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# Event Agenda

OEIS 13th Annual National Scientific Meeting

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## Thursday, March 19, 2026

7:00 AM - 8:00 AM

### **Breakfast Symposium: Sponsored by Abbott**

Location: Florentine Ballroom 1 & 2  
Speakers: Mike Watts, MD, Dane Gruenebaum, MD, Irene Zrelak

8:10 AM - 9:55 AM

### **Session 1 - Primer on Starting an Office Based Facility: OBL - ASC**

Location: Pompeian Ballroom 1 & 2  
Moderator: Robert Beasley

#### **Why do it?**

8:10 AM - 8:20 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Zachary Fang

#### **Models: Solo/Forming a Group/Adding to Existing Group**

8:20 AM - 8:30 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Ahmed Farag

#### **How to fail in your new OBL**

8:30 AM - 8:40 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Patrick Ryan, MD

#### **Models - Multi-Specialty**

8:40 AM - 8:50 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Kavi Devulapalli, MD

#### **Why the Office Based Lab is the First Step in Outpatient Care**

8:50 AM - 9:00 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Jeff Carr, MD

#### **OBL /ASC Hybrid: Is it the best of two worlds?**

9:00 AM - 9:10 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Kristen Richards

#### **Site Identification/Real Estate**

9:10 AM - 9:20 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Teri Yates

#### **Architectural Considerations**

9:20 AM - 9:30 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Paul W. Stegenga

#### **Proforma/Business Plan**

9:30 AM - 9:45 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Christopher Kwolek, MD

#### **Financing - Self JV**

9:45 AM - 9:55 AM  
Location: Pompeian Ballroom 1 & 2  
Speaker: Christopher Kwolek, MD

**8:10 AM - 9:50 AM**

**Session 1B - GEST @OEIS MSK**

Location: Pompeian Ballroom 3 & 4  
Moderator: Jafar Golzarian, MD ; Speaker: Alex Dabrowiecki

**Emboic Choices**

8:10 AM - 8:20 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Amin Astani, MD

**GAE/Patient Selection/Scoring tools**

8:20 AM - 8:30 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Bob Tahara

**Anatomy & Techniques**

8:30 AM - 8:40 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Chris Goettl, MD

**Existing data - update on literature**

8:40 AM - 8:50 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Brian Wong, MD

**Outcomes/Pitfalls and Lessons Learned**

8:50 AM - 9:00 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Ahmed Farag

**Plantar Fascia Anantomy and Techniques**

9:00 AM - 9:10 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Jafar Golzarian, MD

**Outcomes/Pitfalls and Lessons Learned**

9:10 AM - 9:20 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Amin Astani, MD

**Update on other sites of MSK Embolization**

9:20 AM - 9:30 AM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Alex Dabrowiecki

**Panel Discussion**

9:30 AM - 9:50 AM  
Location: Pompeian Ballroom 3 & 4

**9:55 AM - 10:10 AM**

**Meeting Break**

Location: Foyer

10:10 AM - 12:00 PM

**Session 2 - Primer on Starting an Office Based Facility: OBL - ASC**

Location: Pompeian Ballroom 1 & 2

Moderator: Christopher Kwolek, MD

**Capital Equipment: Fixed vs Mobile/ FMV vs Dollar Buyout**

10:10 AM - 10:20 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Robert Martinez

**Service Contracts (OEM vs 3rd party)**

10:20 AM - 10:30 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Block Imaging

**Consumables: Buy vs Consignment and GPO Considerations**

10:30 AM - 10:40 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Gabrielle Richardson

**Staffing: Front Desk, Billing, auth, Nurses, Technicians, MA - Virtual and Ai Solutions**

10:40 AM - 10:50 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Brent Larlee

**HR & Payroll/PEO professional Employer Org vs. in house payroll vs. payroll company**

10:50 AM - 11:00 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Brent Larlee

**Legal Discussion: What Constitutes an OBL vs ASC**

11:00 AM - 11:10 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Jason Greis

**Insurance Contracting: How to Get Them/ When to Start**

11:10 AM - 11:20 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Laurie Bouzarelos

**Compliance/Policy & Procedures**

11:20 AM - 11:30 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Magean Whaley

**Inspection/Risk Management/Accreditation**

11:30 AM - 11:40 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Magean Whaley

**OEIS Certification Program**

11:40 AM - 11:50 AM

Location: Pompeian Ballroom 1 & 2

Speaker: Sam Ahn

**Q&A**

11:50 AM - 12:00 PM

Location: Pompeian Ballroom 1 & 2

10:10 AM - 12:00 PM

**Session 2B - AMP @OEIS**

Location: Pompeian Ballroom 3 & 4

Moderator: Bret Wiechmann, MD, Mike Watts, MD

**Promoting Awareness of the CLTI Epidemic**

10:10 AM - 10:20 AM

Location: Pompeian Ballroom 3 & 4

Speaker: Eric Dippel, MD

**Vascular Deserts: Do They Really Exist? Where?**

10:20 AM - 10:30 AM

Location: Pompeian Ballroom 3 & 4

Speaker: Mike Watts, MD

**OBL/ASC as Center of Excellence for CLTI**

10:30 AM - 10:40 AM

Location: Pompeian Ballroom 3 & 4

Speaker: Bret Wiechmann, MD

**Patient Experience in OBL/ASC vs. Hospital Outpatient**

10:40 AM - 10:50 AM

Location: Pompeian Ballroom 3 & 4

Speaker: Sonya S Noor

**Management of Complications in the OBL**

10:50 AM - 11:00 AM

Location: Pompeian Ballroom 3 & 4

Speaker: Joel Rainwater

**Pedal Access in the OBL/ASC Setting: Over or Under-utilized?**

11:00 AM - 11:10 AM

Location: Pompeian Ballroom 3 & 4

Speaker: Fadi Saab, MD

**Pedal Acceleration Time (PAT): Utility & Practicality in the OBL**

11:10 AM - 11:20 AM

Location: Pompeian Ballroom 3 & 4

Speaker: Mary Costantino, MD FSIR

**Panel Discussion: Proving Ongoing Value of the OBL/ASC:**

11:20 AM - 11:50 AM

Location: Pompeian Ballroom 3 & 4

Speakers: Fadi Saab, MD, Mike Watts, MD, Bret Wiechmann, MD

**Q&A**

11:50 AM - 12:00 PM

Location: Pompeian Ballroom 3 & 4

12:00 PM - 1:00 PM

**Lunch Symposium: Sponsored by American Vascular**

Location: Florentine Ballroom 1 & 2

Speaker: Michael Licata

1:15 PM - 3:15 PM

**Session 3 - 2026 Legal Session: What You Need to Know about Enforcement, Transactional, and Regulatory Trends Affecting Your Practice**

Location: Pompeian Ballroom 1 & 2

Speakers: Murad Hussain, Paul Rudolf, MD, JD, Jason Greis

1:15 PM - 3:15 PM

**Session 3B - Marketing: How to Start and Do it on your Own**

Location: Pompeian Ballroom 3 & 4  
Moderator: Aaron Kovaleski

**Brand Basics**

1:15 PM - 1:30 PM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Jacqueline Majors

**Brand Materials**

1:30 PM - 1:45 PM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Chris Goettl, MD

**Website & Google Reviews**

1:45 PM - 2:00 PM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Connor McPherson

**Referral Growth**

2:00 PM - 2:20 PM  
Location: Pompeian Ballroom 3 & 4  
Speaker: John Lipman, MD, FSIR

**DIY Social Media**

2:20 PM - 2:35 PM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Rachel Beesinger

**Intake & Conversion**

2:35 PM - 2:55 PM  
Location: Pompeian Ballroom 3 & 4  
Speaker: Dev Batra

**Panel Discussion and Q&A**

2:55 PM - 3:15 PM  
Location: Pompeian Ballroom 3 & 4

3:30 PM - 5:30 PM

**Technology Forum**

Location: Palace Ballroom - Pre-Function Area

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**Friday, March 20, 2026**

7:00 AM - 8:00 AM

**Breakfast Symposium Sponsored By: BD**

Location: Emperors Ballroom  
Speakers: Mike Watts, MD, Pradeep Nair, MD, J. Dana Dunleavy

8:10 AM - 10:00 AM

**Session 4 - Hot Takes in the OBL**

Location: Roman Ballroom  
Moderator: Bret Wiechmann, MD

**New LER codes - how and why they came to be**

8:10 AM - 8:20 AM  
Location: Roman Ballroom  
Speaker: Gerald Niedzwiecki, MD

**New LER codes - what they are and guidance**

8:20 AM - 8:30 AM  
Location: Roman Ballroom  
Speaker: Curtis Anderson

**Atherectomy Systematic Literature Review: Drilling Down on CLTI and DCB Outcomes**

8:30 AM - 8:40 AM  
Location: Roman Ballroom  
Speaker: Jeff Carr, MD

**Q&A**

8:40 AM - 8:50 AM  
Location: Roman Ballroom

**Intersocietal Collaboration - The politics of dancing: Panel Discussion: OEIS, SCAI, SIR, SVS**

8:50 AM - 9:40 AM  
Location: Roman Ballroom  
Speakers: Patrick Ryan, MD, Linda Harris, Kelvin Hong, Eve Lee, Arnold Seto, MD

**Intersocietal Collaboration - Panel Discussion**

9:40 AM - 9:50 AM  
Location: Roman Ballroom  
Speaker: Honorable John Joyce

**Q&A**

9:50 AM - 10:00 AM  
Location: Roman Ballroom

10:00 AM - 10:30 AM

**AM Break**

Location: Exhibit Hall/Palace Ballroom

10:30 AM - 11:50 AM

**Session 5 - Advocacy**

Location: Roman Ballroom

Moderator: Patrick Ryan, MD, Gerald Niedzwiecki, MD

**Advocacy**

10:30 AM - 10:40 AM

Location: Roman Ballroom

Speaker: Gerald Niedzwiecki, MD

**Update from the Hill**

10:40 AM - 10:50 AM

Location: Roman Ballroom

Speaker: Jason McKittrick

**Keynote Speaker**

10:50 AM - 11:05 AM

Location: Roman Ballroom

Speaker: Honorable John Joyce

**Presidential Address/Award Ceremony**

11:05 AM - 11:25 AM

Location: Roman Ballroom

Speaker: Patrick Ryan, MD

**PAC Discussion**

11:25 AM - 11:35 AM

Location: Roman Ballroom

Speakers: Brian Whyte, Dan Gorin

**Business Meeting (OEIS Members Only)**

11:35 AM - 11:50 AM

Location: Roman Ballroom

12:00 PM - 1:00 PM

**Lunch Symposium Sponsored by: Philips**

Location: Emperors Ballroom

1:10 PM - 2:40 PM

**Session 6 - GEST at OEIS -Embolization Forum - HAE**

Location: Roman Ballroom

Moderator: Jafar Golzarian, MD

**Patient Selection/Anatomy & Techniques**

1:10 PM - 1:20 PM

Location: Roman Ballroom

Speaker: Scott Thompson

**Pitfalls and Lessons Learned**

1:20 PM - 1:30 PM

Location: Roman Ballroom

Speaker: Alex Pavidapha

**Panel Discussion**

1:30 PM - 1:40 PM

Location: Roman Ballroom

1:10 PM - 2:20 PM

**Session 6B - Residents, Fellows & Early Career Physicians**

Location: Florentine Ballroom 1

Moderator: Kavi Devulapalli, MD

**Overview of OBL/ASC Space**

1:10 PM - 1:20 PM

**Student Cases and Research**

1:20 PM - 2:20 PM

1:10 PM - 2:20 PM

**Session 6C - Nursing and Clinical Support Staff**

Location: Pompeian Ballroom 1

Moderator: Magean Whaley

**Take a deep dive into what's required for training purposes**

1:10 PM - 2:20 PM

Speakers: Bushra Iqbal, Rebecca Carter, Jeremy Mlaker, Katie Jirschele

1:10 PM - 2:20 PM

**Session 6D - Lower Extremity Code Set: Didactic & Workshop**

Location: Pompeian Ballroom: 4

Moderator: Gerald Niedzwiecki, MD, Bob Tahara

**Coding Guidance and Lessons Learned Regarding the New Code Set**

1:10 PM - 2:20 PM

Speakers: Teri Yates, Bob Tahara, Beth Kujawski, Curtis Anderson, Sandy Dulebohn

1:40 PM - 2:40 PM

**Session 6 - Basics of PAE**

Location: Roman Ballroom  
Moderator: Kavi Devulapalli, MD

**Anatomy/patient Selecton**

1:40 PM - 1:50 PM  
Location: Roman Ballroom  
Speaker: Kavi Devulapalli, MD

**Tools of the trade**

1:50 PM - 2:00 PM  
Location: Roman Ballroom  
Speaker: Andy Vartanian, MD

**Difficult Anatomy**

2:10 PM - 2:20 PM  
Location: Roman Ballroom  
Speaker: William Julien, MD

**Outcomes /Literature**

2:20 PM - 2:30 PM  
Location: Roman Ballroom  
Speaker: Don Garbett, MD

**Managing complications**

2:30 PM - 2:40 PM  
Location: Roman Ballroom  
Speaker: Andy Vartanian, MD

2:20 PM - 2:50 PM

**PM Break with Exhibitors**

Location: Exhibit Hall/Palace Ballroom

2:50 PM - 3:50 PM

**Session 7 - GEST at OEIS -Embolization Forum - PAE**

Location: Roman Ballroom  
Moderator: Jafar Golzarian, MD, Gerald Niedzwiecki, MD

**Case based expert panel discussion**

2:50 PM - 3:50 PM  
Location: Roman Ballroom  
Speakers: Kavi Devulapalli, MD, Don Garbett, MD, William Julien, MD, Scott Thompson, Andy Vartanian, MD

2:50 PM - 3:50 PM

**Session 7B - PAE: Developing a Marketing Campaign**

Location: Pompeian Ballroom 3 & 4  
Moderator: Aaron Kovalesski

**Branding Basics**

2:50 PM - 3:00 PM  
Speaker: Chris Goettl, MD

**Referral Growth**

3:00 PM - 3:10 PM  
Speaker: John Lipman, MD, FSIR

**Website Basics that Matter & Google Business Profile**

3:10 PM - 3:20 PM  
Speaker: Connor McPherson

**Do it Yourself Social Media**

3:20 PM - 3:30 PM  
Speaker: Rachel Beesinger

**Front Desk/Intake System**

3:30 PM - 3:40 PM  
Speaker: Dev Batra

**Q&A**

3:40 PM - 3:50 PM

2:50 PM - 3:50 PM

**Session 7C - Administrative Breakout Session**

Location: Pompeian Ballroom 1

**Teams that work:**

2:50 PM - 3:50 PM  
Speakers: Bushra Iqbal, Rebecca Carter, Jeremy Mlaker, Katie Jirschele

3:50 PM - 5:10 PM

**Embolization Hands-On Workshop**

Location: Florentine Ballroom 3 & 4

5:15 PM - 6:30 PM

**Meet & Greet Reception - A very special Thank You to our Meet & Greet Sponsor: United Vein & Vascular Centers**

Location: Exhibit Hall/Palace Ballroom

7:00 AM - 7:55 AM

**Breakfast**

Location: Palace Ballroom

7:00 AM - 7:55 AM

**Residents, Fellows & Early Career Physicians: Mentor - Mentee Breakfast**

Location: Florentine Ballroom: 1

8:10 AM - 9:40 AM

**Session 8 - MSK & Pain Intervention**

Location: Roman Ballroom

Moderator: Douglas Beall

**How I Built an Outpatient Pain/MSK Service Line: Tips and Gateway Procedures**

8:10 AM - 8:30 AM

Speaker: Gaurav Gadodia

**Minimally Invasive Lumbar Decompression**

8:30 AM - 8:50 AM

Speaker: Gerard Deib

**Cryoneurolysis**

8:50 AM - 9:10 AM

Speaker: David Prologo

**Peripheral Nerve Stimulation**

9:10 AM - 9:30 AM

Speaker: Sandeep Rao

**Question & Answer**

9:30 AM - 9:40 AM

8:10 AM - 9:40 AM

**Session 8B -Wound Care in Limb Preservation**

Location: Pompeian Ballroom: 4

Moderator: Krishna Jain

**Building a limb preservation center**

8:10 AM - 8:20 AM

Speaker: Krishna Jain

**Management of Diabetic Foot Ulcer: Toe and Flow**

8:20 AM - 8:50 AM

Speaker: Lee Rogers

**Medical Management and HBO Treatment**

8:50 AM - 9:10 AM

Speaker: John Capotorto, MD

**Management of venous ulcer**

9:10 AM - 9:20 AM

Speaker: John Blebea

**Building an Outpatient Pain/MSK Service Line: Tips and Gateway Procedures**

9:20 AM - 9:30 AM

Speaker: Gaurav Aggarwala

**Impact of wound care in a Limb preservation center**

9:30 AM - 9:40 AM

Speaker: Krishna Jain

8:10 AM - 9:40 AM

**Session 8C - Cardiac**

Location: Pompeian Ballroom 1  
Moderator: Pradeep Nair, MD, Paul Varosy

**Building a Successful Cardiology ASC Program**

8:10 AM - 8:20 AM  
Speaker: Kristen Richards

**Prevention First: Lowering Cardiovascular Risk Through Lifestyle Changes and Pharmacotherapy**

8:20 AM - 8:30 AM  
Location: Pompeian Ballroom: 1  
Speaker: McCall Walker

**Appropriate PCI Candidates for the ASC: When to Say Yes and When to Say No**

8:30 AM - 8:40 AM  
Speaker: Vinod Nair

**Physiology and Imaging in PCI: A Thoughtful Approach to Intervention**

8:40 AM - 8:50 AM  
Speaker: Aaron Gopal

**Atherectomy and IVL in PCI: An Update on Best Practices**

8:50 AM - 9:00 AM  
Speaker: Brian Brown, MD

**Disaster Strikes: Managing PCI and Catheterization Related Complications in the ASC**

9:00 AM - 9:10 AM  
Speaker: Fadi Saab, MD

**Interventional Cardiologists in the Endovascular Arena: Why it Makes Sense?**

9:10 AM - 9:20 AM  
Speaker: Pradeep Nair, MD

**Establishing a Successful EP Program at the ASC: What is Needed for Success?**

9:20 AM - 9:30 AM  
Speaker: Paul Varosy

**Could/Should Structural Heart Procedures Enter the ASC Arena One Day?**

9:30 AM - 9:40 AM  
Speaker: Peter Fail

8:10 AM - 9:40 AM

**Session 8D - Residents, Fellows & Early Career Physicians**

Location: Florentine Ballroom: 1

**Why I Chose the OBL**

8:10 AM - 8:20 AM  
Speaker: Chong Li

**Contract Negotiations**

8:20 AM - 8:30 AM  
Speaker: Ahmed Farag

**OBL on a Shoestring Budget**

8:30 AM - 8:40 AM  
Speaker: Sandeep Rao

**Motivations for Choosing OBL vs Hospital**

8:40 AM - 8:50 AM  
Speaker: Alex Dabrowiecki

**Social Media and OBLs**

8:50 AM - 9:00 AM  
Speaker: Sandeep Rao

**Understanding the Big Picture: Private Practice Sustainability**

9:00 AM - 9:10 AM  
Speaker: Kavi Devulapalli, MD

**Research in the OBL**

9:10 AM - 9:20 AM  
Speaker: Ahmed Farag

**Panel Discussion**

9:20 AM - 9:40 AM  
Location: Florentine Ballroom: 1

9:45 AM - 10:15 AM

**AM Break with Exhibitors - Sponsored by AngioSafe**

Location: Exhibit Hall/Palace Ballroom

10:20 AM - 11:50 AM

**Session 9 -Advanced Concepts in the OBL**

Location: Roman Ballroom  
Moderator: Aaron Kovaleski

**Incorporating AI into your Practice**

10:20 AM - 10:50 AM  
Speaker: Aaron Kovaleski

**AI in the OBL**

10:50 AM - 11:00 AM  
Speaker: Jay Gopal, MD

**Bare metal stents for popliteal aneurysm**

11:00 AM - 11:10 AM  
Speaker: Sam Ahn

**Renal Denervation: Is It Ready for the OBL or ASC?**

11:10 AM - 11:20 AM  
Speaker: Jeff Carr, MD

**Biologics in the OBL**

11:20 AM - 11:30 AM  
Speaker: Sandeep Rao

**Pedal Arch and Beyond**

11:30 AM - 11:40 AM  
Speaker: Nikhil Patel, MD

**Q&A**

11:40 AM - 11:50 AM

10:20 AM - 11:50 AM

**Session 9B - Research in the OBL**

Location: Pompeian Ballroom: 4  
Moderator: Fadi Saab, MD

**Introduction to ORCA**

10:20 AM - 10:30 AM  
Speaker: John Rundback, MD

**Evolve technique**

10:30 AM - 10:40 AM  
Speaker: Sree Nair

**Why IVUS in OBL**

10:40 AM - 10:50 AM  
Speaker: George Pliagas

**CTO crossing (versano trial)**

10:50 AM - 11:00 AM  
Speaker: Pradeep Nair, MD

**Update of OEIS registries**

11:00 AM - 11:10 AM  
Speaker: Lauren Jones

**Get involved in OEIS research**

11:10 AM - 11:20 AM  
Speaker: Fadi Saab, MD

**Coronary intervention in ASC, whats the data showing**

11:20 AM - 11:30 AM  
Speaker: Ashok Kondur, MD

**Discussion/round table**

11:30 AM - 11:50 AM

10:20 AM - 11:50 AM

**Session 9C - Tax Reduction 101: How To Take Advantage of Tax Laws at a Practice, Ancillary and Personally**

Location: Pompeian Ballroom: 1  
Speaker: Brett LeMmon

12:00 PM - 1:00 PM

**Lunch Symposium Sponsored by: Legally Mine**

Location: Emperors Ballroom  
Speaker: Daniel J. Mcneff

1:20 PM - 2:40 PM

### Session 10 - Venous- Deep Intervention

Location: Roman Ballroom  
Moderator: Bob Tahara

#### Management of Thoracic Outlet Syndrome

1:20 PM - 1:30 PM  
Speaker: Sam Ahn

#### Venous Stents and Nickel Allergy: Workup and Relevance

1:30 PM - 1:40 PM  
Speaker: Khanjan Nagarsheth, MD

#### Thrombectomy in the OBL in 2026: Efficacy and Cost

1:40 PM - 1:50 PM  
Speaker: Christopher Kwolek, MD

#### Iliocaval Thrombosis Treatment: Single Session or Staged

1:50 PM - 2:00 PM  
Speaker: Brian Brown, MD

#### Update on Currently Available Dedicated Venous Stents

2:00 PM - 2:10 PM  
Speaker: Christopher Kwolek, MD

#### Optimal Post thrombotic Regimen for Non-thrombotic Venous Stents

2:10 PM - 2:20 PM  
Speaker: Bob Tahara

#### Panel Discussion

2:20 PM - 2:30 PM

#### Q&A

2:30 PM - 2:40 PM

1:20 PM - 2:40 PM

### Session 10B - Advanced Marketing: Building an Integrated Growth Engine

Location: Pompeian Ballroom: 4  
Moderator: Aaron Kovaleski

#### Website/SEO Expert

1:20 PM - 1:40 PM  
Speaker: Connor McPherson

#### Social Media/Content Expert

1:40 PM - 2:00 PM  
Speaker: Rachel Beesinger

#### Media Buyer TV/Radio/Digital/OTT - Lew Pincus

2:00 PM - 2:10 PM  
Speaker: Aaron Kovaleski

#### Dedicated physician Liaison Marketing

2:10 PM - 2:20 PM  
Speaker: Chris Goettl, MD

#### Physician with proven marketing success

2:20 PM - 2:40 PM  
Speakers: John Lipman, MD, FSIR, Aaron Kovaleski

1:20 PM - 2:40 PM

### Session 10C - Revenue Cycle Management (RCM)

Location: Pompeian Ballroom: 1  
Moderator: Jafar Golzarian, MD

#### Payer Contracting Concepts for Physician Business Owners

1:20 PM - 1:40 PM  
Speaker: Laurie Bouzarelos

#### 2026 IR Coding: Because Apparently Last Year Wasn't Complicated Enough

1:40 PM - 2:00 PM  
Speaker: David Zielske

#### Optimizing Prior Auths and Denial Appeals for OBLs

2:00 PM - 2:10 PM  
Speaker: Vickie Davis

#### How I Beat CMS (and You Can Too)

2:10 PM - 2:20 PM  
Speaker: Deepak Sudheendra

#### Question and Answers

2:20 PM - 2:40 PM