiana
- Amit Patel, MD, Chief Executive Officer, Summit Spine and Joint Centers
- Moderated by Mackenzie Bean, Managing Editor, Becker's Healthcare

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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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Comiskey

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

Gold Coast

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

- 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 Gabrielle Masson, Assistant Editor, Becker's Healthcare

1:20 - 2:00 PM

Crystal Ballroom

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

Acapulco

B. WORKSHOP: Integrating Spine Technology to Optimize Operational Efficiencies

- Ali Mesiwala, MD, Spine Surgeon, DISC Sports and Spine Center

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BEYOND THE EXPECTED

Toronto

C. Private Equity and Pain Management: Q & A with Amit Patel, MD, Chief Executive Officer, Summit Spine and Joint Centers

- Amit Patel, MD, Chief Executive Officer, Summit Spine and Joint Centers
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

Water Tower

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
- Moderated by Ayla Ellison, JD, Managing Editor, Becker's Healthcare

1:45 - 2:45 PM

Gold Coast

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 Gabrielle Masson, Assistant Editor, Becker's Healthcare

2:00 - 2:15 PM

NETWORKING BREAK

2:15 - 2:55 PM

Crystal Ballroom

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

Acapulco

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

Water Tower

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

- Cheryl Zapata, Chief Development Officer, Texas Back Institute



BEYOND THE EXPECTED

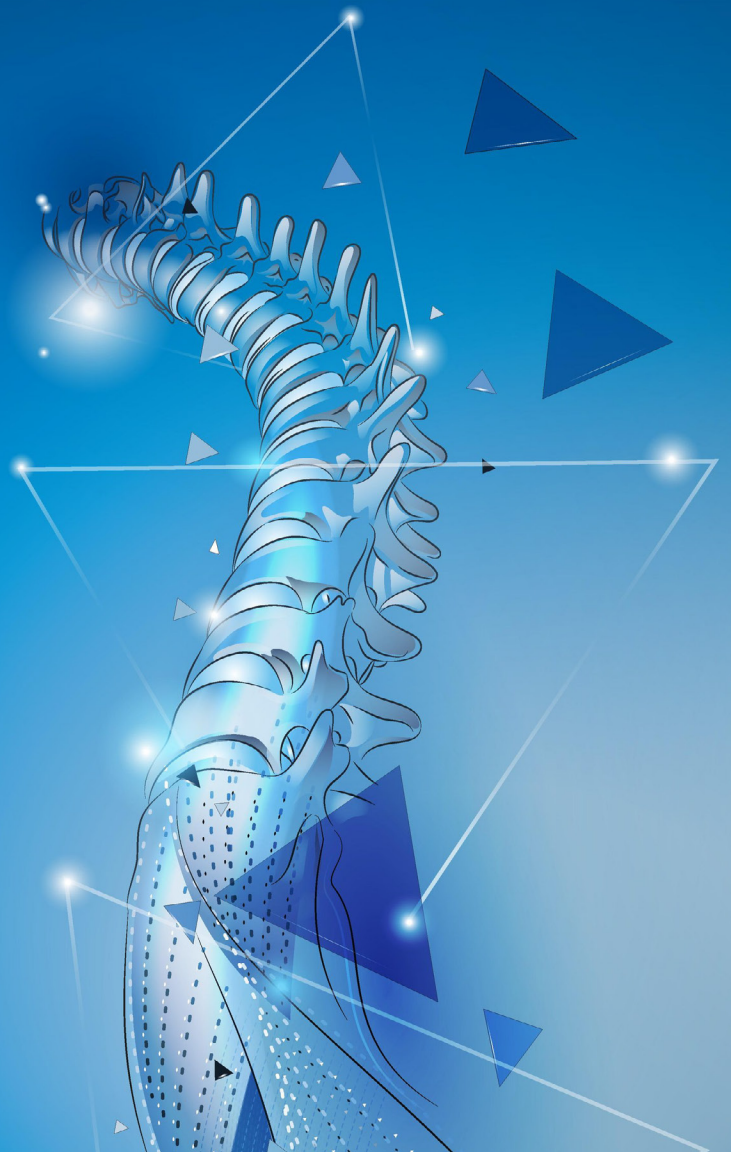
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FRIDAY, OCTOBER 22ND

2:55 - 3:55 PM

Gold Coast

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

Crystal Ballroom

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

- Brian Gantwerker, MD, Spine and Neurosurgeon, The Craniospinal Center of Los Angeles
- Moderated by Scott Becker, JD, Partner, McGuireWoods LLP; Publisher, Becker's Healthcare

Acapulco

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

Comiskey

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

- Richard Rosenfield, MD, Medical Director, Pearl Surgicenter

3:45 - 4:25 PM

Crystal Ballroom

A. The Hospital-ASC Relationship Post-Pandemic

- 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

Toronto

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

- Jim Freund, Senior Partner, ASCs Inc.
- Stephanie Tarry, Executive Vice President, ASCs Inc.

Water Tower

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

Comiskey

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

4:00 - 5:00 PM

Gold Coast

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, Principal, Physicians Surgery Centers
- Moderated by Ayla Ellison, Editor-in-Chief, Becker's Healthcare

4:30 - 6:00 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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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

Crystal Ballroom

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

8:45 - 9:25 AM

Crystal Ballroom

A. Reserved

9:25 - 9:40 AM

NETWORKING BREAK

9:40 - 10:20 AM

Acapulco

B. Presentation: Medicare Knee Replacements Now

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

Water Tower

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

10:25 - 11:00 AM

Crystal Ballroom

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

Acapulco

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

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

Toronto

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

11:05 - 11:40 AM

Crystal Ballroom

A. KEYNOTE: The State of Healthcare and ASCs

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

11:40 AM

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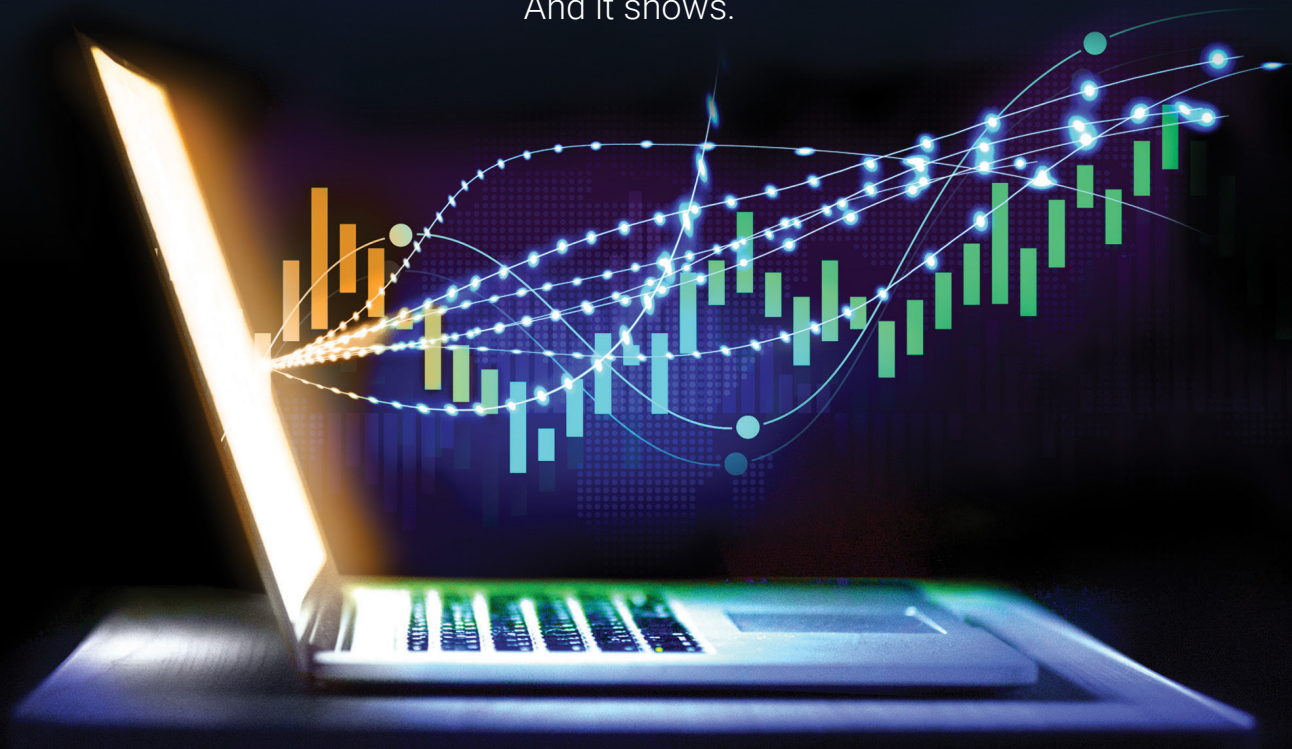
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