WHO SHOULD ATTEND?

If you own, manage or work in an ASC—or want to connect with those who do—you should attend ASCA 2016.

Join ASCA in Dallas 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.
Along with global insights into the marketplace trends and regulatory developments that are redefining the ways ASCs do business, ASCA 2016 will provide practical, hands-on information and advice that can help you navigate the challenges you face every day. Come to ASCA 2016 for the latest on

- 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 2016 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 2016!

VISIT THE ASCA 2016 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 2016!
# SCHEDULE AT A GLANCE

## THURSDAY, MAY 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00am–5:00pm</td>
<td>Pre-Meeting: CASC Review Course</td>
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<tr>
<td>8:00am–12:00pm</td>
<td>Pre-Meeting: Preparing for AAAHC Accreditation</td>
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<td>Pre-Meeting: Preparing for a Joint Commission Survey</td>
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<td>Pre-Meeting: Essential Social Media: Protecting Your Reputation and Building Your Business Online</td>
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<td>Pre-Meeting: The Role of Infection Prevention and Control in an ASC QAPI Program</td>
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<td>5:00pm–6:30pm</td>
<td>GENERAL SESSION</td>
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## FRIDAY, MAY 20

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<tr>
<td>6:30am–7:30am</td>
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<td>Update on Sterilization Standards</td>
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<td>12:00pm–2:00pm</td>
<td>EXHIBIT HALL LUNCH</td>
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<td>Using Medicare Regulations and Interpretive Guidelines to Understand and Respond to Your Survey’s Results</td>
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SATURDAY, MAY 21

6:30am–7:30am
5K FUN RUN/WALK

7:00am–8:00am
BREAKFAST

7:45am–8:45am
BREAKOUT SESSIONS
Ensuring IT Security and HIPAA Compliance in ASCs: Complex Rules, More Challenges, Higher Penalties
Leadership 101
Medicare ASC Payment Changes: Opportunities and Risks
Overview of Compounding
Risk Management and QAPI: Making a Successful Relationship

9:00am–10:00am
BREAKOUT SESSIONS
Leadership 201
Legal Liability and Protective Measures Regarding Product Defects/Failures
Payer Agreement Negotiations: The Tools You Need for Success
Total Joint Replacements in the ASC
Trends in State Regulations on Ambulatory Surgery Centers

11:00am–12:00pm
BREAKOUT SESSIONS
Bundled Payment 101
Cell Phone Usage in the ASC by Patients/Patient Representatives (a Dynamic Joint Clinical and Legal Analysis)
Driving Clinical Improvements Through an Effective Benchmarking Program
Managing Conflict in the ASC (Staff, Physicians, Patients)
Spine Procedures in the ASC

12:10pm–1:40pm
CELEBRATION LUNCHEON

2:00pm–3:00pm
BREAKOUT SESSIONS
Bringing Innovative Procedures to Your ASC
Financial Benchmarking
Partnering with Banks
Peer Review Success
Topical Antiseptics: Reducing the Risk of Surgical Site Infections

3:00pm–3:15pm
AFTERNOON BREAK

3:15pm–4:15pm
BREAKOUT SESSIONS
Hysterectomy and Beyond: Is Gynecologic Surgery the Next Big Thing?
Improving Patient Safety through Huddles and Handoffs
Peer Review: A Legal Perspective
Recovery Care Options in the ASC
Your Policy and Procedure Manual One Chapter at a Time

4:30pm–5:30pm
BREAKOUT SESSIONS
ASC Joint Ventures: The Rules for Success
Design Concerns for ASCs
Flexible Endoscope Reprocessing: Re-Thinking the Risk for Endoscopy-Associated Infections
Novel Approaches to Supply Cost Containment/Reduction
Requirements for RN-Provided Sedation

6:00pm–9:00pm
SOCIAL EVENT

SUNDAY, MAY 22

6:45am–7:45am
BREAKFAST

8:00am–9:30am
BREAKOUT SESSIONS
Always be Prepared! CMS and Accreditation Survey Issues and Strategies
Preparing for Electronic Health Records: What You Need to Know about Change Management, Physician Buy-In, Quality and Patient Safety
Safe Medication Management and Compliance

9:30am–9:40am
MORNING BREAK

9:40am–11:10am
BREAKOUT SESSIONS
Achieving and Sustaining a Culture of Patient-Centered Care
OSHA: Truths and Myths
Top Reimbursement Issues that Affect Your Bottom Line
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 (now administered online only) or want a review of the key areas of ASC administration that will help you keep your skills current, 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.

John Goehle, MBA, CPA, CASC Consultant, Ambulatory Healthcare Strategies
Mary Ryan, BSN, MBA, CASC Group Clinical Director, Surgical Care Affiliates
Debra Stinchcomb, RN, BSN, MBA, CASC Consultant, Progressive Surgical Solutions

8:00am–12:00pm
Essential Social Media: Protecting Your Reputation and Building Your Business Online* 
An ability to use today’s social media tools is essential for all ASCs concerned about protecting and enhancing their reputation in their communities. Explore the do’s and don’ts of social media in the ASC setting, including how to get started, how to keep your outreach going and how to ensure that you are really listening to your audience.

Examine who is online, what they are looking for and what they are finding on topics that matter to you and your business. Look at the ever-increasing number of forums that allow patients and consumers to post both fair and unfounded comments and opinions about you, your business and the ASC industry. Find out how to use social media platforms effectively to promote your experience and capabilities—including the value, convenience and outcomes that patients are looking for today. This session will help you build your social media audience and ensure that you’re taking in as much information from social media channels as you’re putting out.

Marcus Crider, JD 
Partner, Waller
Kelly David, BA, APR 
Marketing and Public Relations Director, Spectrum Medical Group
Charlie Leonard, BA 
Principal, Charlie Leonard Public Affairs and Public Relations

Preparing for AAAHC Accreditation* 
Get the information you need to pass an initial accreditation or a re-accreditation survey conducted by the Accreditation Association for Ambulatory Health Care (AAAHC). Join these accreditation experts to learn more about the accreditation survey process, the core standards that apply to all organizations, the adjunct standards that might apply to your ASC and the many benefits of accreditation. Identify the steps you need to take to prepare for and remain prepared for an accreditation or re-accreditation survey.

Ray Grundman, MSN, MPA, FNP-BC, CASC 
Vice President and General Manager, AAAHC
Nancy Jo Vinson, RN, BA, CASC 
AAAHC Training Faculty; Surveyor, Standards & Survey Procedures Committee Member
Preparing for a Joint Commission Survey* 
Discover or review the steps you need to take to prepare for a Joint Commission survey and maintain those standards all year through. Find out which standards challenge ASCs the most and ways to make sure your ASC remains compliant.

Susan Herrold, MN, RN, FNP-C 
Ambulatory Surveyor, The Joint Commission

1:00pm–4:30pm
CMS’s Physical Environment & the Life Safety Code* 
Minimum requirements for the physical environment that Medicare-certified ASCs must maintain are found in the Centers for Medicare & Medicaid Services’ (CMS) State Operations Manual Appendix L and CMS’ adopted edition of the National Fire Protection Association’s NFPA 101: Life Safety Code. This session will explore current CMS requirements and help attendees understand their responsibilities for achieving and maintaining compliance. Participants will review baseline compliance as well as the often misunderstood and/or overlooked aspects of operational compliance and documentation that frequently lead to Life Safety Code survey citations. Guidance will include ways to design and implement long-term, low-stress solutions that can help your ASC remain in continuous compliance with CMS’ physical environment mandates.

Bill Lindeman, AIA 
President, WEL Designs PLC

The Role of Infection Prevention and Control in an ASC QAPI Program* Recent changes adopted by the Centers for Medicare & Medicaid Services (CMS) and the ASC accrediting bodies now require ASCs to integrate their infection prevention and control programs into their Quality Assessment and Performance Improvement (QAPI) programs while maintaining a separate set of indicators.

Discuss the recent and emerging federal requirements and the role that infection prevention and control plays in QAPI. Get an in-depth review of this entire operational area, including risk assessment, quality indicators and measures, surgical site infection surveillance, data collection and processing, influenza vaccination, the emerging antimicrobial stewardship program and the CMS surveyor worksheet changes.

Phenelle Segal, RN, CIC 
President, Infection Control Consulting Services

*additional registration required
FRIDAY, MAY 20, 2016

6:30am—7:30am
GROUP YOGA
Sponsored by Pacira Pharmaceuticals

New this year, ASCA adds to the promotion of fitness and wellness among conference attendees with Group Yoga! All skill levels—from beginner to expert—are invited to attend. All yoga participants will also receive a wellness T-shirt!

7:00am–8:00am
EXHIBIT HALL BREAKFAST
Sponsored by Evident

8:00am–10:00am
GENERAL SESSION
To be announced

10:00am–11:00am
EXHIBIT HALL MORNING BREAK

11:00am–12:00pm
BREAKOUT SESSIONS

CMS Quality Reporting for ASCs
Look carefully at Medicare’s current quality reporting requirements and make sure you know all that your ASC needs to do now to avoid payment reductions in future years. Get answers to the most frequently asked questions surrounding the program, an in-depth understanding of the terms and definitions that apply and a preview of what your ASC can expect in future years. An overview of recent events tied to the quality reporting program will be provided.

Gina Throneberry, RN, MBA, CASC, CNOR
Director of Education and Clinical Affairs, Ambulatory Surgery Center Association

Donna Slosburg, BSN, LHCM, CASC
Executive Director, ASC Quality Collaboration

Credentialing Trends: Improving Safety, Tracking Outcomes and Accreditation Compliance
Properly managed, your ASC’s credentialing and privileging process is the first step in your ASC’s risk management program and lays the groundwork for an emphasis on patient safety and quality of care. Discover essential techniques for making this process work and taking full advantage of all of the benefits it offers your ASC.

Ray Grundman, MSN, MPA, FNP-BC, CASC
Vice President & General Manager, AAAHC

ICD-10 Updates: The Aftermath of Implementation
This session will provide an overview of the common challenges occurring with the ICD-10 implementation, including trends in physician documentation, claim submissions, reimbursements/denials and productivity.

Cristina Bentin, COC, CCS-P, CMA
President, Coding Compliance Management, LLC

Society for Ambulatory Anesthesia (SAMBA) Panel: Advances in Enhanced Recovery
Review anesthesia strategies that can improve recovery and allow patients to be better able to return to normal function. Topics covered will include airway management, analgesic strategies, anesthetic planning, fluid management and post-operative nausea and vomiting (PONV) prophylaxis.

Steven Butz, MD
Medical Director, Children’s Hospital of Wisconsin Surgicenter, Medical College of Wisconsin

Rebecca Twersky, MD, MPH
Josie Robertson Surgery Center, Memorial Sloan Kettering Cancer Center

Update on Sterilization Standards
Sterilization and disinfection standards are under scrutiny. Each year, your ASC needs to adapt to changes in the existing standards and new regulatory policies that apply to your ASC. Find out what the latest updates in the Association for the Advancement of Medical Instrumentation standards means for your ASC, review the Food and Drug Administration and Centers for Disease Control and Prevention alerts on endoscope processing and more.

Sue Klacik, BS in Business, CRCST, CIS, FCS
President of Klacik Consulting, LLC, Klacik Consulting & St. Elizabeth Health Center

12:00pm–2:00pm
EXHIBIT HALL LUNCHEON
Sponsored by Evident

*additional registration required
Federal Update
Learn about the latest legislative and regulatory developments that impact your ASC's operations and bottom line. Get an overview of ASCA's legislative and regulatory agenda for 2016 and beyond and discuss the ways that ASCA is working for you on Capitol Hill and inside the government agencies that have jurisdiction over your ASC. Look into opportunities for you to participate in ASC advocacy efforts in Washington, DC, your state and your hometown.

Heather Ashby
ASCA

Hiring and Firing Employees
Discuss best practices in employment and human resource management in the ASC setting, including tips for avoiding discrimination and other employment claims through proper employee hiring, evaluations, discipline and discharge processes. Learn about recent developments and trends in employment law, including the latest Equal Employment Opportunity Commission (EEOC) and Department of Labor (DOL) initiatives.

Marcus Crider, JD
Partner, Waller

Patient Collections
With the recent rise in high deductible health plans and an overall increase in patient financial responsibility, ASCs are increasingly dependent on collecting effectively from their patients. Discuss the strategies that are critical to optimizing your patient collections while simultaneously increasing patient satisfaction. Examine each step of the collections process, including how to develop an effective and compliant patient financial policy, the key elements that your policy should include, how to train your front desk to use your policy correctly, what technologies you can use to automate and enhance many of these functions, how to handle out-of-network patient collections and more.

Lisa Rock
President, National Medical Billing Services

Best Practices to Optimize Patient Collections
With the recent rise in high deductible health plans and an overall increase in patient financial responsibility, ASCs are increasingly dependent on collecting effectively from their patients. Discuss the strategies that are critical to optimizing your patient collections while simultaneously increasing patient satisfaction. Examine each step of the collections process, including how to develop an effective and compliant patient financial policy, the key elements that your policy should include, how to train your front desk to use your policy correctly, what technologies you can use to automate and enhance many of these functions, how to handle out-of-network patient collections and more.

Lisa Rock
President, National Medical Billing Services

Set, Define and Reinforce a High Performance Culture
The culture of a center defines its foundation: its values, beliefs and standards. Whether you are leading a new, hand-picked staff or have inherited a dysfunctional environment, this session can help you identify key elements you can consider in evaluating and improving the culture of your ASC. Start by considering the importance of your ASC’s leadership—defining initial and ongoing responsibilities. Then examine what makes an effective culture, discussing core elements for success. Examples will be provided to illustrate how operations are impacted by the culture of your center and how changes to it can help or hinder your success. Tools to assist you in fostering and maintaining an effective and high-performing center will be provided.

Judy Harless, MBA, CASC
Administrator, SMI Surgery Center

Sterilization of Ophthalmic Instruments—Immediate Use Steam Sterilization (IUSS)
In 2015, inadequate instrument processing was number 8 on the ECRI Institute’s list of top 10 technology hazards in health care, and accreditation surveyors are looking to see if processing practices are congruent with current evidence-based guidelines, position papers and instructions for use. Immediate use steam sterilization, terminal sterilization and short cycles have caused some confusion for personnel responsible for processing ophthalmic instruments. Explore these issues and examples of best practices. Review recommendations and guidelines from the Association of periOperative Registered Nurses, the Association for the Advancement of
Violence in the ASC Setting: A Case Study Based on Experience

Is your ASC prepared for the unthinkable? Two days before Thanksgiving in 2013 the unthinkable happened at our ASC. As the health system risk manager, I was a first responder when the family member of a patient stabbed five people during a rampage through our center from the waiting room through the clinical areas. Friends, staff members, loved ones, visitors and patients were impacted and changed forever on that day. We grieved, mourned, got angry, cried, learned from the event and became stronger. Learn from our ASC’s experience how to prepare for a comparable event in your ASC.

Beth Chrismer, MSN, RN
Director, Medical Care Review, Good Shepherd Ambulatory Surgical Center

4:30pm–5:30pm

BREAKOUT SESSIONS

A Risk Management Approach to Managing Patient Safety and “Never Events” in the Surgical Setting

The surgical setting requires a multifaceted approach to reducing clinical risk and boosting patient safety, and national guidelines and strategies can help clinicians reduce the occurrence of sentinel events, never events and more. Explore strategies you can use to further reduce incident rates in your ASC.

Linda McSmith, RN, LHRM, CPHRM
Assistant Vice President Risk Management, OneBeacon Healthcare Group

Attaining a Successful Competency Program

Focus on the basic framework for developing a competency program and the importance of verifying and validating staff skills, knowledge and attitude to ensure they meet industry standards. Use what you learn to establish a thorough and effective competency assessment program that is essential to patient safety or to implement a corrective action plan in response to survey results or adverse patient events. Make certain your competency assessments are tied to actual practice rather than an assumption of competency based on years of experience.

Jan Allison, RN, CHSP
Director of Quality and Accreditation, Surgical Care Affiliates

Drug Diversion in the ASC: A Hidden Threat to Patient Safety

Drug diversions occur in health care facilities across the US every day. Learn how opioid diversion could occur in your ASC and the steps you can take to protect your ASC’s staff and minimize the risk of patient harm from an impaired provider, including untreated pain, infection risks stemming from tampering with injectable drugs and more.

Kimberly New, JD, BSN, RN
Consultant, Diversion Specialists

The BSN Debate: How Does Nursing Education Impact Patient Outcomes

In the US, there has long been a diversity of paths for entry into the registered nursing profession. Entry level degrees include diplomas, associate degrees and baccalaureate level education. The relative merits of each educational path have been discussed for decades with little consensus in the profession. Recent events, including release of the Institute of Medicine Report on the Future of Nursing, have rekindled the debate. Look into the latest literature on this subject within the context of changes in American health care, including reimbursement methods and changing attitudes regarding accountability. The theme of professionalism will serve as an anchor for this presentation.

Jim Stobinski, PhD, RN, CNOR
Director of Credentialing and Education, The Competency and Credentialing Institute

Transforming a Culture

Changing the culture at your center is arguably the most vexing challenge you face as a leader. And yet, culture is the bloodline of all the activities in your center and sets the passion, energy and attitude of your entire team. Culture also is at the core of what makes your center more attractive and competitive and is the hardest thing for anyone to copy. Mastering cultural transformation can help your center not just survive, but thrive. Investigate some proven and effective ways to tackle culture transformation challenges.

Goran Dragolovic
Vice President, Surgical Care Affiliates

5:30pm–6:30pm

NETWORKING RECEPTION

Sponsored by United Surgical Partners International

Relax after a full day of educational sessions with a sampling of finger foods and light snacks. 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!
5K FUN RUN/WALK
Registration at 6:00am
Race Starts at 6:30am
Sponsored by SourceMed

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 event is a fun opportunity to soak in the beautiful landscape of the Marriott World Center—and a terrific way to get your body moving and energized for the rest of the day. Make every step count! Utilize the ASCA 2015 pedometer to track your 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! While everyone wins participants will also receive an ASCA 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! While everyone wins participants will also receive an ASCA 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! While everyone wins

7:00am–8:00am
CONTINENTAL BREAKFAST
Sponsored by Evident

9:00am–10:00am
BREAKOUT SESSIONS

Medicare ASC Payment Changes: Opportunities and Risks
Get an overview of changes to the ASC Medicare payment system that have implications for reimbursement and payment logic in your ASC. Identify opportunities the changes offer for adding value to your ASC and related risks that could impact the financial performance and business operations at your ASC. Examples of reimbursement changes and payment logic will be provided by specialty so that both single-specialty and multi-specialty ASCs can identify how to best prepare. End this session with a summary of how the Medicare changes might potentially impact or influence commercial payer reimbursement and contracting.

Ann Geier, MS, RN, CNOR, CASC
Chief Nursing Officer, SourceMedical

Legal Liability and Protective Measures Regarding Product Defects/Failures
Address potential liability risks in your ASC tied to the use of medical products,
including durable medical equipment dispensed at discharge. Past incidents and recommendations for proactive, protective measures that can minimize liability will also be discussed.

William Miller, JD  
Partner, Higgs, Fletcher & Mack LLP

Payer Agreement Negotiations: The Tools You Need for Success  
With a little dedication and effort, it is possible to improve your ASC’s overall financial picture by regularly negotiating your commercial payer agreements. This quick study in implementing an ongoing payer management strategy will demystify the process and help motivate you to work on your payer agreements with more enthusiasm. Learn negotiating tactics that can improve your results, and discuss ways to plan for the future and retain a competitive advantage.

Heather Skelton, JD  
Attorney at Law, Gardner Skelton PLLC

Total Joint Replacements in the ASC  
Review the process for developing a successful outpatient total joint arthroplasty program in the ASC setting. Review patient preparation techniques, the surgeon’s role and responsibilities, the roles of your ASC’s clinical and business office staff and physical facility requirements needed to accommodate these procedures and ensure top outcomes. Discussion will also include suggestions for successful negotiations with insurance providers for reimbursement of these procedures in the ASC setting.

Cindy Armistead, AD, BS  
Administrator, Campbell Clinic Surgery Centers, LLC

Trends in State Regulations on ASCs  
State legislatures and regulators like to copy the hottest trends in health care policy from each other. For ASCs, recent trends include laws and regulations that increase taxes, reduce competition and restrict patient access.—As states attempt to balance budgets, lawmakers are increasingly looking to reduce health care spending. Join this interactive session to hear from state policy experts and ASC advocates who are fighting these trends and find out what you can do to join them.

William Miller, JD  
Partner, Higgs, Fletcher & Mack LLP

Cell Phone Usage in the ASC by Patients/ Patient Representatives (a Dynamic Joint Clinical and Legal Analysis)  
Engage in a dynamic and collaborative conversation about both the clinical and legal issues arising from cell phone usage by patients and patient representatives in your ASC. Review scenarios likely to give rise to clinical and legal problems, previous incidents involving cell phone usage and proactive measures you can take to minimize adverse clinical and legal outcomes.

William Miller, JD  
Partner, Higgs, Fletcher & Mack LLP

Managing Conflict in the ASC (Staff, Physicians, Patients)  
Stop avoiding conflict and start managing it with this discussion of the most common types of conflict in the ASC setting and how to prepare for productive conflict resolution. Get real-world solutions you can take back to your center to manage conflict in a stressful environment and tips for avoiding potential pitfalls. Learn effective communication techniques that can help you manage workplace conflict.

Ann Shimek, RN, CASC  
Senior Vice President of Clinical Operations, USPI

Spine Procedures in the ASC  
Get an overview of spinal surgery in the ambulatory environment and answers to questions like “What is the appropriate patient selection for a spine case and who is the right surgeon for the setting?” Find out what defines the differences between a simple and complex spine case and what is needed to manage the full spectrum of these cases in an ASC. Come away with an understanding of how to integrate these complex cases into an ASC and how-to advice that can help you make that integration a reality safely and efficiently. Pitfalls and advantages of contracting and hot topics that surround this specialty will also be covered.

Karen Reiter, RN, CNOR, CASC  
Administrator, DISC Sports and Spine

Bundled Payment 101  
Get an introduction to emerging models of bundled payments and how ASCs and the physicians who work in ASCs can participate in these new value-based care programs.

Marian Lowe, MBA  
Senior Vice President, Payer & Employer Strategy, United Surgical Partners International

Driving Clinical Improvements Through an Effective Benchmarking Program  
Learn about the benefits of clinical benchmarking and steps you can take to set up an effective benchmarking program in your ASC. Examine the types of benchmarking, metric selection, setting measurement criteria, specific ASC-appropriate benchmark sources and the best methods for reporting performance results and trends to your committees and Board members. All principles of clinical benchmarking will be highlighted in a case study review focused on clinical outcomes, patient satisfaction and survey performance.

Michelle George, RN, MSN, CASC  
Vice President Clinical Services, Surgical Care Affiliates

10:00am–11:00am  
EXHIBIT HALL BREAK

11:00am–12:00pm  
BREAKOUT SESSIONS

Bundled Payment 101

Managing Conflict in the ASC (Staff, Physicians, Patients)

Spine Procedures in the ASC

Questions? Contact ASCA at 703.836.5904
12:10pm–1:40pm
CELEBRATION LUNCHEON
Sponsored by Surgical Care Affiliates

Take a short break from the intensive educational program and enjoy a leisurely sit-down lunch with your colleagues while you 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

Bringing Innovative Procedures to Your ASC
AS ASCs continue to bring more innovative and higher acuity cases into their facilities, new questions and considerations arise. Examine what is key to ensuring successful integration of these cases into your current case mix. Investing time and resources on the front end will support future success.

Lisa Austin, CASC
Vice President of Operations, Pinnacle III

Financial Benchmarking
Get insights and advice to help you benchmark your ASC against the industry. Learn how you can develop balance sheet and revenue and expense cycle benchmarks that you can use to compare your ASC’s financial performance measures to benchmark data available publicly and through ASCA. Get a guideline that will help you make the most essential comparisons. 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, CPA, CASC
Consultant, Ambulatory Healthcare Strategies

Partnering with Banks
Get an overview of the current economic and regulatory environments affecting the banking industry, with a particular emphasis on how medical practices and ASCs should engage and interact with commercial banks. Discuss arranging borrowing facilities, depository accounts and other essential business services. Hear from a banking industry-insider how to establish and maintain a constructive and mutually beneficial relationship with a commercial bank.

Greg Withers
Senior Vice President–Commercial Banking, First Citizens Bank

Peer Review Success
Are you still trying to figure out Peer Review after all these years? Still looking for workable solutions, what data to track and meaningful information? Get the organizational tips and resources you need to get your Peer Review Program in shape and improve team and practitioner engagement.

Sharon Kimbrough, CPC, CPMSM
Manager, Medical Staff Services, SCA

Topical Antiseptics: Reducing the Risk of Surgical Site Infections
Discuss ways to reduce the bacterial load on skin and mucous membranes prior to high-risk procedures. Review the guidelines that support each indication for surgical site infection (SSI) reduction.

Kim Bamburg, RN, MEd, CSPDT
Technical Consultant, 3M Infection Prevention Division

3:00pm–3:15pm
AFTERNOON BREAK

3:15pm–4:15pm
BREAKOUT SESSIONS

Hysterectomy and Beyond: Is Gynecologic Surgery the Next Big Thing?
Listen as Dr. Rosenfield shares his experience launching a gynecologic surgery program at the Pearl Surgicenter in Portland Oregon. Then, ask your questions about how this surgeon with a decade of experience and more than 1,000 successful cases has pioneered a movement of higher acuity, minimally invasive pelvic surgical procedures from the hospital to the ASC. Dr. Rosenfield’s network of expert surgeons and success with direct contracting to large self-funded employers has led to successful programs working together across the US. Consider basic setup, surgeon selection, charges and reimbursements, how to be successful within this vertical and more.

Richard Rosenfield, MD
Executive Medical Director, Pearl Surgicenter

Improving Patient Safety through Huddles and Handoffs
Take everyday activities within your ASC to the next level with these tools and tips that can help you improve health care worker communications and drive a culture of patient safety. Focus on the relationship between patient harm events and communication as well as the various models for effective handoff communications. Explore the impact that strategies like health care team huddles and accountability can have on patient care.

Michelle George, RN, MSN, CASC
Vice President Clinical Services, Surgical Care Affiliates

Peer Review: A Legal Perspective
Health care professionals often overestimate the legal protections afforded by their specific peer review processes and underestimate the number of safeguards required to adequately protect against legal discovery of reviewed cases. Focus on defining the process of peer review, recognizing potential procedural pitfalls and developing risk management strategies to help limit liability exposure and maximize state and federal protections in a continually evolving legal landscape. Master the art of using peer review as a powerful tool for ensuring patient safety and improving clinical outcomes in your ASC.

Arik Worsfold, JD
Claims Attorney, Preferred Physicians Medical Risk Retention Group, Inc.

Recovery Care Options in the ASC
Explore the different ways that ASCs can provide overnight care to patients needing active monitoring for up to 23 hours. Discuss how the Mississippi Valley Surgery Center provides for overnight care to its
Design Concerns for ASCs
Save money, time and aggravation by taking a close look now at the top 10 issues to consider when planning, designing, constructing, licensing and getting certification for an ASC. Consider budgeting, selecting your project team, geographic variances in codes and regulations, design elements and time horizons. Discuss the Facility Guidelines Institute guidelines that apply to ASCs. This session is recommended especially for owners and operators, clinical practitioners, architects, facility managers and others who are planning a new center or considering expanding an existing facility.

Edward Tennant, CASC
VP, HCA Ambulatory Surgery

Requirements for RN-Provided Sedation
RN s trained and experienced in critical care, emergency and/or peri-anesthesia specialty areas may be given the responsibility to administer and maintain moderate or conscious sedation in the presence, and by the order, of a physician. Examine best practices related to patient safety, RN competency, RN training, facility policy and physician credentialing. Discuss ways to meet the guidelines set by The Joint Commission, the Accreditation Association for Ambulatory Health Care, the American Society of Anesthesiologists and other regulatory agencies.

Jennifer Butterfield, RN, MBA, CNOR, CASC
Administrator/CEO, National Surgical Healthcare, Inc.—Lakes Surgery Center

Flexible Endoscope Reprocessing: Re-Thinking the Risk for Endoscopy-Associated Infections
Transmission of multidrug-resistant superbugs has been attributed to lapses in the reprocessing of flexible endoscopes. Review the known outbreaks, their proposed causes and how they were controlled. Discuss the latest recommendations for preventing future outbreaks, including communications from the Food and Drug Administration and the Centers for Disease Control and Prevention. All current recommendations include implementation of a comprehensive Quality Control (QC) program. Investigate several options for how to implement a QC program and suggestions for how to avoid common implementation challenges.

Grace Thornhill, PhD
Technical Specialist, 3M

Novel Approaches to Supply Cost Containment/Reduction
Consider new ways you can reduce and contain your facility’s supply costs, including processes that increase committee and board engagement and employee involvement, practical solutions for presenting cost information and measuring impact on margin and how-to advice for pursuing rebate/discount agreements. Actual examples of specific facility challenges with processes and outcomes will be shared. Leave equipped with new insights into approaching this increasingly important problem.

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Always Be Prepared! CMS and Accreditation Survey Issues and Strategies
The Centers for Medicare & Medicaid Services (CMS) surveys continue to get tougher. ASCs have to be properly prepared to avoid common survey issues and manage difficult outcomes from these surveys when they occur. Identify some of the most common and significant issues that surveyors cite 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
Chief Operating Officer, Ambulatory Healthcare Strategies

Preparing for Electronic Health Records: What You Need to Know about Change Management, Physician Buy-In, Quality and Patient Safety
Begin by getting information and checklists that can help you open discussions with your physicians and staff to understand and prepare for the unique needs of electronic health record (EHR) technology in your ASC. Then, discover ways to use principles of change management to provide practical strategies for managing the move from paper to computers. Next, investigate the ways that implementing an EHR that can automate and streamline your ASCs’ workflow and increase the organization and accuracy of patient information. End with a look at other aspects of the new directions health information technology is taking and the regulatory and health care environment of change driving new expectations for patient populations.

Cindy Klein, MIS, PMP, CPHIMS
CMIO, USPI

Safe Medication Management and Compliance
Discuss medication management from a regulatory and accreditation compliance perspective. Discussion will include compliance topics pursuant to Joint Commission standards, Drug Enforcement Administration laws, the Drug Quality and Security Act, the Drug Supply Chain Security Act, pharmacy rules and standards of practice. Bring your questions on the pharmacy-related topics that concern you most.

Chris Dembny, RPh
President, Dembny Pharmacy Consultants LLC

OSHA: Truths and Myths
Make sure you know for certain what the Occupational Safety and Health Administration (OSHA) requires of your ASC and what you need to do to comply. Find out who is an “at risk” employee, whether all of your ASC’s employees need the Hepatitis B vaccine, what paperwork is required if there is an exposure incident and what time frame applies to testing patients and employees. Investigate the most common OSHA violations. Determine what your chances are of contracting Hepatitis-B, Hepatitis-C or HIV if you are exposed to blood or other other potentially infectious materials. Learn about the new Global Harmonization System (GHS) being used to identify chemicals in the work environment.

Archie Jennings, BBA, MPH, CMCO
Owner, Total Healthcare Compliance and Consultation

Top Reimbursement Issues that Affect Your Bottom Line
Discuss proper coding techniques and billing strategies that will help you protect your bottom line and avoid the most common reimbursement errors in ASCs. Look at miscoded procedures that can cause unnecessary denials, using modifiers appropriately to capture the revenue you deserve, how to stay safe with unbundled codes when billing Medicare, some common ASC coding and billing processes that you can improve quickly and easily, proven strategies for avoiding common coding mistakes and improvements you can make to capture full payments for all of the services your ASC provides.

Stephanie Ellis, RN, CPC
President, Ellis Medical Consulting, Inc.
EXHIBIT HALL

ASCA 2016’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 2016 and beyond. Following the continued 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 divided into color sections, 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 color section, you will be qualified to win. Winners will be announced during Friday’s Celebration Luncheon!

EXHIBIT HALL HOURS & EVENTS

**Wednesday, May 18**
Exhibitor Registration and Move In
12:00pm–5:00pm

**Thursday, May 19**
Exhibit Hall Welcome Reception
8:00am–3:00pm
6:30pm–8:00pm
Door Prizes
7:45pm

**Friday, May 20**
Exhibit Hall Open
7:00am–2:00pm & 5:30pm–6:30pm
Breakfast
7:00am–8:00am
Break
10:00am–11:00am
Exhibit Hall Luncheon
12:00pm–2:00pm
Networking Reception
5:30pm–6:30pm
Door Prizes
6:15pm

**Saturday, May 21**
Exhibitor Appreciation Breakfast
8:30am–9:00am
Exhibit Hall Open
9:00am–11:00am
Break
10:00am–11:00am
Door Prizes
10:45am

More than 11 hours of dedicated viewing time, more than any other industry event!

THANK YOU TO OUR SPONSORS
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BRONZE

3M Science. Applied to Life.”
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Mckesson
Zeiss
RedRock
ASCA 2016 EXHIBITORS

This list is current as of January 7, 2016. For the most current Exhibitor List, please visit www.ascassociation.org/ASCA2016/ListofExhibitors.

3M Health Care
AAAHC
Abbott Point of Care
Abeo
AdvantageTrust
Aisthesis-Partners in Anesthesia Care
AIV
Alsco HealthAssure by Alsco
Ambulatory Surgical Centers of America (ASCOA)
American Medical Association
AmkaiSolutions
Anesthesia Plus
AORN
ARC Medical
Atlantis Worldwide
Aviacode
Banyan
BBL Medical Facilities
Blue Belt Technologies
Bluestone Diagnostics
Brasseler USA
Business Intelligence Solutions
Cactus
Cardinal Health
Casetabs
CBLNC
Centurion Medical Products
Cerner Corporation
Coding Network
Competency and Credentialing Institute (CCI)
Competent Provider by NurseCompetency
Contec
Crosstex/SPSmedicai
CuraScript SD
Delfi Medical Innovations
DePuy Synthes
DRE Medical
Encompass Group
ePay Healthcare
Epix Anesthesia
Evident
Experior Healthcare Systems
Franklin Collection Service
GE Healthcare
gMed-a Modernizing Medicine Company
H+sp
HealthCare Appraisers
Hologic
HSTpathways
ICE Technologies
ImageFIRST
In2itive
Innovative Medical Products
Innovative Sterilization Technologies
IntelliSound
Inventory Optimization Solutions (IOS)
KARL STORZ Endoscopy-America
Key Surgical
McKesson Medical Surgical
mdStrategies
Med A/Rx
MedData
MediGain
Medline Industries
MedPro Group
MEDtegrity Healthcare Linen & Uniform Services
MedTek
Midwest Medical
Mnet Financial
Mobile Instrument Service
National Medical Billing Services
Nixon Uniform Service & Medical Wear
Noelker and Hull Associates
Olympus of America
Omeros Corporation
One Medical Passport
OR Manager
OsteoMed
Pacira Pharmaceutical
PG LifeLink
PharMEDium Services
Practice Partners in Healthcare
Prescott’s
Provista
PurNet
Radiation Detection Company
Re-Owned.com
Red Rock Diagnostics
Regent Revenue Cycle Management
Sealed Air Diversey Care
Sheridan Healthcare
Socius Marketing
Soma Technology
Somnia
SourceMed
SSI Medibis
Summit Medical/Shippert Medical
Surgical Care Affiliates
Surgical Notes
TekTone
The Joint Commission
The Ruhof
United Anesthesia Partners
United Surgical Partners International
US WorldMeds
Zoll Medical Corporation
ASCA 2016 will be held at the Gaylord Texan Resort & Convention Center, a luxurious hotel in Grapevine, TX, overlooking Lake Grapevine and brimming with authentic Texas style and hospitality. Beneath the signature glass atriums, guests at the Grapevine resort can browse eclectic shops and dine at the world-class restaurants that offer everything from barbecue to Tex-Mex. During downtime, guests can explore the DFW resort’s 4.5 acres of lush indoor gardens and winding waterways, enjoy a brisk workout at the fitness center or unwind at Relâche Spa & Salon, which offers facials, massages, body wraps, manicures and more.

2 Easy Ways to Book Your Hotel Reservation:
- Call 855.623.2116 Monday through Friday 8:30AM–9:00pm EST

Special Group Rates for ASCA 2016 Attendees: $219.00 + taxes.

CONTINUING EDUCATION INFORMATION

AEUs and nursing contact hours will be provided. Please check http://www.ascassociation.org/asca2016/education for more information.

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 19, through Sunday, May 22; the receptions on Thursday and Friday evenings; the continental breakfasts on Friday, Saturday, and Sunday; Friday’s Exhibit Hall Lunch; Saturday’s Luncheon; and the Social Event on Saturday evening. All Pre-Meeting Workshops require an additional fee.

Early Registration Discount: Register by April 1 and save $100 on your registration fee!

Multi-Attendee Discount: ASCA’s Facility Members who send more than one employee can enjoy additional savings by clicking on the Register Group button. Pay full price for the first registrant, $100 less for the 2nd, and $200 less for the 3rd or more. This discount only applies to ASCA Facility Members, and to be eligible for the discount, all registrants must be employed by the same ASC. The ASC must be an ASCA member and all registrations must be received at the same time, received from the same address, and covered under one payment.

Member Discounts: ASCA members can take advantage of the lowest registration fees available. If your facility is not currently a member but would like to join to take advantage of the reduced fees, please contact Mykal Cox at mcox@ascassociation.org or call 703.836.8808.

Guest Policy: Guest registration is reserved for spouses/guests of the registrant who are not involved in the health care 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 Thursday and Friday night receptions, continental breakfasts, lunch on Friday, Saturday’s Celebration Luncheon and the Social Event. ASCA reserves the right to review the registrations of all guests for eligibility. Any registrant that falls outside of our policy will have to either register under the appropriate rate or will be refunded.

Cancellation Policy: All cancellation requests must be submitted via completion of the online form found on the web site: www.ascassociation.org/ASCA2016/register/registrationcancellation. Through April 1, refunds are given minus a $50 administrative fee. From April 2 through April 30, refunds will be given minus a $150 administrative fee. No refunds will be given 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 pre-meeting workshops or tickets purchased.

ASCA 2016 COMMUNITY
Your conference registration automatically subscribes you to the ASCA 2016 Community. This is a great place to begin discussions that can be continued in Dallas, ask speakers about their presentations, and even find a friend to share a ride! To visit the community, just go to ASCA Connect 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 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 since they will be made available on the ASCA 2016 Mobile Site. Presentations will also be available in the Resource Library in the ASCA 2016 Community on ASCA Connect).

SESSION RECORDINGS
Enjoy year-round digital access to ASCA 2016’s educational sessions when you add session recordings to your registration.

FINANCIAL AID
Seed Money for Growth (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 2016. 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.

To download an application, please visit http://www.ascassociation.org/asca2016/register. The deadline to submit your application is April 1.

For further information, please contact the Scholarships Team at the Arizona Community Foundation via email at scholarship@azfoundation.org or 602.381.1400. Please be sure to mention SMFG in your inquiry, and best of luck!
Please complete a separate form for each attendee and mail to

ASCA Foundation
PO Box 75035
Baltimore, MD 21275-5035

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.

☐ VISA  ☐ MasterCard  ☐ AMEX

Card Number

/  Expiration Date  Billing Zip

Card Holder Name

Signature

Register by mailing a check made payable to ASCA Foundation.

Name on Check

Check Number

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<th>Standard Registration Received After April 1st</th>
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<td>☐ Full Price $1,005 $________</td>
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<td>3rd+ Attendee $595 $________</td>
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*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

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Pre-Meeting Workshops
All Workshops are Thursday, May 19.

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<th>Member</th>
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<td>☐ CASC Review Course $395 $625 $________</td>
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<td>☐ CMS’s Physical Environment and the Life Safety Code* $175 $295 $________</td>
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<td>☐ Essential Social Media: Protecting Your Reputation and Building Your Business Online $175 $295 $________</td>
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<td>☐ Preparing for AAAHC Accreditation $175 $295 $________</td>
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<td>☐ Preparing for Joint Commission Accreditation $175 $295 $________</td>
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<td>☐ The Role of Infection Prevention and Control in an ASC QAPI Program $175 $295 $________</td>
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Purchase Session Recordings
Package includes all available breakout sessions.

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<tr>
<th>Member</th>
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<td>☐ Entire Conference Package Download $125 $175 $________</td>
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Grand Total: $
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