



MAY 6-7

PPM ASC 2021

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Over the past year, the physician practice management (PPM) and ambulatory surgery center (ASC) industries have played a key role in transforming the healthcare industry to meet the demands of the COVID-19 pandemic and improve care delivery beyond the current crisis.

PPM deal volume has surged to new heights following last year's initial pause. Post-COVID-19, physicians are increasingly willing to align themselves with PPMs, leading to new partnerships and forward-thinking collaborations. Similarly, ASC transactions continue apace, as the pandemic shone a dramatic spotlight on ASCs' critical role in the healthcare delivery system.

At McDermott's 2021 PPM & ASC Symposium, we'll explore strategies for navigating today's competitive market and making the most of opportunities for innovation. Our two-day virtual program will cover the following topics and more:

- › The current state of the PPM and ASC industries, including the evolution of the market, transaction terms, critical legal issues and opportunities on the horizon
- › The latest trends in PPM transactions, with a look at pipeline opportunities, valuations/multiples and evolving sell-side process strategies
- › Examples of innovation in the ASC industry, such as the rise in de novo ASCs and creative ASC/PPM collaborations
- › The move towards risk-based contracting and how it could affect the future success and profitability of PPMs
- › Strategies for helping to ensure physician satisfaction post-sale, maximizing alignment and fostering long-term commitment.

We hope you'll join us for this exclusive event and one-of-a-kind opportunity to network with leaders across the PPM and ASC industries.

SCHEDULE

THURSDAY, MAY 6, 2021
ASC SYMPOSIUM

All times are displayed in EDT

11:00 AM – 11:45 AM

STATE OF THE ASC INDUSTRY: PERSPECTIVES FROM LEADERS OF TOP ASC MANAGEMENT COMPANIES

This panel of senior leaders from the largest national ASC management companies will offer a “view from the top,” featuring their exclusive insights into what’s next for the ASC industry and an inside look at their company’s latest investment strategies.

- Eric Evans, Chief Executive Officer, Surgery Partners
- Jeff Snodgrass, President, AMSURG
- Caitlin Zulla, Chief Executive Officer, Surgical Care Affiliates
- Brett Brodnax, President & Chief Executive Officer, United Surgical Partners International

MODERATOR: Danielle E. Golino, Partner, McDermott Will & Emery

11:45 AM – 12:15 PM

ASC TRANSACTION OUTLOOK: THE RACE TOWARDS CONSOLIDATION CONTINUES

The COVID-19 pandemic and the continued emphasis on value based care has re-emphasized the ASCs essential role in the healthcare delivery system, increasing transactional activity in an already competitive marketplace. Our panelists will provide an outlook on transactional activity in today’s ASC industry, with a look at deal terms, pipeline opportunities and valuations/multiples.

- Matt Searles, Partner, Merritt Healthcare
- Jennifer Baldock, Executive Vice President, Chief Administrative & Development Officer, Surgery Partners
- Andrea McCawley, Chief Development Officer, United Surgical Partners International
- Robert C. Goettling, Principal, The Bloom Organization

MODERATOR: Ibrahim Barakat, Partner, McDermott Will & Emery

12:15 PM – 12:45 PM

INNOVATIONS IN THE ASC INDUSTRY

This panel will discuss recent innovations that are shaping the future of the ASC industry, including an uptick in de novo ASCs, unique ASC/PPM partnerships, the continued migration of surgical procedures to the outpatient setting, and a fresh look at bundled payments.

- Sara Bressman, Executive Vice President of Operations, SurgCenter Development
- DJ Hill, Chief Executive Officer, Compass Surgical Partners
- Paul Jawin, Executive Vice President, Network and Provider Development, Healthcare Performance Outcomes Co.

MODERATOR: Adam J. Rogers, Partner, McDermott Will & Emery

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SCHEDULE

FRIDAY, MAY 7, 2021
PPM SYMPOSIUM

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11:00 AM – 11:45 AM

STATE OF THE PPM INDUSTRY: PERSPECTIVES FROM LEADERS OF TOP PHYSICIAN PRACTICE MANAGEMENT COMPANIES

CEO's from leading PPM's representing a wide range of specialties will provide their insight, vision and strategies as the stewards of their companies and will address important macro issues including overall physician acceptance of the PPM model, movement towards risk based contracting and other critical issues that will impact the future success and profitability of PPM's.

- David Young, President & Chief Executive Officer, Physicians Endoscopy
- Mark Cherney, Chief Executive Officer, U.S. Urology Partners
- Kinga Huse, President, US Eye
- Jerry Rhodes, Chief Executive Officer, Dental Care Alliance

MODERATOR: Jerry J. Sokol, Partner, McDermott Will & Emery

11:45 AM – 12:15 PM

PPM BUY-SIDE TRANSACTION OUTLOOK: DEAL VOLUME ACCELERATES

Following a distinct pause in transaction activity initially caused by the acute impact of COVID and continued as a result of uncertainty and issues with valuation, PPM transactions have come roaring back. Our panel of Chief Development Officers from transactionally active PPMs will discuss current market trends, including deal terms, pipeline opportunities and valuations/multiples, as well as their strategies for getting deals done in today's environment.

- Mark Barron, Senior Vice President, Business Development & Doctor Partnerships, EyeCare Partners
- Chris Kehres, Chief M&A Officer, EVP Finance, GI Alliance
- Josh Peck, Chief Development Officer, Solaris Health
- JoAnn Wagner, Chief Development Officer, Pinnacle Dermatology

MODERATOR: Bernard P. Grondin, Partner, McDermott Will & Emery

12:15 PM – 12:45 PM

PPM SELL-SIDE TRANSACTION OUTLOOK

This panel of active healthcare investment bankers who focus on the PPM industry will discuss the positive impact that COVID had on physicians desire to affiliate with PPMs, evolving sell-side process strategies, and an overall sense of the physician practice market deal terms, including discussions of the hottest physician specialties.

- John C. Riddle, Managing Director, Brown Gibbons Lang & Company
- William Britton, Managing Director, Cross Keys Capital
- L.A. Galyon, IV, Managing Director and Partner, Brentwood Capital Advisors
- Henry Bloom, Founder and President, The Bloom Organization

MODERATOR: Kevin L. Miller, Partner, McDermott Will & Emery

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12:45 PM – 1:00 PM

THE PHYSICIANS' PERSPECTIVE FROM THE TOP

Hear from physician leaders who have sold their practices and are now senior executives of a PPM. These panelists will discuss how things have played out relative to their expectations, physician sentiment towards PPMs now that the “honeymoon” is over, and struggles and opportunities for the industry.

- Douglas W. Wisor, MD, Chief Executive Officer, National Spine & Pain Centers
- Neal C. Patel, MD, Chief Strategy Officer, United Digestive
- Steven Madreperla, MD, Chief Executive Officer and President, Prism Vision Group

MODERATOR: Joel C. Rush, Partner, McDermott Will & Emery

1:00 PM – 1:15 PM

SOLARIS: A CASE STUDY ON THE TRANSITION FROM INDEPENDENT PRACTICE TO PPM

- Deepak A. Kapoor, MD, Chairman of the Board and Chief Ecosystem Officer, Solaris Health
- Gary M. Kirsh, MD, President, Solaris Health

MODERATOR: Joel C. Rush, Partner, McDermott Will & Emery

1:15 PM – 1:45 PM

PHYSICIAN ALIGNMENT

This panel of McDermott lawyers will discuss the latest strategies to ensure physician alignment and long-term commitment to the PPM. We will address maximizing alignment with both creative compensation arrangements, including the return of profits interest, and with the cutting-edge terms of the practice acquisition transactions.

- Dana Dombey, Partner, McDermott Will & Emery
- Patrick Martinez, Partner, McDermott Will & Emery

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PEER-TO-PEER NETWORKING

McDermott is excited to feature a virtual networking option at the PPM and ASC Symposium. Attendees who opt in will be able to participate in virtual networking, which includes the opportunity to request a meeting with other attendees. Starting your new business connections is easy.

1. Opt in to networking when you register
2. Complete your profile – don't forget to include your interests and goals.
The more details you give the better your matches will be.
3. Receive your recommended networking matches
4. Request meetings with the matches that most interest you



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