



Robert Zasa, MSHHA, FACMPE
PRESIDENT

Bob is so dedicated to ambulatory surgery you might say it is in his DNA. With a graduate degree in hospital and health administration from University of AL Birmingham and a graduate program in marketing at the University of CA Los Angeles, he entered health care first in group practice and hospital administration. He began as an administrator for the Ochsner Clinic in New Orleans, then operated a 552-bed hospital for Brookwood Medical Center in Birmingham. He moved into ambulatory surgery with Alternate Corps, where he participated in the company founding and public offering. He was a VP of American Medical International and COO of AMI Ambulatory Centers.

A rising star in the industry, he developed his first national ASC company, Premier Ambulatory Systems in 1980, which grew to own and operate 15 surgery centers, amassed \$35 million in earnings and was ranked 6th nationally for growth. Bob was cited as CEO of one of the nation's fastest growing companies. He went on to co-found Ambulatory Systems Development, reorganized as ASD Management in 2009 and recognized today among the most successful private ASC firms. In 2018, he founded Ambulatory Systems Development, LLC, to invest in surgery centers and continue to provide ASC management and development for which his success has been renowned internationally.

Bob is a Fellow in the American College of Medical Practice Executives, author, lecturer, academic advisor and professor. He is the recipient of numerous industry, business and academic distinctions.

Trey Parsons, RN
SENIOR VICE PRESIDENT, OPERATIONS

An expert in clinical operations and physician relations, Trey began as an ICU and OR nurse at Baptist Medical Center Princeton, Birmingham AL. He entered management as head OR nurse at HealthSouth Birmingham, and then assistant nurse manager at Georgia Baptist Medical Center Atlanta. He moved into ambulatory care as director of an ASC in Phoenix AZ and VP of patient care services at an Arizona surgical hospital. At United Surgical Partners, he opened surgery centers in AZ, then relocated to CA to launch a new region.

Trey earned his nursing degree from Jefferson State College Birmingham AL. He serves on the California Ambulatory Surgery Association (CASA) Board of Directors, and leads the Federal Advocacy Committee promoting the ASC industry in Washington DC. He is the ASD representative on the ASC Quality Collaboration, and serves on the Technical Expert Committee.



Randy Todorovich, RN, CASC
SENIOR VICE PRESIDENT, MANAGED CARE

Randy's expertise in managed care contracting, analysis and negotiation is complemented by a clinical background. Upon earning nursing and bachelor's degrees from Pacific Union College, he was a hospital-based OR nurse. He went on to hold business and clinical positions in several California surgery centers. He was director of managed care business development for Simi Valley Hospital in CA, and national director of managed care for Premier Ambulatory Systems, ASC Network Corp. and HealthSouth. He is a certified ASC Administrator.

Randy also serves on the CASA Board of Directors, and Chairs the Managed Care Committee. He is the 2018 recipient of CASA's prestigious Richard LeBlanc Award for his tireless volunteerism in going beyond the call of duty.



Chris McMahon

VICE PRESIDENT, OPERATIONS NORTHERN CALIFORNIA

Chris' comprehensive experience in the ASC industry brings the highest level of competency to all areas of surgery center business operations—accounting, billing and collections, budget and employee performance. Her expertise has been honed in surgery centers and specialty clinics across Northern California and the San Francisco Bay Area.

Chris entered health care as a regional manager of occupational health for Health South, where she turned around multiple businesses into profitable centers, and garnered numerous distinctions for her success. She moved into the ASC arena, managing and syndicating surgery centers to achieve profitability. For a privately owned ASC management company, she was administrator for multiple centers, and was elevated to the role of Vice President providing oversight for all surgery center operations. At Verity Medical Foundation, she managed day-to-day operations for a cluster of surgery centers.

Victoria Depta, BS, CPC

VICE PRESIDENT, BUSINESS OPERATIONS

Vicki is an experienced physician practice and ASC operations manager, with specialized expertise in project management, coding and billing compliance, information systems, budget and revenue cycle management. Previously, she was business manager of Hudson Valley Center at St. Francis, and manager of a neurosurgery practice in the Hudson Valley. She is a graduate of Mount Saint Mary College, Newburgh NY, and has been licensed and certified by the American Academy of Professional Coders.



Christine Perry

VICE PRESIDENT, BUSINESS OPERATIONS

Christine is an experienced management director in outpatient imaging and ASCs. Previously, she was administrator of Irvine Spinal Treatment Center and Irvine Imaging Services, where her responsibilities included business development, provider relations, insurance contracting, business office, marketing and staff management.

Chris Hutchins, BA

VICE PRESIDENT, BUSINESS DEVELOPMENT

Chris brings a unique voice and skillset to ASD, cultivated in over 20 years of project management, business development and hospitality experience in health care and other industries. He is a former ASC administrator. Before joining ASD, he performed business development for Constitution Surgery Alliance in Avon CT, and concurrently acted as administrator at Greater Springfield Surgery Center in Springfield MA, guiding the center to a volume increase of 26% in his first year. He led all aspects of ASC business development for 17 surgery centers in the San Francisco Bay Area, as well as New York and Miami. At ASD, his key strategic responsibilities include internal/external corporate development, physician recruitment and liaison, ASC acquisition, syndication, turnaround and joint ventures, MSO/ACO recruitment and de novo development.

Chris earned his BA in Psychology from UC Irvine while on a baseball scholarship.



Barbara Baccei, BA

MARKETING COMMUNICATIONS ASSOCIATE

Barbara is a marketing and content expert, and award winning media producer and writer who has specialized in health care and ambulatory surgery for over three decades. She operates a boutique marketing and media firm, based on the West Coast and serving clients nationally. The firm brings the full complement of branding, creative, design and technical resources to plan, implement and manage integrated productions involving print publications, advertising, websites, digital marketing, video and social media. She has been the media and marketing resource for all ASC companies founded and operated by Robert Zasa, and the preferred provider to their surgery centers across the nation.