



Track II, 11:00am – Noon

**Regulatory Compliance from the Financial View**

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*The ASC market is rapidly growing and getting significant attention as a result of the focus on lowering healthcare costs. Healthcare reform remains in flux, federal guidelines change each year, and state laws are tackling consumer protections. Federal payors and commercial insurers require unique processes with a growing focus on compliance. All of these changes have the potential to impact your ability to operate and stay profitable in the ASC environment. It is crucial that you remain knowledgeable about your state laws and federal regulations and are educated about how to properly manage your revenue cycle accordingly. Growing demands for price transparency, accurate coding and billing, and contract management are key areas of focus that support a healthy revenue cycle.*