

ASCA 2014

NASHVILLE : MAY 14–17

ascassociation.org/ASCA2014



Ambulatory Surgery Center Association

WHO SHOULD ATTEND?

If you own, manage or work in an ASC—or want to connect with those who do—you should attend ASCA 2014.

Join ASCA in Nashville for the largest ASC meeting of the year to connect with top experts in ASC business development, clinical care, finance, regulatory policy and more. Examine the ways that ASCs are adapting to health care reform and the changing health care marketplace, and explore techniques you can use to strategically position your ASC to take advantage of the new opportunities that are available. Get the information, tools and technology you need to provide the highest quality patient care, and investigate the business models and techniques you can use to protect and grow your ASC into the future.



WHAT'S ON THE PROGRAM?

Along with global insights into the marketplace trends and regulatory developments that are redefining the ways ASCs do business, ASCA 2014 will provide practical, hands-on information and advice that can help you navigate the challenges you face every day. Come to ASCA 2014 for the latest on

- common procedures moving from hospitals into ASCs, including spine procedures, gynecologic laparoscopy, sleeve surgery and total joints;
- business management systems, including recent developments in electronic health records;
- compliance with the Occupational Safety and Health Administration's standards, HIPAA HITECH, ICD-10, Medicare's new quality reporting requirements, Medicare's Conditions for Coverage and accreditation standards;
- benchmarking, quality assessment, credentialing and peer review;
- sterile processing and infection prevention;
- protecting patient safety;
- managing anesthesia;
- implementing a meaningful, sustainable Quality Assessment & Performance Improvement program;
- improving your contracts and collections;
- resolving human resources challenges; and
- supporting the ASC advocacy agenda in Washington, DC, and your state in 2014 and beyond.

In the face of the dramatic changes taking place in the health care marketplace and the ever-escalating costs involved in providing top-quality ambulatory surgical care, you can't afford *not* to be at ASCA 2014!

VISIT THE ASCA 2014 EXHIBIT HALL TO:

- network with the largest number of ASC product and service providers that will come together under any one roof this year;
- explore new technology and innovative products and services that can help you cut costs, improve quality and boost your ASC's bottom line; and
- enjoy savings opportunities available exclusively at ASCA 2014!

PLATINUM SPONSOR



GOLD SPONSORS



SCHEDULE AT A GLANCE

WEDNESDAY, MAY 14

8:00am–5:00pm

CASC Review Course

8:30am–4:15pm

Preparing for AAAHC Accreditation

8:30am–4:15pm

Preparing for Joint Commission Accreditation

12:15pm–4:15pm

Infection Control: Are You Making the Grade?

12:15pm–4:15pm

Meeting OSHA's Requirements

4:30pm–5:30pm

Specialty-Specific Interactive Sessions

- GI
- Multi
- Ophthalmology
- Ortho/Pain/Spine

5:30pm–7:00pm

Welcome Reception

THURSDAY, MAY 15

7:00am–8:00am

EXHIBIT HALL
CONTINENTAL
BREAKFAST

**7:00am–2:00pm &
5:30pm–6:30pm**

EXHIBIT HALL OPEN

8:00am–10:00am

GENERAL SESSION

Membership Meeting
Keynote Speaker—
Sally Hogshead

10:00am–11:00am

EXHIBIT HALL BREAK

11:00am–12:00pm

BREAKOUT SESSIONS

Creating QI Studies 101

Credentialing 101

Enhanced Recovery after Ambulatory Surgery: Current Concepts

Financial Benchmarking 101

Is Your ASC HITECH? How to Ensure Your Center Is Equipped to Succeed

Updates to the Recommended Practices Specific to ASCs

12:00pm–2:00pm

EXHIBIT HALL
LUNCHEON

2:00pm–3:00pm

BREAKOUT SESSIONS

Financial Benchmarking 201

How to Optimize ICD-10

Medicare Quality Reporting Update

Moderate Sedation—Keeping Patients Safe

Strategic Planning Fundamentals for Your ASC

What Every New Administrator Should Know 101

3:00pm–3:15pm

AFTERNOON BREAK

3:15pm–4:15pm

BREAKOUT SESSIONS

ASCA's New Benchmarking Survey

Establishing a Culture of Safety in Your ASC

Overexposure: Risks Related to Disclosure of Preoperative Testing Results to Third Parties

Social Media from a Legal Perspective

The ABCs of Laser Safety

Tips for Simplifying and Improving Your Staff Competency Assessment Tool

4:30pm–5:30pm

BREAKOUT SESSIONS

Confronting Obamacare and Accountable Care Organizations

Managed Care Contracting: Strategies for Success in Today's Marketplace

Managing a Medicare-Compliant QAPI Program

Managing Disruptive Behavior in the Workplace

New Perspectives on Point-of-Use Reprocessing

Reinventing Competency Training in Your ASC

5:30pm–6:30pm

NETWORKING
RECEPTION

FRIDAY, MAY 16

6:30am–7:30am

ASCA 5K Fun Run/Walk

7:00am–8:00am

CONTINENTAL
BREAKFAST

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GENERAL SESSION

Keynote Presentation

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EXHIBIT HALL
DRAWINGS AND
COFFEE BREAK

11:00am–12:00pm

BREAKOUT SESSIONS

ASCA's Federal Legislative and Regulatory Update

Avoiding and Managing Difficult CMS Survey Results

Clinical Benchmarking 101

Instrument Reprocessing—Are You Prepared for a Survey?

FRIDAY, MAY 16

Medicare's New Patient Experience of Care Surveys: We're Not Just Talking about Patient Satisfaction Anymore

Waging the Wage-and-Hour Battle: Preventing Costly Lawsuits

12:00pm–2:00pm

CELEBRATION
LUNCHEON

2:00pm–3:00pm

BREAKOUT SESSIONS

Enhance Quality, Productivity and Profitability in the Ophthalmic ASC

Is Gyn the New Spine? Moving Hysterectomy and Advanced Laparoscopy into Your ASC

Performing Total Joint Procedures In An ASC Setting

Sleeve Surgery in an ASC

Spine Surgery in ASCs

Urology Services in the ASC

3:00pm–3:15pm

AFTERNOON BREAK

3:15pm–4:15pm

BREAKOUT SESSIONS

An Effective Ambulatory Surgery Center Compliance Plan

Clinical Benchmarking 201

Deadly Caring: The Effects of Substance Abuse on Perioperative Care Givers

Hospital/Physician Relationships and Their Effects on ASCs

Working Effectively with a GPO to Achieve Savings

Working Safely with a Compounding Pharmacy

4:30pm–5:30pm

BREAKOUT SESSIONS

Fraud and Abuse Issues for ASCs

Preventing and Responding to Sentinel Events in the OR

Putting It All Together: Implementing HIPAA and HITECH

SAMBA Panel

Today's Joint Ventures: Lessons Learned in the Field and Solutions for a Changing Market

Why and How to Collect Deductibles and Copays Up Front

6:00pm–8:00pm

SOCIAL EVENT



SATURDAY, MAY 17

7:30am–8:30am

CONTINENTAL
BREAKFAST

7:30am–8:30am

BREAKOUT SESSIONS

At the Table or on the Menu? How to Influence Healthcare Policy in Washington, DC

Considerations for Incorporating New Procedures in Your ASC

Is Your Governing Board Accountable or Just a "Rubber Stamp?"

Malignant Hyperthermia: Are You Prepared?

Nursing Documentation 101—Advance Directives, POA, DNR

Raise Your Reimbursements Using Key Performance Indicators

8:45am–9:45am

BREAKOUT SESSIONS

Advances in Perioperative Pain Control

Anesthesia Practice Relationships . . . What You Don't Know Can Hurt You!

Filing a Claim—From Submission to Reimbursement

Minimize Injuries by Positioning Your Patients Effectively for Surgery

Online Pre-Op Screening

Reprocessing to Achieve Significant Cost Savings in ASCs

9:45am–10:00am

MORNING BREAK

10:00am–12:00pm

CLOSING SESSION

Congressional Speaker—TBA

Keynote Presentation

Closing Remarks

12:00pm

CONFERENCE
ADJOURNS

1:30pm–5:30pm

CASC EXAM

SCHEDULE

WEDNESDAY, MAY 14

PRE-MEETING WORKSHOPS

Registration required

8:00am—5:00pm

CASC Review Course

Interested in becoming CASC (Certified Administrator Surgery Center) certified? If you are planning to take the CASC exam, or just want a review of the key areas of ASC administration, this course is for you. Designed for those with ASC experience and knowledge, this course will provide an in-depth review of the key topics in the five content areas of the CASC exam: regulatory and legal issues, finance, delivery of patient care, quality management and human resources. Each content area will be covered by expert faculty. Actual test questions will not be provided.

Member: \$250, Full price: \$395

8:30am—4:15pm

Preparing for AAAHC Accreditation

Led by experienced surveyors from the Accreditation Association for Ambulatory Health Care (AAAHC), this session will help you understand the accreditation process and better prepare your ASC for its next accreditation survey. Take an in-depth look at AAAHC's standards, review compliance tips and discuss the most common challenges that ASCs encounter during the accreditation process. This program

is designed for both ASCs undergoing accreditation for the first time and ASCs preparing for re-accreditation.

Nancy Vinson, RN BA CASC

NJM Consulting, Inc.

Raymond Grundman, MSN

MPA FNP-BC CASC

AAAHC

Member: \$175, Full Price: \$295

8:30am—4:15pm

Preparing for Joint Commission Accreditation

Review the process for successfully completing a Joint Commission accreditation survey, including preparing for the survey, participating in on-site survey activities and following up after the on-site survey visit. Examine the challenges that can occur as well as hints and suggestions for helping the process proceed smoothly. Medicare's deemed status and the Life Safety Code requirements that apply to ASCs will also be addressed. A question and answer segment will focus on participants' concerns about issues or questions that can arise during the Joint Commission accreditation process.

Jay Afrow, DMD MHA

The Joint Commission

Pamela Roark, MA MSN RN

The Joint Commission

Member: \$175, Full Price: \$295

12:15pm—4:15pm

Infection Control: Are You Making the Grade?

To protect patients, physicians and staff in your ASC, you need to have a top quality infection prevention program in place. Discuss disease outbreaks that occurred in ambulatory settings in the past, lessons learned and best practices that you can apply today to ensure a comprehensive and effective program in your ASC. Join the presenters—two infection prevention specialists who have long experience in the ASC community—to examine the standards, the expectations that the Centers for Medicare & Medicaid Services and other survey agencies have set and the most common findings on surveys. Critical elements of an infection prevention program that the speakers will address include conducting an infection prevention risk assessment; cleaning, disinfection and sterilization tools and techniques; basic infection control practices; injection safety and reducing surgical site infections in the ambulatory setting.

Marcia Patrick, MSN RN CIC

Steve Odachowski, RN CIC

MultiCare Health System

Member: \$125, Full Price: \$255

12:15pm—4:15pm

Meeting OSHA's Requirements

Get the information and resources you need to make certain that your ASC complies with the Occupational Safety and Health Administration (OSHA)'s federal and state safety regulations. Discuss blood-borne pathogens, hazard communication, workplace violence, ergonomics, general industry safety and tuberculosis and respiratory precautions. Learn how to put together a comprehensive OSHA/Safety program for your ASC and provide the training required.

Michelle Hill, MS MT (ASCP) SLS

Technology Consulting Services

Member: \$125, Full Price: \$255



4:30pm—5:30pm**Specialty-Specific Interactive Sessions**

Get to know and exchange ideas with your colleagues who work in ASCs that serve the same specialties as yours. During these interactive sessions, the speaker will present three 15-minute segments on the hottest topics in your specialty. The last 15-minute segment will be devoted to the participants who will be invited to share real-life experiences and practical advice, then brainstorm together to find new approaches to the unique challenges of your ASC. These sessions are offered at the very beginning of the conference to afford you the opportunity to make valuable connections with your peers and begin conversations that can continue over the next three days.

- GI
- Multi
- Ophthalmology
- Ortho/Pain/Spine

5:30pm—7:00pm**Welcome Reception**

Kick off the conference by attending this year's Welcome Reception inside the ASC industry's most vibrant Exhibit Hall of the year. Enjoy cocktails and hors d'oeuvres, reconnect with old friends and get to know other ASC professionals. Familiarize yourself with the Exhibit Hall and start your Exhibit Hall Passport to enter ASCA's grand prize give-a-way. With food and drink that showcases the best of Nashville's world-renowned cuisine, this reception will start your visit to Music City and ASCA 2014 on a high note. Be sure to attend!

THURSDAY, MAY 15**7:00am—8:00am**

EXHIBIT HALL

CONTINENTAL BREAKFAST

7:00am—2:00pm & 5:30pm—6:30pm

EXHIBIT HALL OPEN

8:00am—10:00am**GENERAL SESSION****Membership Meeting****Keynote Speaker—Sally Hogshead**

Sally Hogshead is guaranteed to FASCINATE! you in the opening session. Using her science-based, proprietary research outlined in her internationally acclaimed book, Sally will teach us how we can use our unique qualities and brand—individually and collectively—to fascinate, persuade, captivate and drive desired action in a world with a nine-second attention span.

10:00am—11:00am

EXHIBIT HALL BREAK

11:00am—12:00pm**BREAKOUT SESSIONS****Creating QI Studies 101**

Get the practical know-how you need to design and develop a simple and focused quality improvement program for your ASC. With beginners in mind, this program will address where to get ideas for quality improvement studies (including internal and external benchmarking) and help you identify key indicators for your facility type. Steps for writing a study, including identifying the problem, setting realistic goals, measuring and monitoring, will be discussed. Ways to develop and implement corrective actions will be provided.

Alsie Fitzgerald, RN CASC
AAAH

**Credentialing 101**

Examine the steps you need to take to manage a comprehensive credentialing program, from the initial application process through board approval of your allied health professionals and physicians. The peer review and re-application process will be covered, and helpful links to a web site you can use in your program to perform required primary source verification will be provided. To help you ensure that your program is up to date, Medicare's credentialing requirements will be discussed.

Cindy Young, BSN RN CASC
Surgery Center of Farmington

Lynn Reede, CRNA DNP MBA
American Association of Nurse Anesthetists

Enhanced Recovery after Ambulatory Surgery: Current Concepts

Make sure that you are offering state-of-the-art recovery care in your ASC with this discussion of preoperative preparation, including testing; proper patient selection; preoperative hydration and nutrition, including European vs US fasting guidelines; the importance of pain management and postoperative nausea and vomiting (PONV) prophylaxis based on the latest Society for Ambulatory Anesthesia PONV guidelines; fluid management; and glycemic control. Emphasis will be placed on clinical pathways.

Girish Joshi, MBBS MD FFARCSI
University of Texas Southwestern Medical Center

Financial Benchmarking 101

Define and understand the importance of a financial benchmarking program in your ASC.

Carolyn Whitsel
United Surgical Partners



Is Your ASC HITECH? How to Ensure Your Center Is Equipped to Succeed

Learn from a panel of speakers with experience implementing electronic health record (EHR) technology about the benefits and challenges of implementation and utilization. Find out what you need to consider as you determine whether or not an EHR is the right decision for your center at this time.

Ann Shimek, RN BSN MSN CASC

United Surgical Partners

Cassie Seiler, RN CSHA

Harmony Surgery Center, LLC

Kara Newbury, JD

Ambulatory Surgery Center Association

Michael Jopling, MD

*Mount Carmel St. Ann's Hospital/
Central Ohio Anesthesia, Inc.*

Updates to the Recommended Practices Specific to ASCs

ASCs follow the same evidenced-based standards as inpatient providers but face unique challenges in providing perioperative care. To address the specialized interests of ASCs, the Association of periOperative Registered Nurses (AORN) has incorporated information specific to ambulatory care into its 2014 Perioperative Standards and Recommended Practices. Learn the best ways to apply AORN's recommendations in your ASC.

Jan Davidson, MSN RN CNOR CASC

*Association of periOperative
Registered Nurses*

Terri Link, MPH RN CNOR CIC

*Association of periOperative
Registered Nurses*

12:00pm–2:00pm

EXHIBIT HALL LUNCHEON

2:00pm–3:00pm

BREAKOUT SESSIONS

Financial Benchmarking 201

Gain new insight into how to develop revenue and expense cycle benchmarks to compare financial performance measures. This session will also provide a guideline that you can use to compare your facility results against benchmarks that are publicly available. Designed for individuals with limited exposure to the concepts and processes of basic financial benchmarking, this session is open to all ASC staff involved in the finances of their ASC.

John Goehle, MBA CASC CPA

Ambulatory Healthcare Strategies

How to Optimize ICD-10

Prepping for ICD-10 is a challenge, but the transition also offers ASCs an opportunity to improve the efficiency and effectiveness of their coding and billing departments. Learn how to align your resources to ensure ICD-10 compliance and sustain financial success. Get final go-live transition strategies and tips for building quality assurance into your ICD-10 procedures.

Angela Talton, MBA RHIA CCS CPC CPC-H

National Medical Billing Services

Lisa Rock

National Medical Billing Services

Medicare Quality Reporting Update

Learn what quality measures Medicare currently requires ASCs to report, and get the definitions, instructions and answers to frequently asked questions about individual indicators that you need to ensure your ASC's reporting success. Find out what's new in the quality reporting program in 2014 and what to expect in the future.

Donna Slosburg, RN BSN LHRM CASC

ASC Quality Collaboration

Gina Throneberry, RN MBA CASC CNOR

Ambulatory Surgery Center Association

Moderate Sedation—Keeping Patients Safe

Discuss proven techniques for administering moderate sedation safely in the ASC setting. Examine pre-procedure evaluation, choice of sedative medication, appropriate monitoring and more. Identify strategies for managing worst-case scenarios and avoiding critical incidents. Audience participation will be encouraged.

Scott Linton, MD

*Menomonee Falls Ambulatory
Surgery Center*

Strategic Planning Fundamentals for Your ASC

Get the fundamentals you need to facilitate or prepare a strategic plan for your ASC. Learn how to use a strengths, weaknesses, opportunities and threats (SWOT) analysis to help you reach your goals.

Colin Rorrie, Jr., PhD FASAE CAE

CCR & Associates

Matt Pate

United Surgical Partners

What Every New Administrator Should Know 101

With so much to learn and so much to do in so little time, assuming the role of ASC administrator can be daunting. Get the tools you need to help you find the information you need to know, resources you can rely on and guidelines about where to turn for help. Financial, clinical and regulatory topics will be covered and practice and accreditation standards will be addressed.

Ann Geier, MS RN CNOR CASC

3:00pm–3:15pm

AFTERNOON BREAK

3:15pm–4:15pm

BREAKOUT SESSIONS

ASCA's New Benchmarking Survey

Drive meaningful and lasting improvement in your ASC using ASCA's new national clinical and operational benchmarking program. Find out what changes have been made in the program since it was introduced last year, what future enhancements are being planned and how to interpret the reports that are available.

Gina Throneberry, RN MBA CASC CNOR

Ambulatory Surgery Center Association

Establishing a Culture of Safety in Your ASC

Explore the importance of having a strong culture of safety in the ASC environment; discuss the cultural shift in the health care industry toward ensuring that patients are at the center of quality care; and learn how to engage your employees in improving the culture of safety at your facility. Get ideas for action items that you can implement at your facility to improve patient safety.

Ann Shimek, RN BSN MSN CASC
United Surgical Partners

Overexposure: Risks Related to Disclosure of Preoperative Testing Results to Third Parties

Inadvertently or purposefully disclosing pre-op testing and screening results to a patient's employer or family, or another third party, can result in serious legal consequences for your ASC. Learn how to manage these processes and reduce your risk.

Sara Sweeney
Barton Gilman LLP

Stephen Adams
Barton Gilman LLP

Social Media from a Legal Perspective

Your ASC's employees and physicians are among the 1.15 billion active Facebook users, 500 million Twitter users and 238 million LinkedIn users in the world today. Whether we like it or not, social media is revolutionizing the way we live. It has fundamentally altered the way we communicate and the way we do business. Examine employment issues related to social networking, including how to minimize potential liability from improper social media use and avoiding National Labor Relations Board scrutiny.

Marcus Crider, JD
Waller Lansden Dortch & Davis, LLP

The ABCs of Laser Safety

Minimizing the health hazards associated with the use of surgical laser systems requires the adoption of appropriate safety standards and policies that are relevant to the specific situation. To protect patients, physicians, nurses and other medical personnel, everyone involved with medical lasers needs to understand how to safely manage each type of device. Laser safety protocols will be addressed according to

the ANSI 136.3 "Safe Use of Lasers in the Healthcare Facilities Standards" and the Recommended Practices 2011 from the Association of periOperative Registered Nurses.

Vangie Dennis, BSN CNOR CMLSO
Spivey Station Surgery Center: Emory Health System and Southern Regional Medical Center

Tips for Simplifying and Improving Your Staff Competency Assessment Tool

Competency assessment is drawing increasing attention from regulatory and accreditation surveyors. Widely accepted methods for competency assessment include skills fairs and skills checklists. Find out more about the weaknesses of using only these approaches and investigate alternative methods for assessing ASC staff, including nurses, surgical technologists, central processing staff and other health professionals.

James Stobinski, PhD RN CNOR
Competency and Credentialing Institute

4:30pm–5:30pm

BREAKOUT SESSIONS

Confronting Obamacare and Accountable Care Organizations

As the health care industry and laws evolve, it is imperative that ASCs evaluate our place in the market to ensure that we are not left behind. Explore how the new health care laws and Accountable Care Organizations affect the ASC industry and discuss strategies to stay competitive in this ever-changing industry. We must be active participants helping to shape our future and cementing our place in the market.

Michael Guarino
North Shore Surgi-Center

Managed Care Contracting: Strategies for Success in Today's Marketplace

Explore new managed care contracting strategies and initiatives as you focus on building a strong contracting initiative based on your facility's goals, emerging technologies and other critical issues facing ASCs today. Learn best practices for increasing overall reimbursement and securing commercial reimbursement for service lines not currently approved to be provided in the ASC setting by the Centers for Medicare & Medicaid Services.

Investigate ways that data gathering, effective analysis and negotiation techniques can help make contracting more successful, and find out how bundled payment programs, defining leverage for your facility through clinical outcomes and utilizing differing reimbursement models can positively impact your ASC's bottom line.

Rebecca Overton-Geise, CPC
Surgical Management Professionals

Managing a Medicare-Compliant QAPI Program

Take a closer look at the essential elements of a Quality Assessment & Performance Improvement (QAPI) program that meets Medicare's requirements and leads to meaningful and sustainable improvements in your ASC. Learn to focus not only on whether processes are being done right but also on assessing outcomes to see whether you are achieving sound, reliable results. Identify QAPI indicators that have a significant impact on clinical quality and patient safety, plus innovative ways to find opportunities for improvement beyond traditional data collection. Discuss techniques for developing a robust quality team, analyzing and displaying data and conducting internal and external benchmarking. Review the requirements for completing a written QAPI project report.

Jan Allison, RN CHSP
Surgical Care Affiliates

Managing Disruptive Behavior in the Workplace

Addressing disruptive behavior, or bullying, in the workplace is integral to safety and quality of care. The Joint Commission agrees, and in 2009, implemented a new standard requiring health care facilities to define all forms of disruptive behavior and have a process in place for dealing with it. Discuss ways to raise awareness of disruptive behavior, examine its impact and identify best practices for dealing with and preventing it. Identify resources that can help.

Dianne Jacobs, MSN RN
CoMass Group

New Perspectives on Point-of-Use Reprocessing

Point-of-use reprocessing can occur in various areas within your ASC, such as operating rooms and endoscopy suites. A lack of controlled processes in these environments can lead to adverse patient outcomes that include toxic reactions and device-associated infections. Get a comprehensive understanding of the many steps that you need to take to ensure safe and effective reprocessing in your ASC.

Lorrie Calabrese, BSN RN CNOR GTS
STERIS

Reinventing Competency Training in Your ASC

Transform your competency training and assessment program from “just another requirement” into a valuable staff development tool. Get new ideas for offering tailored, focused and flexible learning opportunities reflective of diverse learning styles; applying new/improved skill sets to achieve professional development goals; directing resources (money, time and labor) to optimize effectiveness; and honing your skills as a coach and mentor. Build a solid foundation for your center by investing in your most important resource: your team.

Judy Harless, MBA CASC
SMI Surgery Center

5:30pm–6:30pm

NETWORKING RECEPTION

Relax after a full day of educational sessions with a sampling of finger foods and light snacks inspired by Floridian cuisine—the perfect taste of what’s to come at ASCA’s annual meeting in Orlando next year. Visit with vendors and colleagues, explore the innovations on display and learn about products and services that can improve your ASC. Door prizes will be awarded during the evening!

FRIDAY, MAY 16

6:30am–7:30am

ASCA 5K Fun Run/Walk

A race for all ages and fitness levels! Regular runners and first-timers alike are welcome to join us for this 5K Fun Run/Walk. Whether you’re trying to beat your personal best or walking with friends and co-workers, this is a great way to burn some extra calories during ASCA’s Annual Meeting. This new event is a fun opportunity to soak in the beautiful landscape of the Gaylord—and a terrific way to get your body moving and energized for the rest of the day. Make every step count! New this year is the ASCA 2014 Pedometer, available for all attendees to track their fitness over the course of the meeting. The 5K Fun Run/Walk gives you the chance to boost your overall distance; on average, a runner logs about 6,200 steps during a 5K. Staying hydrated is easy with water refilling stations along the route. Don’t forget your reusable water bottle! All race participants will also receive an ASCA 5K Fun Run/Walk T-shirt!

7:00am–8:00am

CONTINENTAL BREAKFAST

8:00am–10:00am

GENERAL SESSION

Keynote Presentation

9:00am–11:00am

EXHIBIT HALL OPEN

10:00am–11:00am

EXHIBIT HALL DRAWINGS AND COFFEE BREAK

11:00am–12:00pm

BREAKOUT SESSIONS

ASCA’s Federal Legislative and Regulatory Update

Learn about ASCA’s legislative and regulatory agenda for the coming year, and how recent legislative and regulatory changes taking place in Washington, DC, could affect your ASC. ASCA members will also learn about the many ways they can become more involved in ASCA’s advocacy efforts.

Steve Miller

Ambulatory Surgery Center Association

Kara Newbury, JD

Ambulatory Surgery Center Association

Avoiding and Managing Difficult CMS Survey Results

Centers for Medicare & Medicaid Services (CMS) surveys are becoming tougher, and ASCs have to be properly prepared to avoid common survey issues and manage difficult outcomes when they occur. Identify some of the more significant issues that are cited in CMS surveys and strategies and resources you can use to avoid them. Learn how to properly address challenging survey citations in a plan of correction.

John Goehle, MBA CASC CPA

Ambulatory Healthcare Strategies

Clinical Benchmarking 101

Get an introduction to basic clinical and operational benchmarking techniques you can use to compare performance measures and help focus your quality improvement activities. Review internal and external benchmarking options, resources and methods you can use to introduce and successfully manage an effective benchmarking program.

Sandra Jones, MBA CASC CHCQM

LHRM FHFMA

*Ambulatory Strategies Inc. &
ASD Management LLC*

Instrument Reprocessing— Are You Prepared for a Survey?

Review each of the three critical steps related to high-level disinfection (HLD) and sterilization of reusable medical devices that accrediting organizations and other regulatory bodies are focusing on today. Specific areas you can expect surveyors to examine and examples of questions you can expect to be asked will be discussed. Topics will include cleaning soiled instruments; wearing appropriate personal protective equipment; proper sterilization practices that adhere to instrument manufacturers' instructions for use (IFU); maintaining proper environmental conditions; sterile storage; and proper record keeping, including HLD logs.

Chuck Hughes, BS Teacher Certified
Cantel Medical, c/o SPSmedical Supply Corp.

Medicare's New Patient Experience of Care Surveys: We're Not Just Talking about Patient Satisfaction Anymore

What is the difference between a patient satisfaction survey and a patient experience of care survey? How will the new survey tool developed by the Centers for Medicare & Medicaid Services (CMS) affect the way Medicare evaluates the quality of care your ASC provides? Get answers to these questions and more in this session that will explore the Consumer Assessment of Healthcare Providers and Systems (CAHPS) family of surveys and provide an update on CMS' progress in developing that survey and testing it in ASCs and hospital outpatient departments.

Caren Ginsberg, PhD
Centers for Medicare & Medicaid Services

Waging the Wage-and-Hour Battle: Preventing Costly Lawsuits

Wage-and-hour and class action lawsuits are on the rise. Attorneys' fee recovery, class action treatment and a complex regulatory scheme make these popular lawsuits for employees and plaintiffs' lawyers, and a nightmare for employers. An experienced employment lawyer will provide helpful tips on best practices, how to prevent these costly lawsuits and how to avoid the many common pitfalls embedded in this area. Lessons learned and war stories will be presented.

Jason Ross, JD
Higgs, Fletcher & Mack, LLP

12:00pm–2:00pm CELEBRATION LUNCHEON

Take a short break from the intensive educational program and enjoy a leisurely sit-down lunch with your colleagues while you help celebrate recent successes in the ASC industry. Along with the networking opportunities you will find at this event, be prepared to be entertained when our featured speaker takes the stage. Invite your friends, colleagues and family members to join in. This part of ASCA's annual meeting offers something that everyone can enjoy.

2:00pm–3:00pm BREAKOUT SESSIONS

Enhance Quality, Productivity and Profitability in the Ophthalmic ASC

Consider contemporary legislative, regulatory, payment, business and marketing issues that affect the productivity, quality and profitability of the ophthalmic ASC. Specific topics include trends in the ophthalmic ASC; an update on the OOSS benchmarking initiative; key challenges unique to ophthalmic ASCs posed by Medicare's ASC payment system, quality reporting program and Conditions for Coverage and other survey/certification requirements; and key considerations involved in implanting premium IOLs and acquiring and using the femtosecond laser and other technology.

Larry Patterson, MD
Eye Centers of Tennessee

Michael Romansky, JD
Outpatient Ophthalmic Surgery Society

Is Gyn the New Spine? Moving Hysterectomy and Advanced Laparoscopy into Your ASC

Complex gynecologic surgery, and outpatient laparoscopic hysterectomy in particular, can be performed safely and cost-effectively in ASCs. Eliminating prolonged overnight stay, discharging patients same day and avoiding the use of expensive equipment such as robotics produces significant cost savings. Safety data, cost and reimbursement data and suggestions on how to successfully launch an ambulatory hysterectomy program will be presented.

Richard Rosenfield, MD
Pearl Surgicenter

Performing Total Joint Procedures in the ASC Setting

Total joint arthroplasty can be performed safely in the ASC. The use of minimally invasive surgical techniques and appropriate anesthesia techniques, along with newer implant choices and careful patient selection, can allow patients to be discharged less than 24 hours after surgery. Tips for successful outpatient total joint replacement will be discussed.

Patrick Toy, MD
Campbell Clinic Orthopaedics

Sleeve Surgery in an ASC

Learn how to perform advanced surgical procedures, particularly the laparoscopic sleeve gastrectomy, in an ASC safely and effectively. Pros and cons surrounding sleeve gastrectomy in the ASC setting will be discussed.

Charlotte Hodges, MD
Barker Bariatric Center

Spine Surgery in ASCs

Get an overview of appropriate patient selection for spine cases in an ASC and tips for identifying the right surgeons to perform these cases. Differences between simple and complex spine cases, and what is needed to manage the full spectrum of these cases in an ASC, will be defined. Leave knowing not only how to integrate these complex cases into an ASC, but also real-world solutions for performing these cases safely and efficiently.

Karen Reiter, RN CNOR RNFA
DISC Sports & Spine Center

Robert Bray, MD
DISC Sports & Spine Center

Urology Services in the ASC

Find out what you need to know to provide common urology surgeries, including endoscopy, prosthetics, laser therapy, microsurgery, lithotripsy, cryotherapy and brachytherapy, in the ASC setting. Review the clinical, financial and operational processes involved with instituting urology lines of service, potential options involving dedicated physicians for certain lines of service and vendor relationships.

Brad Lerner, MD FACS CASC
Chesapeake Urology Associates

3:00pm–3:15pm AFTERNOON BREAK

3:15pm–4:15pm

BREAKOUT SESSIONS

An Effective Ambulatory Surgery Center Compliance Plan

Examine effective surgery center compliance plans, policies and procedures that can protect your ASC from fraud and abuse and anti-kickback statute violations. Use these models and the information from this session to manage Health Insurance Portability and Accountability Act (HIPAA) and Health Information Technology for Economic and Clinical Health Act (HITECH) compliance and other patient privacy issues in your ASC.

Colbey Reagan, JD*Waller Lansden Dortch & Davis***Clinical Benchmarking 201**

You understand why it's important; you know the first steps to take. Now what? This session will describe how to take specific information from your ASC's clinical and operational benchmarking program and drill down to the details that can help you improve your processes, procedures, and ultimately, patient care.

Ann Geier, MS RN CNOR CASC**Sandra Jones, MBA CASC CHCQM LHRM FHFMA***Ambulatory Strategies Inc. & ASD Management LLC***Deadly Caring: The Effects of Substance Abuse on Perioperative Care Givers**

Dr. William S. Halsted, the father of modern day surgery, was addicted to morphine until the end of his life. 'Dr Bob' Smith, a surgeon and alcoholic, was the cofounder of Alcoholics Anonymous. Experts estimate that about 11% of health care professionals may suffer from a substance abuse disorder. Chemical dependency is a primary, chronic disease with genetic, psychosocial and environmental factors. It is often progressive and can be fatal, yet may not be understood by perioperative professionals. This session will include the prevalence of substance abuse in nursing, intervention, treatment and workplace reentry as well as advocacy networking and policy formation.

Cecil King, MS RN CNS*Outer Cape Health Services***Hospital/Physician Relationships and Their Effects on ASCs**

As hospitals continue to align with both primary care physicians and specialists and to work toward developing accountable care organizations, surgeons may wonder where they and their ASCs fit. Discuss current trends in the market, current alignment models and updated reimbursement shifts. Review current models involving ASCs and the methods used to allocate revenue between providers.

Brian Mathis*SCA***Curtis Bernstein, ASA CPA/ABV CVA CHFP MBA***Altegra Health: Reimbursement and Advisory Services Division***Melissa Szabad, JD***McGuireWoods, LLP***Working Effectively with a GPO to Achieve Savings**

As the health care industry continues to transform to a value-based payment structure, the shift from hospital-based care to non-acute care settings continues to accelerate. To thrive in this changing market, ASCs need to deliver care as cost-effectively and efficiently as possible. Focus on the benefits that ASCs can achieve by working with a group purchasing organization (GPO) to drive value by taking a holistic approach to reducing the total cost of care. Get real-world solutions for managing rising costs, margin pressures and shrinking reimbursements.

Barton Schmitz*Amerinet***Rand Ballard***MedAssets***Working Safely with a Compounding Pharmacy**

The "patent cliff" has escalated the number and breadth of backordered medications in the US, and generic houses can't keep up with the demand. Since compounding pharmacies are a primary resource for backordered sterile injectables, it is critical that you understand what the Food and Drug Administration, the Drug Enforcement Administration and state pharmacy boards require for compounded controlled and non-controlled medications. Review the federal and state regulations that apply

and get an in-depth understanding of how to ensure compliance on all fronts for your compounded medications. Tips that can help you reduce your purchasing, personnel and inventory carrying costs for compounded medications will also be provided.

Alison Cherney, MBA*Ionia Pharmacy*

4:30pm–5:30pm

BREAKOUT SESSIONS

Fraud and Abuse Issues for ASCs

Some of the most common billing and coding habits can raise fraud and abuse concerns with Medicare, Blue Cross/Blue Shield and other payers. This session will help you identify and avoid some of the potential pitfalls, including billing Medicare patients incorrectly for premium IOLs used in cataract procedures; using incorrect procedure codes for new technology; splitting up GI scope cases for reimbursement maximization; upcoding, unbundling and medical necessity issues; place of service issues in billing and documentation; billing and documentation issues with terminated procedures; "canned" operative reports; and other important documentation issues.

Stephanie Ellis, ASN*Ellis Medical Consulting, Inc.***Preventing and Responding to Sentinel Events in the OR**

Communication among the highly skilled team members who guide and deliver patient care at your ASC has been identified as the number one root cause of a sentinel event in the OR. This session will identify the most common hazards faced in the OR and examine ways to use communication, teamwork and checklists to decrease the opportunity for potential harm to a patient.

Beverly (Bev) Kirchner, BSN RN CNOR CASC*Genesee Associates, Inc***Putting It All Together: Implementing HIPAA and HITECH**

Get an advanced-level overview of what you need to know and do to implement the Health Insurance Portability and Accountability Act (HIPAA) Privacy and Security Rule and changes to HIPAA brought about by the Health Information Technology for Economic and Clinical Health (HITECH)

Act adopted as part of health care reform. Practical hands-on advice that can help you ensure HIPAA and HITECH compliance and an interactive question and answer period will be provided.

Dawn McLane-Onofrio, RN MSA
CASC CNOR
SCA

SAMBA Panel

The Society for Ambulatory Anesthesia (SAMBA) is the leading entity involved in the development of guidelines, research and networking in the field of outpatient anesthesia. Anesthesiologists continue to play an integral role in ensuring the success of ASCs and are involved with a number of initiatives and quality metrics designed to further the safe and appropriate delivery of care. Gain critical insights for your own ASC from this panel of experts that will discuss current issues and practical solutions to “hot topics” facing perioperative management, including obstructive sleep apnea and management of implantable devices. Active audience participation will be encouraged.

Arnaldo Valedon, MD
Orthopaedic Associates of Central Maryland ASC, LLC

Meena Desai, MD
Nova Anesthesia Professionals

Stanford Plavin, MD
Ambulatory Anesthesia of Atlanta

Today's Joint Ventures: Lessons Learned in the Field and Solutions for a Changing Market

Creating and fostering committed and prosperous partnerships in today's challenging health care environment can be difficult. In particular, hospitals and physicians in joint ventures can find themselves at odds when they have competing interests. Get the strategies you need to avoid common pitfalls and practical advice for improving communication between your ASC's partners. Also review various valuation and partnership models to consider in today's evolving marketplace.

Lisa Cooper, RN CNOR BSN BA
Healthcare Advisor

Dennis John Perrone
Valuation & Information Group

Why and How to Collect Deductibles and Copays Up Front

Find the best ways to collect deductibles and copays before your patients undergo surgery and to explain to the physicians at your ASC why the upfront collections are important. Discuss the effects on refunds, accounts receivable, collections and patient satisfaction. Also learn how to avoid practices that are counterproductive to the process.

Angie Blankinship, RN BSN CASC
Longmont Surgery Center

6:00pm–8:00pm

SOCIAL EVENT

Sponsored by Midwest Medical

What better way to experience Music City first-hand than by exploring Nashville's renowned honky tonk row? Kick off your evening with a two-hour reception at the world-famous Wildhorse Saloon where ASCA will have full reign over the top two levels and you can show off your pool playing or shuffle-board talents and map out your evening. Enjoy some libations and light refreshments—including the saloon's world-famous fried pickles—upstairs, or go downstairs and kick up your heels on the largest dance floor in Nashville. After the reception, stay at the Wildhorse for more dancing or visit 2nd and Broadway at your own pace to explore the shopping, dining, live music, dancing and other opportunities that abound. Soak up some traditional country and rockabilly tunes, and a little bit of bluegrass, as you stroll from door to door and indulge in the local barbecue. Shuttle buses will run between the Gaylord Opryland Hotel and downtown Nashville through 10:00 PM.

SATURDAY, MAY 17

7:30am–8:30am

CONTINENTAL BREAKFAST

7:30am–8:30am

BREAKOUT SESSIONS

At the Table or on the Menu?

How to Influence Healthcare Policy in Washington, DC

As the saying in Washington, DC, goes, “If you aren't at the table, you must be on the menu.” When officials in Congress sit down to discuss health care policies that impact ASCs, who is speaking up for your interests? Without ASC champions taking a stand, our community may be left on the menu for payment cuts and burdensome regulations. A practicing physician will lead this interactive session and discuss how to get and keep your seat at the policy-making table in Washington DC.

Richard Edelson, MD MS
*Oregon Outpatient Surgery Center/
Sports Medicine Oregon*

Considerations for Incorporating New Procedures in Your ASC

A lack of communication between departments can hinder your ASC's ability to profitably introduce new specialty procedures and treatments. Focus on evaluating new procedures/products, specialty selection, payer contracting, procedure costs/profitability and the importance of education and training for both clinical and business staff before you introduce new procedures in your ASC.

Cristina Bentin, CMA CPC-H CCS-P
Coding Compliance Management, LLC

Is Your Governing Board Accountable or Just a “Rubber Stamp?”

Medicare's Conditions for Coverage adopted in May 2009 added new duties for your ASC's governing board, including responsibility for your ASC's Quality Assessment & Performance Improvement program. Since then, failure to meet governing body responsibilities has emerged as one of the top 10 ASC deficiencies reported by Medicare surveyors. Find new ways to eliminate “rubber stamp” decision making and engage and involve your board in critical operational areas of your ASC. A real-time example of how a board can meet

Medicare's requirements will be provided. This session is a must for new administrators and all managers searching for real-world solutions for getting and keeping board members involved.

Arthur Casey, CASC

Outpatient Healthcare Strategies

Malignant Hyperthermia: Are You Prepared?

Review the history, etiology and cascade of symptoms associated with malignant hyperthermia (MH), including muscle and renal damage, hyperthermia and death, if appropriate treatment is not delivered in time. An appropriate treatment algorithm, including clinical monitoring and pharmacologic interventions, will be reviewed. Best practices, such as the use of end-tidal CO₂, temperature monitoring during administration of all anesthetics and early recognition of unexplained masseter rigidity, tachycardia, hypercarbia and hyperthermia will be described. A case study will be presented.

Theresa Clifford, MSN RN CPAN

American Society of PeriAnesthesia Nurses

Nursing Documentation 101—Advance Directives, POA, DNR

Brush up on your nursing documentation skills to facilitate communication within your ASC, promote good nursing care, support quality assessment activities and meet professional and legal standards. Nursing documentation is a critical component of safe patient care and legal and regulatory compliance. What constitutes an appropriate physician's order? Are you documenting the appropriate response to treatment? What should you document in the record and on the incident report, should an incident

occur? Make sure that you are doing all you can to use this critical communication tool effectively. Advance directive, power of attorney (POA) and do not resuscitate (DNR) orders will be discussed.

Debra Stinchcomb, RN BSN CASC

Progressive Surgical Solutions

Raise Your Reimbursements Using Key Performance Indicators

Negotiate better contracts with your payers by tracking and reporting metrics in five critical areas: quality improvement, patient satisfaction, regulatory compliance, operating efficiency and financial performance. Identify the most important metrics to measure and how to put your information to work to achieve higher reimbursements from third-party payers.

John Seitz

MMX Healthcare

8:45am–9:45am

BREAKOUT SESSIONS

Advances in Perioperative Pain Control

Look closer at common accepted practices, evidence-based rationale and literature reviews to make sure that your ASC is delivering the best preoperative, intra-operative and postoperative pain management care to your patients today. New concepts and future treatment techniques and regimens will be discussed.

Chong Kim, MD

West Virginia University School of Medicine

Anesthesia Practice Relationships . . . What You Don't Know Can Hurt You!

Review options for structuring relationships between ASCs and anesthesia practices and the regulatory implications and risks associated with the different models available. Focus especially on the risks associated with models in which anesthesia is a revenue center for referring physicians. Learn strategies to address federal and state legal issues related to different models, options for restructuring, risks associated with restructuring and how new developments may affect your ASC's anesthesia practice relationships in the future.

Judith Semo, JD

Judith Jurin Semo, PLLC

Filing a Claim—From Submission to Reimbursement

To optimize your ASC's revenue cycle, you have to file correct, compliant claims. Examine the most efficient and effective processes for filing a claim from start to finish. Get tips for proper coding, claims matching and managing denials.

Stacie Fults

National Medical Billing Services

Minimize Injuries by Positioning Your Patients Effectively for Surgery

Improperly positioned patients in your operating room (OR) are at risk for injury. Learn how to position your patients properly to avoid injuries while maintaining the proper conditions for the surgery itself. The more vigilant and knowledgeable all staff in your OR become when patient positioning is involved, the better your patient outcomes.

Matthew Zinder, MS CH CRNA

Zinder Anesthesia, LLC

Online Pre-Op Screening

Do nurses at your ASC struggle with getting pre-op calls made, connecting with patients and collecting good medical information? Making the transition from paper to an online preoperative screening form is easy and may benefit your ASC in important ways, including saving thousands of dollars in reduced or redirected nurse labor hours and avoided cancellations. You can also gain legible, consistent medical information and improve patient satisfaction with a convenient, secure Web-based process. Learn the key strategies for going digital from an ASC administrator who has been using an online screening system for four years and an industry expert who specializes in best practices to improve medical and financial outcomes.

Becky Ziegler-Otis, RHIA CPHQ CHC CASC

Ambulatory Surgical Center of Stevens Point

Trish Corey

Simple Admit

Reprocessing to Achieve Significant Cost Savings in ASCs

Health care providers have been reprocessing single-use medical devices for decades, but the market has reported significant growth in recent years as more hospitals and ASCs have started



to implement reprocessing programs to save money and reduce waste. In addition, some of the largest device makers in the US have gone from critics of reprocessing to owners of third-party reprocessing companies. This session will focus on best practices for implementing reprocessing at your facility, selecting the reprocessing company that best fits the needs of your individual surgery center, overcoming clinical objections, tracking cost savings and implementing the policies and procedures needed to support a successful reprocessing program in your ASC.

Amy Gagliardi
Regent Surgical Health

9:45am–10:00am
MORNING BREAK

10:00am–12:00pm
CLOSING SESSION

Congressional Speaker—TBD
Keynote Presentation

CLOSING REMARKS

12:00pm
CONFERENCE ADJOURNS

1:30pm–5:30pm
CASC EXAM

EXHIBIT HALL

ASCA 2014's Exhibit Hall—the largest and most diverse in the industry—features more than 200 dynamic companies and unparalleled opportunities to find exactly the products and services your ASC needs in 2014 and beyond. Following last year's success, the Exhibit Hall Passport will again enable you to explore the exhibit hall and qualify to win one of the \$500 cash prizes! With the Exhibit Hall labeled with musical genres of Nashville, you can tour the hall and have your passport "stamped" at each exhibit space you visit. Once you visit a set number of exhibit spaces per musical genre, you will be qualified to win. Winners will be announced during Friday's Celebration Luncheon!

EXHIBIT HALL HOURS & EVENTS

Wednesday, May 14
Welcome Reception
5:30pm–7:00pm

Thursday, May 15
Exhibit Hall Open
7:00am–2:00pm &
5:30pm–6:30pm

Exhibit Hall Breakfast
7:00am–8:00am

Exhibit Hall Break
10:00am–11:00am

Exhibit Hall Luncheon
12:00pm–2:00pm

Networking Reception
5:30pm–6:30pm

Friday, May 16
Exhibit Hall Open
9:00am–11:00am

**Exhibit Hall Drawings
and Coffee Break**
10:00am–11:00am

More than
7 hours of dedicated
viewing time, more
than any other
industry event!

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ASCA 2014 EXHIBITORS

This list is current as of December 10, 2013. For the most current Exhibitor List, please visit www.ascassociation.org/ASCA2014/ExhibitorResources/ListofExhibitors/.

AAHHC, Accreditation Association for
Ambulatory Health Care

abeo

Advantage Trust

Alcon Laboratories

AliMed

Alps South

AmkaiSolutions

AORN

ARC Medical

Ascension Group Architects

ASCOA

ASCpro

Atlantis Worldwide

Bausch + Lomb

Beatty Marketing & Sales

Bemis Health Care

BBL Construction Services

Block Imaging

Cardinal Health

CareFusion

CCI, Competency and Credentialing
Institute

Centurion Service Group

Cerner Corporation

Coding Network, The

Compression Solutions

CuraScript Speciality Distribution

Customed USA

DePuy Synthes Select

DRE Medical

DTG Medical Electronics

Dutch Ophthalmic USA

ePAY Healthcare

eSolutions

Essensa

Exporior Healthcare Systems

Frost-Arnett Company

GE Healthcare

Goodwyn Mills Cawood

Hausted

HealthCare Appraisers

Healthcare Consultants International

Heartland Medical Sales

Hologic

HST

ICU Medical

ImageFIRST Healthcare Laundry Specialists

Innovative Healthcare Corporation

Intellisound

Inventory Optimization Solutions

IPG

Issio Solutions

JHP Pharmaceuticals

Key Surgical

LaClaro

LifeLinc Anesthesia

mdStrategies

MedDirect, a MedData Company

Medical Protective

MediGain

MEDtegrity Healthcare Linen &

Uniform Services

MedTek.Net

Midwest Medical

Miraca Life Science

Mnet Financial

Mobile Instrument Service and Repair

MSI Precision Speciality Instruments

National Board of Surgical Technology &
Surgical Assisting

National Medical Billing Service

Nixon Uniform Service & Medical Wear

Nueterra

One Medical Passport

Paragon Service

PCI | HealthDev

PG LifeLink

Plexus Information Systems

Prescott's

ProVation Medical

Provista

Regent Surgical Health

Ruhof Healthcare

Sheridan Healthcare

Simple Admit

Sklar Instruments

SOMA Technology

SourceMedical

Summit Medical

Surgical Care Affiliates

The Alternative Source Medical

United Surgical Partners

US WorldMeds

VMG Health

Xodus Medical

ZirMed

Zoll Medical Corporation



HOTEL INFORMATION



This year's meeting takes place at Nashville's premier hotel, the Gaylord Opryland Resort & Convention Center, located at 2800 Opryland Drive, Nashville, Tennessee.

Once again ASCA has partnered with ConferenceDirect, to provide a housing bureau for all hotel reservations. ASCA 2014 attendees can take advantage of discounted hotel rates available *only* by making your reservations with ConferenceDirect. Make your reservation early so you can get the hotel room of your choice. Special group rate for ASCA 2014 attendees: \$219 plus tax. This rate is available through April 20, 2013 or until rooms sell out.

The Gaylord Opryland Resort & Convention Center is conveniently located less than 10 miles from the Nashville International Airport (BNA) and a short trolley ride from many local attractions, including the Grand Ole Opry, Ryman Auditorium and the Country Music Hall of Fame. Beneath its climate-controlled signature glass atriums you will find a fabulous selection of dining, shopping and recreation options. Enjoy the 9 amazing acres of indoor gardens, cascading waterfalls, indoor river and a 20,000 square foot spa/fitness center.

You can **book your room** online at www.ascassociation.org/ASCA2014/HotelTravel, or by calling 855.623.2116 Monday through Friday 8:30–5:30 ET. If you have any questions or concerns regarding your housing accommodations, please email asca@conferencedirect.com.

CONTINUING EDUCATION INFORMATION

AEUs: This program is approved for up to 23 units of AEU credit by BASC Provider #3272.

CEUs: This program is approved for up to 23:30 nursing contact hours by the California Board of Registered Nursing, Provider #6949.

CMEs: This activity has been approved for *AMA PRA Category 1 Credits*.™

Target audience: this activity is designed for physicians, nurses and other health care providers who own, manage or work in an ASC—or want to connect with those who do.

Learning Objectives:

- Describe emerging trends and best practices in managing the clinical aspects of an ambulatory surgery center.
- Describe best practices in managing the financial and operational aspects of an ambulatory surgery center.
- Identify regulatory and legislative challenges that are affecting the ambulatory surgery center industry.

REGISTRATION INFORMATION

Your registration fee includes all educational sessions offered Thursday, May 15, through Saturday, May 17; the receptions on Wednesday and Thursday evenings; the continental breakfasts on Thursday, Friday and Saturday; Thursday's Exhibit Hall Lunch; Friday's Luncheon; and the Social Event on Friday evening. Pre-meeting workshops offered on Wednesday, May 14 require an additional fee.

Early Registration Discount: Register by April 4 and save \$100 on your registration fee!

Multi-Attendee Discount: ASCA's Facility Members who send more than one employee can enjoy additional savings. Pay full price for the first registrant, \$100 less for the 2nd, and \$200 less for the 3rd or more. This discount applies only to ASCA Facility Members, and to be eligible for the discount, all registrants must be employed by the same ASC. *All registrations must be received at the same time, received from the same address and covered under one payment.* When registering online, click the "Register Multiple Attendees to Receive Discount" option.

Guest Policy: Guest registration is reserved for spouses/guests of the registrant who are not involved in the ASC industry in any way. Guests cannot attend educational sessions and are ineligible for continuing education credits. This fee allows the guest full access to the Exhibit Hall, including Wednesday and Thursday night receptions, continental breakfasts, lunch on Thursday, Friday's Celebration Luncheon and the Social Event.

Cancellation Policy: All cancellation requests must be submitted via completion of the online form found on the web site: ascassociation.org/ASCA2014/Registration. Through April 3, refunds are given minus a \$50 administrative fee. From April 4 through April 30, refunds will be given minus a \$150 administrative fee. **No refunds can be issued after May 1.** If you registered as part of a group with the multi-attendee discount, the refund will be made on the lowest registration fee paid minus the administrative fee. If the entire group must cancel, one cancellation request per person is required. Please note that no refunds are issued for the following items: pre-meeting workshops or additional tickets purchased for the luncheon and social event.

ASCA 2014 COMMUNITY

Your conference registration automatically subscribes you to the ASCA 2014 online Community on ASCA *Connect*. This is a great place to begin discussions that can be continued in Nashville, ask speakers about their presentations and even find a friend to share a ride! To visit the community, just go to ascaconnect.org and log in. Use your email address and password. *(Note: if this is your first time logging in, your initial password is your last name, case sensitive. If you receive an error message or need assistance with this, please email support@ascassociation.org.)*

SYLLABUS

In our continuing efforts to be environmentally friendly, we are providing all conference attendees with a digital copy of the syllabus. Please remember that you will have the opportunity to view, download and print the handouts before and after the meeting. They will be available in the Resource Library in the ASCA 2014 Community a few weeks before the meeting.

SESSION RECORDINGS

Enjoy year-round digital access to ASCA 2014's educational sessions when you add session recordings to your registration.

SMFG FOUNDATION GRANTS AVAILABLE

A limited amount of funding is available through the SMFG Foundation for employees of freestanding ASCs who wish to attend ASCA 2014. The funding is intended to supplement assistance already approved by an employee's organization. For example, SMFG would consider approval of partial registration fees if transportation and/or lodging are already available to the employee. For further information, contact the SMFG Foundation at 1040 E McDowell Rd, Phoenix, AZ 85006 or call Marylee Doud at 602.258.1521.

ASCA 2014 REGISTRATION FORM

NASHVILLE: MAY 14-17

Please complete a separate form for each attendee.

☐ Dr ☐ Mr ☐ Ms Name _____

Credential(s) _____

Title _____

Organization _____

Address _____

City _____ State/ZIP _____

Phone _____

Fax _____

Email (required for registration confirmation) _____

RN Number (required for contact hours) _____

Register via credit card by faxing this form to 703.836.2090.

☐ VISA ☐ MasterCard ☐ AMEX

Card Number _____

Expiration Date _____ CVV _____ Billing Zip _____

Card Holder Name _____

Signature _____

Register by mailing a Check made payable to Ambulatory Surgery Foundation with this form to

ASCA Meeting Registration
1012 Cameron St
Alexandria, VA 22314-2427

Name on Check _____

Check Number _____

Cancellation Policy: All cancellation requests must be submitted via the Online Refund Request Form located at www.ascassociation.org/ASCA2014/registrationcancellation. Through April 3, refunds are given minus a \$50 administrative fee. From April 4 through April 30, refunds will be given minus a \$150 administrative fee. **No refunds will be given after May 1.** If someone from your group registration must cancel, the refund will be made on the lowest registration fee paid by any member of the group, minus the administrative fees as outlined above. Please note that no refunds are issued for the pre-meeting workshops or tickets purchased.

Standard Registration Received After April 4th

<input type="checkbox"/> Full Price	\$1,005	\$ _____
<input type="checkbox"/> ASC Supporter Member Discount	\$895	\$ _____
<input type="checkbox"/> Facility Member Discount*		
1st Attendee	\$895	\$ _____
2nd Attendee	\$795	\$ _____
3rd+ Attendee	\$695	\$ _____

Early Registration Received Through April 4th

<input type="checkbox"/> Full Price	\$905	\$ _____
<input type="checkbox"/> ASC Supporter Member Discount	\$795	\$ _____
<input type="checkbox"/> Facility Member Discount*		
1st Attendee	\$795	\$ _____
2nd Attendee	\$695	\$ _____
3rd+ Attendee	\$595	\$ _____

***ASCA Facility Members** sending more than one attendee from the **same location** are eligible for a discount when registering at the **same time**. Please submit a separate registration for each attendee.

☐ Guest* **\$150** \$ _____

Guest Name _____

***Guest Policy:** Guest registration is reserved for spouses/guests of the registrant who are not involved in the ASC industry in any way. Guests cannot attend educational sessions and are ineligible for continuing education credits. This fee allows the guest full access to the Exhibit Hall, including Wednesday and Thursday night receptions, continental breakfasts, lunch on Thursday, Friday's Celebration Luncheon and the Social Event.

Pre-Meeting Workshops

All Workshops are Wednesday, May 14.

	Member	Full Price	
<input type="checkbox"/> CASC Review Course	\$250	\$395	\$ _____
<input type="checkbox"/> Infection Control in ASCs: Are You Making The Grade?	\$125	\$255	\$ _____
<input type="checkbox"/> OSHA for the ASC	\$125	\$255	\$ _____
<input type="checkbox"/> Preparing for AAAHC Accreditation	\$175	\$295	\$ _____
<input type="checkbox"/> Preparing for Joint Commission Accreditation	\$175	\$295	\$ _____

Purchase Session Recordings

Package includes all available breakout sessions.

☐ Entire Conference Package Download **\$95** \$ _____

Grand Total: \$

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 _____ Registration Processed
 _____ Data Entry Proofed

Visit our web site for more information: ascassociation.org/ASCA2014

For questions, call 703.836.5904 or email registration@ascassociation.org

Fax Registration to 703.836.2090 or save time by registering online at ascassociation.org/ASCA2014.

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