



GARFUNKEL WILD, P.C.
ATTORNEYS AT LAW

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: Jon Van Valkenburg, CASC, 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

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

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

2:25- 2:55	BREAK (EXHIBIT HALL)				
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	<u>TRACK A</u> (SALON 3)	<u>TRACK B</u> (SALON 4)	<u>TRACK D</u> (EDISON)	<u>TRACK E (BOOTH)</u> (CLINICAL TRACK)
3:00-4:00	<p>Building the Supply Chain of the Future (AEU Credits Pending)</p> <p>Sergio Remon, Director Materials Management, Greenwich Village ASC</p> <p>Jeff Lawrence, Vice President of Business Development, Inventory Optimization Solutions (IOS)</p>	<p>Current Valuation Trends in ASC Transactions (Salon 4) (AEU Credits Pending)</p> <p>Nicholas J. Janiga, ASA, Partner HealthCare Appraisers, Inc.</p> <p>Curtis Bernstein, CPA/ABV, CVA, ASA, CHFP, MBA – Principal, Pinnacle Healthcare Consulting</p> <p>Max Reiboldt, CPA, President/CEO, Coker Group</p>	<p>Building and Financing an ASC (AEU Credits Pending)</p> <p>Peter J. Morandi , CEO, Eastman Cooke Construction</p> <p>Elizabeth Butler, Senior Vice President, Valley National Bank</p> <p>Andrew J. Schulson, Esq., Partner/Director, Garfunkel Wild, P.C.</p>	<p>Medical Staff Credentialing and Peer Review – Common Mistakes (AEU and CEU Credits Pending)</p> <p>Debbie Comerford, President – Ambulatory Surgery Center Quality Services, LLC</p> <p>Stacey Gulick, Esq., Partner, Garfunkel Wild, P.C.</p>
4:00-5:00	COCKTAIL RECEPTION (EXHIBIT HALL)			