

# 132 Speakers Announced for the 18th Annual Ambulatory Surgery Center Conference

By Staff | July 14, 2011

**John Atwater, MD.** Dr. Atwater is a spine surgeon at Downstate Illinois Spine Center and [McClellan County Orthopedics](#), both in Bloomington, Ill. He treats a wide range of spinal conditions and performs many types of spinal surgery. He currently serves as a medical consultant to several medical device companies. He received his medical degree from the University of Virginia in Charlottesville and interned at John Hopkins University in Baltimore.

**Kenneth Austin, MD.** Dr. Austin is an orthopedic surgeon at [Rockland Orthopedics & Sports Medicine](#) in Airmont, N.Y. He received his medical degree from New York University School of Medicine and completed his surgical internship and orthopedic residency at the NYU/Bellevue Medical Center. His expertise includes treating traumatic and sports-related injuries of the upper and lower extremities, and hip and knee replacements.

**David F. Bacon.** Mr. Bacon is the founder and CEO of [Meridian Surgical Partners](#). He has more than 22 years of experience in healthcare, previously serving as the CEO and CFO of Medifax-EDI. He also has experience in public accounting with Lattimore, Black, Morgan & Cain.

**Scott Becker, JD, CPA.** Mr. Becker is a partner at [McGuireWoods](#) in Chicago. He provides counsel to hospitals, ASCs, surgical hospitals, pharmaceutical companies, single- and multi-specialty medical practices and a variety of healthcare industry entrepreneurs. Mr. Becker is also the publisher of [Becker's ASC Review](#), [Becker's Hospital Review](#) and [Becker's Orthopedic & Spine Review](#).

**Scott Benglen.** Mr. Benglen is CEO of [Via Novus Medical](#), a healthcare consulting group based in Dillon, Colo. He brings 20 years of financial and operational performance to the healthcare arena, having started his career in aviation as a commercial airline pilot for United Airlines. He has also served as a financial negotiator for United Pilots' Contract 2000 and as a managing partner for Sovereign Capital Partners.

**Christopher Bishop.** Mr. Bishop is a partner and senior vice president of acquisitions and development for [Blue Chip Surgical Partners](#). His responsibilities with Blue Chip include optimizing performance at ASCs within the Blue Chip network as well as acquiring and "turning around" underperforming centers. Prior to joining Blue Chip in 2010, Mr. Bishop was a vice president with ASCOA.

**Jeff Blankinship.** Mr. Blankinship serves as the CEO of [Surgical Notes](#), a company founded in 1998 to address the needs of digital medical records for the ASC and surgical hospital markets.

Mr. Blankinship has since created several internet-based companies and is currently a part owner of an international medical software and service company. Prior to founding Surgical Notes, he worked with pain management centers and the home healthcare industry.

**Robert Boeglin, MD.** Dr. Boeglin, an ophthalmologist, is the board president for [Midwest Eye Institute](#) in Indianapolis and co-founder of [Health Venture Management](#), a company that develops surgery center partnerships between physicians and Clarian Health. Dr. Boeglin attended Indiana University for medical school and completed a glaucoma fellowship at Yale University. He joined Midwest Eye Institute in 1991 and maintained a medical and surgical practice for more than 10 years.

**Dotty Bollinger.** Ms. Bollinger serves as senior vice president of medical operations at [Laser Spine Institute](#). In three years with Laser Spine Institute, Ms. Bollinger has established processes and procedures that have approved efficiency of care at all facilities. She was instrumental in implementing the company's electronic medical records program and has led accreditation efforts as well.

**John Byers, MD.** Dr. Byers is an otolaryngologist with the [Surgery Center of Greensboro](#) (N.C.) and [Greensboro Ear, Nose and Throat Associates](#), where he has practiced since 1994. He has served on the surgical peer review and operating room committee for Greensboro-based Moses Cone Health System for 10 years and currently serves as medical director of the Surgery Center of Greensboro. He cares for all aspects of ear, nose and throat disorders.

**Holly Carnell.** Ms. Carnell is an associate with [McGuireWoods](#) who focuses on corporate healthcare transactional work and regulatory matters. She provides guidance to clients regarding various issues, including the HIPAA Privacy and Security Rules, the HITECH Act and legal issues related to electronic health records. Prior to joining McGuireWoods, Ms. Carnell was a client executive at Cerner Corporation, where she worked within the client service organization and was assigned to customers at multiple large academic medical centers.

**John Cherf, MD.** Dr. Cherf is an orthopedic surgeon, president of the [Chicago Institute of Orthopedics](#), president of [OrthoIndex](#) and clinical advisor to Sg2, a healthcare intelligence and information services company. He has more than 20 years of clinical experience in orthopedics and sports medicine. He co-founded the orthopedic department at the Neurological & Orthopedic Institute of Chicago.

**Rajiv Chopra.** Mr. Chopra is the principle and CFO of [The C/N Group](#), which develops, owns and operates healthcare facilities. He holds a variety of operational responsibilities, including ASC and real estate operations, and he oversees the finance and accounting for the company and its affiliates. He also has experience in banking and management consulting, having served as a principal consultant in the strategic change practice of PricewaterhouseCoopers Consulting.

**Jeffrey Clark, JD.** Mr. Clark, partner with [McGuireWoods](#) in Chicago, concentrates his practice in various areas of complex commercial litigation, with a primary emphasis on healthcare litigation. He has represented healthcare companies in matters involving managed care issues, contract law, covenants not to compete, trade secrets, injunctive relief, unfair competition and

other issues. He was named an "Outstanding Healthcare Litigator" by Nightingale's Healthcare News in 2007, one of only 12 lawyers nationally selected for the honor.

**Joe Clark.** Mr. Clark serves as executive vice president and CDO for [Surgical Care Affiliates](#). Prior to his role with SCA, Joe served as the president and CEO of HealthMark Partners, a Nashville, Tenn.-based company that owns, operators and develops ASCs and specialty hospitals, and as CEO of Response Oncology, a publicly traded cancer management company.

**Geoff Cockrell, JD.** Mr. Cockrell, partner with [McGuireWoods](#) in Chicago, has a wide scope of expertise including mergers and acquisitions, senior and mezzanine lending, venture capital investments and private equity fund formation. His mergers and acquisition experience representing private equity and strategic purchasers extend across a diverse number of industries, including healthcare.

**R. Blake Curd, MD.** Dr. Curd is chairman of the board of directors of Sioux Falls, S.D.-based [Surgical Management Professionals](#). He is an active proponent of physician ownership in healthcare and serves as a director for Physician Hospitals of America. He is also a manager for Medical Facilities Corp., which promotes physician ownership of healthcare facilities through partnerships.

**Daniel C. "Skip" Daube, MD.** [Dr. Daube](#) is the director and CEO of Surgical Center of Excellence in Panama City, Fla. He practices with the Gulf Coast Facial Plastics and ENT Center in Panama City and is on the clinical faculty at Tulane University Medical Center in New Orleans. Dr. Daube is board-certified in otolaryngology and facial plastic and reconstructive surgery and is a member of numerous professional societies.

**D. Paul Davis, CPA, CMA.** Mr. Davis serves as the president and CEO of Broomfield, Colo.-based [Amblitel](#), a full-service back office, business intelligence and ASC consulting company that he founded in 2009. Mr. Davis has more than 25 years of healthcare industry experience and has held diverse senior leadership roles with ASC management companies since 1983.

**Sam Donaldson.** Mr. Donaldson is a reporter and news anchor for [ABC News](#) who substitute-anchored the Sunday edition of World News Tonight periodically from 1979 until the 1990s. He also served as ABC's White House correspondent from 1977 through 1988, returning to cover the Clinton administration. He occasionally serves as a panelist on This Week with David Brinkley and co-hosts Politics Live on ABC Now, which features a segment in which viewers send in presidential trivia questions to attempt to "stump" Mr. Donaldson.

**Scott P. Downing, JD.** Mr. Downing is a partner with [McGuireWoods](#) in Chicago. He has a professional focus on structuring issues for healthcare companies, including joint ventures with providers or non-provider third parties. He also has experience assisting ancillary service providers with healthcare regulatory and corporate needs.

**Michael Doyle.** Mr. Doyle is CEO of [Surgery Partners](#), based in Tampa and Chicago. In this role, he is responsible for overseeing the firm's day-to-day operation and expansion through partnerships. He has experience developing and managing hospitals, surgical centers and

imaging centers. Throughout his career, Mr. Doyle has been a hands-on manager and draws from his practical experience of managing and developing healthcare services.

**Stephanie Ellis, RN, CPC.** Ms. Ellis is the owner and president of Brentwood, Tenn.-based Ellis Medical Consulting and has provided healthcare consulting services to ASCs in that capacity since 1992. She has written many articles and spoken at numerous seminars on a wide variety of healthcare topics, including coding, billing and reimbursement issues.

**Fawn Esser-Lipp, RN.** Ms. Esser-Lipp has been an RN for 14 years, serves as a certified operating room nurse, infection preventionist and OR manager at [The Surgery Center](#) in Franklin, Wis. She is also responsible for overseeing the pain management and GI endoscopy clinic, among other departments. She is an active member of AORN and APIC.

**Mark Farrow.** Mr. Farrow is founder, president and CEO of Tulsa, Okla.-based [Orthopedic Resources](#), a licensed, accredited and Medicare-approved durable medical equipment provider. He has more than 20 years of experience in the surgical device and post-operative equipment business. He is also the founder of Compression Solutions, a company of Orthopedic Resources also based in Tulsa.

**Rachel Fields.** Ms. Fields is the managing editor of [Becker's ASC Review](#), where she is responsible for providing editorial content and guidance for the emerging trends in the ASC industry. She has previous healthcare experience working at Epic, a medical software company based in Verona, Wis.

**Allan Fine.** Mr. Fine is the senior vice president and chief strategy and operations officer at [The New York Eye & Ear Infirmary](#). He has previously served as the managing director at Healthios, a healthcare advisory firm in Northbrook, Ill., and as the director of Navigant Consulting.

**Robin Fowler, MD.** Dr. Fowler is a pain management physician and the executive director and owner of Atlanta-based [Interventional Management Services](#). He has served as an advisor for pain management to several private insurance carriers and participated in several speaking engagements around the country. He is a member of the American Academy of Pain Medicine, national Pain Foundation and the American Pain Society.

**Richard Francis, Jr.** Mr. Francis has served the chairman of Nashville, Tenn.-based [Symbion Healthcare](#) since March 2002 and as CEO of the company since its inception in 1999. Prior to his work with Symbion, Mr. Francis worked as the president and CEO of UniPhy, which operates multi-specialty clinics, independent practice associations and other outpatient services.

**Brandon Frazier.** Mr. Frazier is the vice president of development and acquisitions at [Ambulatory Surgical Centers of America](#), with a focus on development of de novo ambulatory surgery centers and the acquisition of existing centers. Before joining ASCOA, Mr. Frazier worked at Smith & Nephew with an exclusive focus on ASCs. Prior to that, he spent 11 years working for hospitals to help contain supply and equipment costs.

**Nap Gary.** Mr. Gary is the COO of [Regent Surgical Health](#), where he is responsible for all

operations and physician relations at the company's centers. During his more than 20 years of experience in the healthcare industry, he has served as senior vice president and assistant corporate counsel for HealthSouth. Prior to his entry into healthcare, he spent more than 10 years at the Haskell Slaughter Young and Rediker law firm.

**Ann Geier, RN.** Ms. Geier is the senior vice president of operations at [Ambulatory Surgery Centers of America](#) and an ASCOA representative on the ASC Quality Collaboration Expert Group, which sets standards for national quality of care benchmarking. She has worked in the outpatient ambulatory surgery center industry since the 1980s. Since that time, Ms. Geier has filled leadership positions at AAASC and Ambulatory Surgery Foundation.

**Bill Gilbert.** Mr. Gilbert is the vice president of marketing at [AdvantEdge Healthcare Solutions](#). In that role, he oversees product management and marketing for AHS, one of the nation's leading ASC and physician billing companies. AHS applies technology to maximize client revenue and decrease client costs.

**Elaine Gilmer, JD.** Ms. Gilmer is an associate attorney, with a focus on corporate services and regulatory matters for healthcare companies, with [McGuireWoods](#) in Chicago. In this capacity, she has assisted in negotiating operating agreements and asset purchase agreements as well as advised clients on corporate and regulatory matters, such as healthcare fraud.

**Edward Glinski, DO, MBA, CPE.** Dr. Glinski is the medical director at [Heritage Eye Surgicenter of Oklahoma](#) in Oklahoma City and is a specialist in refractive and cataract surgery. Aside from his clinical work at the surgery center, Dr. Glinski also serves as an accreditation surveyor for the organization Health Facilities Accreditation Program.

**John J. Goehle, CASC, MBA, CPA.** Mr. Goehle founded [Ambulatory Healthcare Strategies](#) alongside Vito Quatela, MD. With nearly 20 years of ambulatory surgery experience, he serves as the COO of the healthcare company. During his career, he has written several books and frequently speaks on topics related to the surgery center industry.

**Adrian Gostick.** Mr. Gostick is an author and global thought leader on workplace strategy. He is particularly known for his expertise in employee engagement and retention. Mr. Gostick is the author of the *New York Times* bestseller, [The 24-Carrot Manager](#) and [The Carrot Principle](#).

**Marilyn Hanchett, RN.** Ms. Hanchett is the senior director of clinical innovation at the [Association for Professionals in Infection Control and Epidemiology](#). She is dual-certified in infection control and healthcare quality and has spoken and written on the topic of infection control on numerous occasions. Before joining APIC in 2010, Ms. Hanchett served at CMS as infection control technical lead for the ambulatory surgery center program.

**Kenny Hancock.** Mr. Hancock is the president and chief development officer at [Meridian Surgical Partners](#). During his more than 24 years of experience in the healthcare industry, Mr. Hancock served as the executive vice president, chief development officer and co-founder of Surgical Alliance Corp., a specialty surgical hospital company founded in 2001.

**Andrew Hayek.** Mr. Hayek is the president and CEO of [Surgical Care Affiliates](#), where he also serves on the board of directors. Prior to SCA, Mr. Hayek served as a division president at DaVita, a renal dialysis company. During his career, he was also the president and COO of Alliance Healthcare Services, a diagnostic imaging and radiation therapy company.

**Gretchen Heinze Townshend, JD.** Ms. Townshend is an associate attorney at the law firm [McGuireWoods](#) in Chicago. With a focus on corporate healthcare transactions and regulatory matters, her experience spans from healthcare provider representation, sales and acquisitions, joint ventures, general corporate matters, contracting, securities and regulatory matters.

**Bo Hjorth.** Mr. Hjorth is the vice president of business development at [Regent Surgical Health](#). More than half of his 20-plus years' experience in healthcare has been dedicated to the outpatient industry. Prior to joining Regent Surgical, Mr. Hjorth was the vice president of operations at Community Care, where he oversaw three surgery centers in Indiana and Maryland.

**Stephen Hochschuler, MD.** Dr. Hochschuler, founder of [Texas Back Institute](#) in Plano, has served as president of the Spine Arthroplasty Society and founding member of the American Board of Spinal Surgery. During his career, Dr. Hochschuler has served in leadership positions of several spine technology companies, including SpineMark and Innovative Spinal Technologies. He earned his medical degree at Harvard Medical School in Boston and served as a captain and major in the United States Air Force.

**Tracy Hoefft-Hoffman, RN, MSN, MBA.** Ms. Hoefft-Hoffman is the administrator at [Hastings Surgery Center](#), a [Nueterra Health](#) facility. She has 27 years of experience as a registered nurse and more than 20 years of experience in nursing management and administration. Ms. Hoefft-Hoffman is involved with the Nebraska Association of Independent Ambulatory Centers and Nebraska Medical Group Management Association.

**Tracey Hood.** Ms. Hood is the administrator of [Ohio Valley Ambulatory Surgery Center](#), which is managed by [ASCOA](#). Ms. Hood has been with Ohio Valley since Nov. 2007. Ms. Hood has a wide range of nursing experience, as she has previously worked as an ASC charge nurse, OR circulating registered nurse, PACU nurse, certified emergency RN, cardiac catheterization lab nurse and a critical care nurse.

**Marion Jenkins, PhD.** Dr. Jenkins is founder and CEO of [QSE Technologies](#), an IT systems integrator in Denver. He has authored more than 50 articles and presentations on the role of technology in business, and serves on the Colorado Regional Health Information Organization Technology Advisory Committee. He previously served in leadership positions with a variety of high-growth technology companies.

**Jen Johnson, CFA.** Ms. Johnson is a partner in professional service agreements with [VMG Health](#). She previously served in the Forensic and Litigation Services department of KPMG, was a finance professor at the University of North Texas and did consulting work in business valuation, financial projections and operational systematizations for various companies. She has served on the Fair Market Value Subcommittee for the Investigator Initiated-Sponsored Research Association.

**Sandra J. Jones, MBA, MS, CASC, FHMA.** Ms. Jones is the executive vice president and COO of [ASD Management](#). She previously served as president of Ambulatory Strategies and as regional managed care coordinator, risk manager and facility administrator for Premier Ambulatory Systems. She was also CEO and COO at for-profit hospitals and case management director for several hospitals and clinics.

**I. Naya Kehayes, MPH.** Ms. Kehayes is managing principle and CEO of [Eveia Health Consulting & Management](#), based in Issaquah, Wash. She previously served as regional director of operations and managed care of National Surgery Centers. She also coordinated orthopedic development in the Northwest and was a surgical hospital administrator for Columbia/HCA Healthcare Corporation.

**R. Matthew Kilton, MBA, MHA.** Mr. Kilton is principal and COO of [Eveia Health Consulting & Management](#), based in Issaquah, Wash. Before joining Eveia, Mr. Kilton was CEO of Renton, Wash.-based Valley Orthopedic Associates, a division of Proliance Surgeons. He earned master's degrees in Business Administration and Health Services Administration from Xavier University in Cincinnati.

**Susan Kizirian, RN, MBA.** Ms. Kizirian is COO of [Ambulatory Surgical Centers of America](#) and has more than 17 years of experience in ASC operations, serving as executive director and consultant for ASC management and development. She also has 15 years of practice management experience and eight years of expertise with clinical site research. She serves as lifetime past president emeritus on the board of directors of the Florida Society of Ambulatory Surgery Centers and past president of the Ambulatory Surgery Management Society.

**Greg Koonsman, CFA.** Mr. Koonsman is the founder and senior partner at [VMG Health](#), where he specializes in valuation, transaction advisory, feasibility and operational consulting services. He has acted as an advisor in transactions for more than 250 hospitals, 1,000 surgery centers, 30 HMOs and 1,500 physician organizations along with a variety of other U.S. healthcare entities. He founded and Practice Performance, a physician management organization providing outsourced business management services, and was with the financial advisory group of Ernst & Young.

**Richard Kube, MD.** Dr. Kube is the CEO, founder and owner of [Prairie Spine & Pain Institute](#) in Peoria, Ill. He is a fellowship-trained spine surgeon who performs minimally invasive, motion-preserving surgical techniques, including sacroiliac joint surgery. He earned his medical degree from Saint Louis University School of Medicine and currently serves as a faculty member at the University of Illinois School of Medicine in Peoria.

**Brent W. Lambert, MD, FACS.** Dr. Lambert is the founder and CEO of [Ambulatory Surgical Centers of America](#). He is a board-certified ophthalmologist and previously developed and owned three ambulatory surgical centers, including the first eye ASC in New England. Dr. Lambert is currently responsible for business development at ASCOA.

**Luke M. Lambert, MBA, CFA, CASC.** Mr. Lambert is the CEO [Ambulatory Surgical Centers](#)

[of America](#), a position he has held since 2002 after having served as CFO for five years. He previously worked for Smith Barney in international sell-side equity research and at Booz, Allen & Hamilton and Ernst & Young in venture exploration and reengineering business processes.

**Linda M. Lansing.** Ms. Lansing is the senior vice president of operations and clinical services at [Surgical Care Affiliates](#). She is a nurse with 38 years of healthcare experience in hospital and outpatient services, physician practice management, intensive care, pediatrics, dialysis and ambulatory surgery centers. She also serves as part of the Expert Group for the ASC Quality Collaboration.

**Matt Lau, CPA.** Mr. Lau is the corporate controller at [Regent Surgical Health](#), where he brings 14 years of finance and accounting experience. Prior to joining Regent, Mr. Lau held positions with Paincare America and Option Care. He earned his BS in accountancy from Northern Illinois University in DeKalb, Ill., and his MBA from DePaul University Kellstadt Graduate School of Business in Chicago.

**Jeff Leland.** Mr. Leland is the CEO of [Blue Chip Surgical Partners](#), a surgery center management and development company focused on bringing outpatient spine surgery to the ASC. Mr. Leland previously served as executive director of Lutheran General Medical Group, a 260-physician, multi-specialty medical group in Chicago. In the past he served as a senior-level executive with Advocate Health Care in Chicago, where he was responsible for business development and Advocate's 225,000-member health plan.

**Brad D. Lerner, MD, FACS.** Dr. Lerner is the clinical director at Houston-based [Summit Ambulatory Surgery Centers](#). He has practiced urology for more than 20 years and has served as the clinical director of ASCs for 15 years. He was one of the first fertility specialists in Maryland and is highly experienced in urologic microsurgery. Prior to joining Summit, Dr. Lerner served as clinical director of Urologic Surgery Associates ASCs in Baltimore for 11 years.

**Michael J. Lipomi.** Mr. Lipomi is president and CEO of [Surgical Management Professionals](#). Mr. Lipomi has more than 30 years of experience in hospital and ambulatory surgery facility management. Prior to his current role, he was president of Dallas-based RMC MedStone, where he owned and managed several surgery centers and a surgical hospital.

**Kate Lovrien.** Ms. Lovrien is the senior manager at [Kurt Salmon](#). She has 14 years of healthcare experience in project management, strategic planning, financial modeling and business development in the biotechnology and healthcare industries. Recent projects have included system strategic planning, service line planning focused on cardiovascular services and hospital/physician collaboration planning.

**Tom Mallon.** Mr. Mallon is the CEO of [Regent Surgical Health](#), which he co-founded in 2001. He was previously a partner with Gryffindor Capital Partners, a Chicago-based venture-capital fund, and at Same Day Surgery, which acquired five distressed and underutilized ASCs and a physician management company. Prior to joining Same Day Surgery, he was vice president of leasing and marketing for JMB Realty and later for Miglin-Beitler Developments, both in Chicago.

**Laximaiah Manchikanti, MD.** Dr. Manchikanti is the CEO of [Pain Management Center of Paducah](#) (Ky.) and is also chairman of the board and CEO of the American Society of Interventional Pain Physicians and Society of Interventional Pain Management Surgery Centers. He has been in private practice in Paducah since 1980, and has been instrumental in the preservation of interventional pain management. He earned his medical degree from Gandhi Medical College in India and completed his fellowship in anesthesiology and critical care medicine at the University of Pittsburgh School of Medicine.

**John Martin.** Mr. Martin is the CEO of [OrthoIndy](#), an Indianapolis-based orthopedic practice with 14 locations around the city. The practice includes 70 orthopedic specialists who focus on joint replacement, spine care, trauma, orthopedic oncology and extremities care. The physicians of OrthoIndy also own an orthopedic hospital, Indiana Orthopaedic Hospital.

**Reed Martin.** Mr. Martin, COO of Sioux Falls, S.D.-based [Surgical Management Professionals](#), has more than 28 years of healthcare management experience. He most recently held the position of COO in the physician services division for Nueterra Healthcare. He was previously vice president of operations for Nueterra, which included management responsibilities for clinical excellence, operational efficiency and profitability of 25 ambulatory surgery centers and surgical hospitals.

**Brian Mathis.** Mr. Mathis is vice president of surgery at [Surgical Care Affiliates](#), where he has served for nearly three years. In the past, Mr. Mathis served as associate and then manager at management consulting firm McLean, Va.-based Blue Ridge Partners.

**Bernard McDonnell, DO.** Dr. McDonnell is a physician surveyor and team captain for [Hospital Facilities Accreditation Program](#). Dr. McDonnell has experience surveying acute care hospitals, critical access hospitals, ASCs and stroke centers. He is a retired physician, having spent a large part of his career as an otolaryngologist in Philadelphia.

**Amber McGraw Walsh, JD.** Ms. Walsh is a partner at [McGuireWoods](#), where her practice focuses on corporate healthcare transactional work and regulatory matters. Her previous experience includes representing various healthcare providers, negotiating and drafting transaction documents and counseling on legal aspects of day-to-day operations.

**Dawn McLane, RN, MSA, CASC, CNOR.** Ms. McLane is the regional vice president of [Health Inventures](#) in Broomfield, Colo. During her career, she has served with Aspen Healthcare and as CDO for Nikitis Resource Group. During that time, she participated in the management and development of more than 20 surgery centers.

**Alfred McNair, MD.** Dr. McNair is a gastroenterologist who founded [Digestive Health Center](#) in Biloxi, Miss. He earned his medical degree at Presbyterian-St. Luke's Medical Center in Denver and has practiced at several hospitals in Mississippi, most recently being Ocean Springs Hospital. He completed his medical and specialty training at Stanford (Calif.) University and Columbia University in New York City.

**Todd Mello.** Mr. Mello is partner and co-founder of [HealthCare Appraisers](#) in Castle Rock, Colo. He has more than 20 years in healthcare finance and valuation experience. He previously served as vice president of business development for a neuro-musculoskeletal physician management company.

**Keith Metz, MD.** Dr. Metz is the medical director of [Great Lakes Surgical Center](#) in Southfield, Mich., which includes four ORs and one procedure room. He is a clinical anesthesiologist and he has served on the board of directors for the ASC Association. Dr. Metz earned his medical degree at Wayne State University in Detroit.

**Gregory D. Miller.** Mr. Miller is the senior investment advisor at [Sanford C. Bernstein & Co.](#), a research-driven investment firm based in New York City. The company offers advisory services and work with a wide range of clients from across the world.

**Steve Miller.** Mr. Miller is the director of government and public affairs with the [Ambulatory Surgery Center Association](#). Before joining ASCA, he was the director of OPHTHPAC and political affairs for the American Academy of Ophthalmology. He also was the senior director of legislative affairs for the American Health Care Association.

**Yvonda Moore, MBA, CHFP.** Ms. Moore is the director of implementation at [GENASCIS](#), a Los Angeles-based company that provides billing, coding and transcription services to ambulatory surgery centers. She has more than 20 years of experience in healthcare accounting/finance and business office operations.

**Rob Murphy.** Mr. Murphy is founder, president and CEO of [Murphy Healthcare Group](#) in Montvale, N.J., and New York City. He has played a key role in the turnaround of more than 30 ambulatory surgery centers. His ASC Turnaround Group specializes in revitalizing, restructuring and acquiring underperforming ASCs in the United States.

**Jon O'Sullivan.** Mr. O'Sullivan is a senior principal and founding member of [VMG Health](#). He has experience in transactional advisory services in the healthcare market, financial valuation and joint ventures. He previously founded PracticeTech, a provider of network technology solutions and support within the healthcare industry.

**Mike Orseno.** Mr. Orseno is the revenue cycle director at [Regent Surgical Health](#), based in Westchester, Ill. He focuses on monitoring and testing components of the revenue cycle process to ensure compliance and accuracy. He previously served as the revenue cycle administrator for the Chicago Institute of Neurosurgery and Neuroresearch.

**Scott Palmer.** Mr. Palmer is the president and COO of the ambulatory surgery center division of [SourceMedical Solutions](#), based in Wallingford, Conn. He has more than 25 years of experience working with outpatient healthcare facilities, having been the founder and president of Temple Information Systems. He founded Prescient Healthcare Systems and helped launch CTQ Solutions.

**Charles Peck, MD, FACP.** Dr. Peck is the president and CEO of [Health Inventures](#), based in

Broomfield, Colo. He has more than 30 years of healthcare experience as a clinician, internist, rheumatologist, scientist and other roles within the healthcare environment. As CEO of Health Inventures, he actively oversees the company's growth in outpatient surgery partnerships as well as physician practice management and inpatient perioperative management with hospitals and physicians.

**Jeff Péo.** Mr. Péo is the vice president of acquisitions and development for the [Ambulatory Surgical Centers of America](#). He graduated from Brigham Young University in Provo, Utah, with a degree in manufacturing engineering. Prior to joining ASCOA, Mr. Péo ran a knowledge management and IT consulting division for a Fortune 100 company.

**Ron Pelletier.** Mr. Pelletier is vice president of market strategy for [SourceMedical](#). He has experience in the operational and design aspects of technology systems for outpatient surgery. He has helped several facility operators select and implement systems and has designed procedures and protocols for better returns on system investments.

**Linda Peterson.** Ms. Peterson is the CEO of [Executive Solutions for Healthcare](#), based in Chandler, Ariz. She has more than 30 years of experience in development and operational management of healthcare organizations. Her main areas of expertise include design and development of new business and product lines as well as merger and acquisition experience in the ambulatory service sector.

**Bill Phillips.** Mr. Phillips is the vice president and chief revenue officer of [Healthcare Revenue Strategies](#). He also is a former partner and national director of managed care practice at KPMG. Mr. Phillips also is an adjunct professor of healthcare finance with the department of health services management and leadership at George Washington University in Washington, D.C.

**David J. Pivnick, JD.** Mr. Pivnick is an associate with [McGuireWoods](#) in Chicago. He has a professional focus on complex commercial litigation with an emphasis on healthcare litigations. His experience includes representing and advising healthcare and other clients on several matters, including contract law, False Claims Act and partnership disputes.

**Thomas J. Pliura, MD, JD, PC.** Dr. Pliura is a physician and attorney at law with the company he founded, [zChart](#), an electronic medical records-related company based on LeRoy, Ill. He has also served as founder and manager of four ASCs. In 1998, he sought and received the first favorable Medicare Advisory Opinion in the country, certifying that a proposed ASC was exempt from Stark Laws under a rural provider exemption.

**John Poisson.** Mr. Poisson is the executive vice president of [Physicians Endoscopy](#), based in Doyleston, Pa. During his more than 17 years of healthcare experience, he has served in senior management positions within both corporate development and operations roles. Prior to Physicians Endoscopy, Mr. Poisson was vice president of client services at Transcend Services and vice president of new business development at Coastal Physician Group.

**William Prentice, JD.** Mr. Prentice is the executive director of the [ASC Association](#) and [Ambulatory Surgery Foundation](#). He previously served as senior vice president of government

and public affairs at the American Dental Association and vice president of a New Jersey public affairs firm. He has more than 17 years of experience working with healthcare organizations.

**Tom Price, MD.** Dr. Price (R-Ga.) is a member of the [U.S. House of Representatives](#) from Georgia's sixth congressional district and has served in that position since 2005. He is currently the chairman of the Republican Policy Committee. For nearly 20 years, Dr. Price worked in private practice as an orthopedic surgeon.

**Michael R. Redler, MD.** Dr. Redler is a founding partner of [The Orthopaedic and Sports Medicine Center](#) in Fairfield, Conn. He is a fellowship-trained orthopedic sports medicine and hand surgeon. He serves as an orthopedic consultant to Major League Lacrosse and associate clinical professor for the department of physical therapy and athletic trainers at Sacred Heart University in Fairfield, Conn.

**Rosalind Richmond.** Ms. Richmond is the chief coding compliance officer for [GENASCIS](#), a company that provides billing, coding and transcription services to ambulatory surgery centers. She has more than 30 years of experience as a coding and HIM consultant. During her career, Ms. Richmond also served as the data quality committee chair for Colorado Health Information Association for four years.

**Patrick Richter.** Mr. Richter is the vice president of business development for [United Surgical Partners International](#). Prior to joining USPI, he spent 13 years serving in various capacities at Baylor Health Care System in Dallas, most recently as the vice president of business development. Mr. Richter received a bachelor's degree in accounting and a master's degree in taxation from Texas A&M University.

**Herbert W. Riemenschneider, MD.** Dr. Riemenschneider is the principal physician and urologic surgeon at [Riverside Urology](#) in Columbus, Ohio. He is also a clinical assistant professor of urology at The Ohio State University's College of Medicine and is the director of urologic education at Riverside Methodist Hospitals, both in Columbus. Dr. Riemenschneider performed the first prostate cryoablation in Ohio in 1993 and continues to perform the procedure today.

**Regina Robinson.** Ms. Robinson is the director and administrator at [Peninsula Surgery Center](#) in Newport News, Va. Services at the surgery center includes general surgery, gynecology, orthopedics, otolaryngology, pain management and plastic surgery. The ASC includes electronic medical records and electronic patient monitoring throughout the facility.

**Michael Romansky, JD.** Mr. Romansky is the Washington Counsel and vice president of corporate development for the [Outpatient Ophthalmologic Surgery Society](#). He has practiced exclusively in health law, representing healthcare providers, companies and organizations. He also has served as the Washington counsel to many other medical specialty and health trade associations.

**Blayne Rush.** Mr. Rush is president of [Ambulatory Alliances](#), a boutique investment banking, business brokerage and strategic advisory firm for surgery and radiation oncology centers. He is

a FINRA-licensed investment banker, specializing in acquisitions, alliances and access to capital markets. With more than 15 years experience in healthcare, he has completed acquisition searches for more than 200 healthcare clients, ranging from physician-owned cancer centers to large corporations focusing on the oncology market.

**Michael E. Russell II, MD.** Dr. Russell is a spine surgeon at [Azalea Orthopaedics](#) in Tyler, Texas. He currently serves on the board of directors and as president of Physician Hospitals of America and Texas Spine and Joint Hospital in Tyler. He earned his medical degree at the University of Southwestern Medical School in Dallas and completed a spine surgery fellowship at The Carolinas Medical Center at Charlotte (N.C.).

**Karen Sablyak, CPA.** Ms. Sablyak is CFO and executive vice president of management services at [Physicians Endoscopy](#), which develops and manages endoscopic ambulatory surgery centers. She has more than 10 years experience in healthcare financial and business operations. Ms. Sablyak directed a transition to a paperless A/R billing system and strives to enhance performance through the company's payer contracting services, group purchasing discounts and performance benchmarking.

**Steven Schuleman, MD.** Dr. Schuleman is a board-certified anesthesiologist with [CHRISTUS Health](#) in San Antonio. Dr. Schuleman earned his medical degree at the University of Texas Health Science Center in San Antonio and completed a fellowship at Emory University Affiliated Hospitals in Atlanta.

**Matt Searles.** Mr. Searles is the managing director of [Merritt Healthcare](#), a company he has served with for more than 10 years. He has managed and advised dozens of healthcare facilities. His background includes experience in corporate finance and venture capital-backed companies.

**Phenelle Segal, RN, CIC.** Ms. Segal is the president of [Infection Control Consulting Services](#). She has more than 28 years of infection prevention and control experience, and has led the State of Pennsylvania's mandatory Healthcare-Associated Infections Advisory panel. She also provides consulting services to ASCs, an acute care hospital and nursing home facilities.

**John Seitz.** Mr. Seitz is the co-founder, chairman and CEO of [Ambulatory Surgical Group](#). He has more than 25 years of experience in healthcare, having previously co-founded and served as president of Surgem, based in Oradell, N.J. He was also the founder and CEO of Cornerstone Physicians, a medical practice management company based in Joplin, Mo.

**Caryl Serbin, RN, BSN, LHRN.** Ms. Serbin is executive vice president and chief strategy officer for [SourceMedical](#), which provides clinical and business software solutions for ambulatory surgery centers. She was founder and CEO of Serbin Surgery Center Billing, which was recently purchased by SourceMedical as the core of their new billing division, Revenue Cycle Solutions. Ms. Serbin has more than 25 years experience in healthcare industry, with the last 18 years spent in ambulatory surgery administration and consulting.

**David Shapiro, MD.** Dr. Shapiro is a partner with [Ambulatory Surgery Company](#), an ASC consulting company. In addition to his time as a practicing anesthesiologist, he has served on the

board of directors for the Ambulatory Surgery Center Association and chaired the Florida Society of Ambulatory Surgery Centers. He holds designations as a certified professional in healthcare risk management and is certified in healthcare compliance.

**Jeffrey Simmons.** As chief development officer for Westchester, Ill.-based [Regent Surgical Health](#), Mr. Simmons is responsible for overseeing the company's acquisition and development of surgery centers. He began his healthcare career more than 25 years ago as vice president of marketing at American Medical International, overseeing business development for 18 hospitals. He has been the CEO of two specialty hospitals, an associate CEO of a full service acute care hospital, and a founder of IntensiCare, a venture-financed hospitalist company.

**Brooke Smith.** Ms. Smith is administrator of the [Maryland Surgery Center for Women](#) in Rockville, an [ASCOA](#) center. She successfully took a struggling ASC and turned it into a safe, profitable and professional facility, increasing collections from \$70,000 a month to \$240,000 and decreasing days in A/R to 25 days. With six staffing hours per case and supply costs of less than \$200 per case, the center performs at the top of national benchmarks.

**Jimmy St. Louis, III, MBA.** Mr. St. Louis is the vice president corporate development at [Laser Spine Institute](#) in Tampa, Fla. Laser Spine Institute includes four surgery center locations in Tampa, Philadelphia, Scottsdale, Ariz., and Oklahoma City. Surgeons at Laser Spine Institute perform a proprietary minimally invasive endoscopic spine surgery.

**Thomas J. Stallings, JD.** Mr. Stallings is a partner at [McGuireWoods](#) in Richmond, Virginia. His practice focuses on healthcare law and includes healthcare contracts, state and federal self-referral and fraud and abuse prohibitions. He is the past chairman of the Board of Governors of the Virginia State Bar's Health Law Section, and he currently serves on the Virginia State Bar's Health Law Section Council.

**Marc Steen.** Mr. Steen is market president in Atlanta for [United Surgical Partners International](#), which develops and manages ASCs and short-stay hospitals. In that role, he oversees six USPI ambulatory surgery centers in the Atlanta market, along with management responsibilities for Resurgens Orthopaedics. Prior to this role, he served as vice president of development and operations in the Arizona and Nevada markets. He has also been responsible for developing and overseeing sales functions for domestic facilities and international hospital networks at USPI.

**John C. Steinmann, DO.** Dr. Steinmann treats traumatic spinal injuries as well as degenerative problems of the neck and low back. He is the director of Spine Trauma at [Arrowhead Regional Medical Center](#) in Calton, Calif., as well as an assistant clinical professor at Western University. He is also an officer of Renovis Surgical Technologies, based in South San Francisco, maker of the S. 100 Pedicle Screw System.

**Steven H. Stern, MD, MBA.** Dr. Stern is vice president for Cardiac & Orthopedics and Neurosciences at [UnitedHealthcare](#). He is a board-certified orthopedic surgeon, specializing in adult reconstruction. At UnitedHealthcare, he is responsible for issues relating to musculoskeletal care including joint arthroplasty surgery. He has more than 20 years of orthopedic surgical experience and has published multiple articles on total knee and hip

arthroplasty.

**Stephanie L. Stinson, RN, BSN, CASC.** Ms. Stinson is administrative director for [Strictly Pediatrics](#), a pediatrics-only ASC in Austin, Texas, managed by ASD Management. Working as a nurse for 17 years, she served as a staff nurse in the neurosurgical intensive care unit, surgery and recovery rooms. She has been administrative director for Strictly Pediatrics since it opened in 2006.

**Melissa Szabad, JD.** As a partner at the law firm of [McGuireWoods](#) in Chicago, Ms. Szabad counsels and advises clients on an array of corporate and regulatory matters, including healthcare fraud and abuse, compliance, physician self-referral, professional standards, governmental reimbursement, facility licensure and accreditation, formation, merger and acquisition and joint venture transactions.

**Barry Tanner.** Mr. Tanner has been president and CEO of [Physicians Endoscopy](#), based in Doylestown, Pa., since 1999. The company currently manages 17 endoscopy centers. Before joining Physicians Endoscopy, he co-founded Navix Radiology Systems, helping the company grow to more than \$75 million in revenues. He was also COO of HealthInfusion, a provider of home intravenous therapy services. Before entering healthcare, Mr. Tanner managed financial and operational turnarounds of publicly traded companies.

**Vivek Taparia.** Mr. Taparia is director of business development for [Regent Surgical Health](#), which develops, manages and invests in surgery centers. He performs due diligence on new business opportunities and leads strategic initiatives for the company's centers. Before joining Regent, he developed marketing strategies for a surgical product line at Johnson & Johnson worth millions of dollars and advised healthcare companies on finance issues at the investment bank of JP Morgan.

**Larry Taylor.** Mr. Taylor is president and CEO of [Practice Partners in Healthcare](#), which is based in Birmingham, Ala., and provides management and operational services to ASCs. He has more than 30 years experience in healthcare delivery, management and physician relations. He previously served as president and COO for a large provider of ASCs and has worked with physicians on projects ranging from acute care to diagnostics, physical rehabilitation and outpatient surgery centers. Mr. Taylor entered healthcare as a certified athletic trainer and focused on delivery of sports medicine and orthopedic care.

**LoAnn Vande Leest, RN.** Ms. Vande Leest is clinical director and acting CEO of [The Surgery Center](#) in Franklin, Wis., a joint venture between Associated Surgical & Medical Specialists and Aurora Health Care Ventures. The Surgery Center has five operating suites, four procedure rooms, two endoscopy GI suites, areas for pre- and post- surgery observation, and a recovery area. It is accredited by the Accreditation Association for Ambulatory Health Care.

**Pedro Vergne-Marini, MD.** Dr. Vergne-Marini is founder and managing member of [Physicians' Capital Investments](#), which is based in Plano, Texas. It has developed and constructed 14 medical office and clinical facilities in just its first three years. More than 500 physicians have invested in PCI projects. The company currently has 11 projects in development or construction.

**Jonathan Vick.** Mr. Vick is founder and president of [ASCs Inc.](#), which is based in Valley Center, Calif., and has assisted in development, merger and acquisition transactions for more than 200 physician-owned ASCs, endoscopy centers and surgical hospitals since 1984. He founded and was a principle shareholder of Surgery Center Development Corp. He was also a corporate partner for a national network of surgery and endoscopy centers acquired by a national ASC management company in 1995.

**Karen Vittetoe.** Ms. Vittetoe is an administrator, [Thomas Johnson Surgery Center](#) in Frederick, Md., an [ASCOA](#) center. Surgeons at the ASC focus on general surgery, gynecology, neurospine, podiatry and urology. She has served with the center since it opened in 2008.

**Brice Voithofer.** Mr. Voithofer leads the anesthesia, pain management and surgery center division of [AdvantEdge Healthcare Solutions](#). He is responsible for operations, client support and growth. He has experience in managing radiology, anesthesia and pathology practices and previously served at medical billing and payor firms in several capacities.

**Bill Walton.** Mr. Walton is a former professional basketball player who played on the Portland Trailblazers and Boston Celtics championship teams. He was inducted into the NBA Hall of Fame in 1993. He has also received an Emmy for his work on an environmental documentary filmed in the Philippines and starred in several feature films. His career includes time a sportscaster with ABC, ESPN, NBC, CBS, Fox, MSNBC and the NBA. He currently serves as the executive chairman of [CONNECT SD Sport Innovators](#).

**Michael Weaver.** Mr. Weaver is a vice president of acquisitions and development at Nashville, Tenn.-based [Symbion Healthcare](#), where he has served for more than a decade. He was previously the director of corporate development for Sheridan Healthcare, where he was responsible for internal growth and growth through acquisitions and development. He is an experienced speaker on surgery center and physician-owned hospital acquisitions and development.

**Kristian Werling, JD.** Mr. Werling is a partner [McGuireWoods](#) in Chicago. His practice focuses on corporate healthcare transactions and regulatory matters for healthcare and life sciences companies. He has experience representing private equity and venture capital investors in healthcare and life sciences, and works with cross-disciplinary teams to conduct legal due diligence and execute acquisitions.

**Robert Westergard, CPA.** Dr. Westergard is the CFO of [Ambulatory Surgical Centers of America](#). He previously served as the controller for Truman Capital Advisors and has experience in finance and accounting in the software, chemical and healthcare industries.

**Terry Woodbeck.** Mr. Woodbeck is the CEO of [Tulsa \(Okla.\) Spine & Specialty Hospital](#). He has more than 30 years of healthcare experience, including physician practice management, clinic administration and research in the field of capitation rates and managed care contracting. He previously served as CEO of Oklahoma Spine and Brain Institute in Tulsa.

**Kim Woodruff.** Ms. Woodruff is the vice president of corporate finance and compliance at [Pinnacle III](#), based in Fort Collins, Colo., and is a member of the Healthcare Billing Management Association. She previously served as practice manager for a group of psychologists; as business office manager and controller for an outpatient physical and occupational therapy practice; and in CFO positions in inpatient rehabilitation and long-term acute care hospitals.

**Tom Yerden.** Mr. Yerden is CEO and founder of [TRY HealthCare Solutions](#) in Salmon, Idaho, and has more than 28 years of experience in the ASC industry. He has experience developing more than 70 surgery centers and founding Aspen Healthcare, based in Kent, Ohio. He has also served in executive positions in several healthcare systems and large physician group practices.

**Joseph Zasa, JD.** Mr. Zasa is a managing and founding partner [ASD Management](#), based in Dallas, where he works with existing ASCs that require turnaround expertise as well as developing new outpatient surgery centers. He previously served as the president of the Texas Ambulatory Surgery Center Association and continues to serve on the board. He also has experience with acquisitions and physician development and directing surgery center operations.

**Robert Zasa, MAHHA, FACMPE.** Mr. Zasa is a managing and founding partner of [ASD Management](#), which has bases in Dallas and Los Angeles. His career spans more than four decades of managing and developing ASCs and is a fellow in the American College of Medical Practice Executives.

**Bryan Zowin.** Mr. Zowin is president of [Physicians Advantage](#), based in Jacksonville, Fla., provides the Comprehensive Asset Protection Solutions program to help physicians with planning and implementing advanced wealth preservation and accumulation strategies.

**Faris Zureikat.** Mr. Zureikat is an administrator at [North Texas Surgery Center](#) in Dallas. The ASC is accredited by the Joint Commission and includes specialists in dental and oral surgery, orthopedic surgery, ophthalmology, podiatry, urology and pain management, among others. The surgery center has four operating rooms and one treatment room.

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