

2018 NEW YORK METRO ASC SYMPOSIUM

Bringing ASC Leaders to NYC
New York Marriott Marquis
 November 2, 2018

PROGRAM AGENDA

7:45 –
 8:30 **BREAKFAST AND REGISTRATION (EXHIBIT HALL ~ Salon 1 & 2 and Julliard Complex)**

8:30
 8:45 – **WELCOMING REMARKS (SALON 3 & 4)**
Andrew E. Blustein, Esq., Vice Chairman, Garfunkel Wild, P.C.

8:45–
 9:30 **STATE OF THE UNION (SALON 3 & 4) (AEU Credits Pending)**
National Perspective:
William Prentice, CEO, Ambulatory Surgery Center Association

State Update:
Tom Faith, President, New York State Association of Ambulatory Surgery Centers
Jeffrey Shanton, President, New Jersey Association of Ambulatory Surgery Centers
Lisa Winkler, Connecticut Association of Ambulatory Surgery Centers

*Moderated by **Greg Bloom, Esq.**, Partner/Director, Garfunkel Wild, P.C.*

9:30
 10:45 **Ritz Carlton (Salon 3 & 4)**
Creating an Exceptional Patient Experience. (AEU Credits Pending)
 Hear from Ritz Carlton executive leadership and gain a competitive advantage by applying Ritz Carlton techniques to your ASC.
*Introduction by **Nelson Gomes**, President and CEO, PriorityOne Group*

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| 10:45 11:15 | BREAK (EXHIBIT HALL) | | | | |
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| | <u>TRACK A</u> (SALON 3) | <u>TRACK B</u> (SALON 4) | <u>TRACK C</u> (CARNEGIE/ LYCEUM) | <u>TRACK D</u> (EDISON) | <u>TRACK E (BOOTH)</u> (CLINICAL TRACK) |
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| 11:20 – 12:20 | <p>Practice Roll Up Opportunities (AEU Credits Pending)</p> <p><i>Henry H. Bloom</i>, Founder & President, The Bloom Organization</p> | <p>Why Worry About a Governmental or Commercial Payer Audit? (AEU Credits Pending)</p> <p><i>Wiks Moffat</i>, HealthCare Compliance Network</p> <p><i>Peter Hoffman</i>, Partner/Director, Garfunkel Wild, P.C.</p> | <p>Decision-Making Strategies that Improve Your Financial Outcome (AEU Credits Pending)</p> <p><i>John Goehle</i>, MBA CASC CPA, Ambulatory Healthcare Strategies</p> <p><i>Dan Schneider</i>, CEO, SIB Fixed Cost Reduction</p> | <p>How Data Can Improve the Patient Experience (AEU and CEU Credits Pending)</p> <p><i>Marta Shultz</i>, BSMT, ASCP Qualworx Product Manager, Cyramedx</p> <p><i>Maura Cash</i>, Director of Clinical Services, HSTPathways</p> <p><i>John J. Huggins</i>, Chairman and President, Notable Systems, Inc.</p> <p><i>Kenneth McDonald</i>, Director Of Sales And Business Development ASC at M*Modal</p> | <p>Infection Control in the ASC (AEU and CEU Credits Pending)</p> <p><i>Amiee Mingus</i>, BSN, CPAN, CASSPT, Director of Clinical Support, Physicians Endoscopy</p> |

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| 12:20 - 1:20 | LUNCH (EXHIBIT HALL) | | | | |
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| | <u>TRACK A</u> (SALON 3) | <u>TRACK B</u> (SALON 4) | <u>TRACK C</u> (CARNEGIE/ LYCEUM) | <u>TRACK D</u> (EDISON) | <u>TRACK E (BOOTH)</u> (CLINICAL TRACK) |
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| 1:25- 2:25 | <p>Top 5 HR Issues that Affect Your Bottom Line (AEU Credits Pending)</p> <p><i>Tom Jacobs</i>, Chief Executive Officer and Co-Founder, MedHQ</p> <p><i>Andrew Zwerling</i>, Partner/Director, Garfunkel Wild, P.C.</p> <p><i>Sal Puccio</i>, Partner, Garfunkel Wild, P.C.</p> | <p>Preventing Malpractice in an ASC (AEU Credits Pending)</p> <p><i>Martin T. Kaiser</i>, CPHQ Risk Management Consultant, Medical Liability Mutual Insurance Company (MLMIC)</p> | <p>How to Maximize Payor Contracts (AEU Credits Pending)</p> <p><i>Dan Connolly</i>, VP of Payer Relations & Contracting, Pinnacle III</p> <p><i>I. Naya Kehayes</i>, Principal, ECG Management Consultants</p> <p><i>Ellis “Mac” Knight</i>, MD, MBA, Senior Vice President & Chief Medical Officer, Coker Group</p> <p>Moderated by <i>Debra Silverman, Esq.</i>, Partner/Director, Garfunkel Wild, P.C.</p> | <p>Future of Physician Private Practice Management and Surgery Centers (AEU Credits Pending)</p> <p><i>Roy Bejarano</i>, Chief Strategy Officer, Physicians Endoscopy</p> <p><i>Robert C. Goettling</i>, Principal, The Bloom Organization</p> | <p>CMS Quality Reporting (AEU and CEU Credits Pending)</p> <p><i>Jovanna Grissom</i>, VP of Operations, Pinnacle III</p> <p><i>Bruce Bardall</i>, Director, Clinical Support, Implementation, Physicians Endoscopy</p> |
| 2:25- 2:55 | BREAK (EXHIBIT HALL) | | | | |

| | <u>TRACK A</u> (SALON 3) | <u>TRACK B</u> (SALON 4) | <u>TRACK D</u> (EDISON) | <u>TRACK E (BOOTH)</u> <u>(CLINICAL TRACK)</u> |
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| 3:00-4:00 | <p>Building the Supply Chain of the Future (AEU Credits Pending)</p> <p><i>Sergio Remon</i>, Director Materials Management, Greenwich Village ASC</p> <p><i>Jeff Lawrence</i>, Vice President of Business Development, Inventory Optimization Solutions (IOS)</p> | <p>Current Valuation Trends in ASC Transactions (Salon 4) (AEU Credits Pending)</p> <p><i>Nicholas J. Janiga</i>, ASA, Partner HealthCare Appraisers, Inc.</p> <p><i>Curtis Bernstein</i>, CPA/ABV, CVA, ASA, CHFP, MBA – Principal, Pinnacle Healthcare Consulting</p> <p><i>Max Reiboldt</i>, CPA, President/CEO, Coker Group</p> | <p>Building and Financing an ASC (AEU Credits Pending)</p> <p><i>Peter J. Morandi</i>, CEO, Eastman Cooke Construction</p> <p><i>Elizabeth Butler</i>, Senior Vice President, Valley National Bank</p> <p><i>Andrew J. Schulson, Esq.</i>, Partner/Director, Garfunkel Wild, P.C.</p> | <p>Medical Staff Credentialing and Peer Review – Common Mistakes (AEU and CEU Credits Pending)</p> <p><i>Debbie Comerford</i>, President at Ambulatory Surgery Center Quality Services, LLC</p> <p><i>Stacey Gulick, Esq.</i>, Partner, Garfunkel Wild, P.C.</p> |
| 4:00-5:00 | COCKTAIL RECEPTION (EXHIBIT HALL) | | | |

