

# **ASCA 2016**

**DALLAS**: MAY 19–22

THURSDAY–SUNDAY

[ascassociation.org/ASCA2016](http://ascassociation.org/ASCA2016)



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 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.



# 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 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!

## PLATINUM SPONSOR



## GOLD SPONSORS



ASCA 2016 is conducted by the ASCA Foundation.



# SCHEDULE AT A GLANCE

## THURSDAY, MAY 19

**8:00am–5:00pm**

Pre-Meeting:  
CASC Review Course

**8:00am–12:00pm**

Pre-Meeting: Preparing for  
AAHC Accreditation

Pre-Meeting: Preparing for a  
Joint Commission Survey

Pre-Meeting: Essential Social  
Media: Protecting Your  
Reputation and Building Your  
Business Online

**1:00pm–4:30pm**

Pre-Meeting: The Role  
of Infection Prevention  
and Control in an  
ASC QAPI Program

Pre-Meeting: CMS's Physical  
Environment & the Life  
Safety Code

**5:00pm–6:30pm**

**GENERAL SESSION**

**6:30pm–8:00pm**

WELCOME RECEPTION



## FRIDAY, MAY 20

**6:30am–7:30am**

GROUP YOGA

**7:00am–8:00am**

EXHIBIT HALL BREAKFAST

**8:00am–10:00am**

**GENERAL SESSION**

**10:00am–11:00am**

EXHIBIT HALL  
MORNING BREAK

**11:00am–12:00pm**

**BREAKOUT SESSIONS**

CMS Quality Reporting  
for ASCs

Credentialing Trends:  
Improving Safety, Tracking  
Outcomes and Accreditation  
Compliance

ICD-10 Updates: The  
Aftermath of Implementation

Society for Ambulatory  
Anesthesia (SAMBA) Panel:  
Advances in Enhanced  
Recovery

Update on Sterilization  
Standards



**12:00pm–2:00pm**

EXHIBIT HALL LUNCH

**2:00pm–3:00pm**

**BREAKOUT SESSIONS**

Essential Steps to Building a  
Winning Culture

Federal Update

Hiring and Firing Employees

Raise the Bar of Your  
Governing Board

Steps for QAPI Success

**3:00pm–3:15pm**

AFTERNOON BREAK

**3:15pm–4:15pm**

**BREAKOUT SESSIONS**

Best Practices to Optimize  
Patient Collections

Set, Define and Reinforce a  
High Performance Culture

Sterilization of Ophthalmic  
Instruments (IUSS)

Using Medicare Regulations  
and Interpretive Guidelines  
to Understand and Respond  
to Your Survey's Results

Violence in the ASC Setting:  
A Case Study Based on  
Experience

**4:30pm–5:30pm**

**BREAKOUT SESSIONS**

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

Attaining a Successful  
Competency Program

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

The BSN Debate: How Does  
Nursing Education Impact  
Patient Outcomes

Transforming a Culture

**5:30pm–6:30pm**

NETWORKING  
RECEPTION

## 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

**10:00am–11:00am**

EXHIBIT HALL BREAK

**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



# SCHEDULE

## THURSDAY, MAY 19, 2016

### 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 (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*





5:00pm–6:30pm

## GENERAL SESSION

To be announced

6:30pm–8:00pm

## WELCOME RECEPTION

Sponsored by United Surgical Partners International

Kick off the conference by attending this year's Welcome Reception inside the ASC industry's largest 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 Dallas, this reception will start will help open ASCA 2016 with a kick. Be sure to attend!

## 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, LHRM, 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

2:00pm–3:00pm

## BREAKOUT SESSIONS

**Essential Steps to Building a Winning Culture**

Culture is the glue that binds an organization together and the hardest thing for competitors to copy. As a result, it can be a lasting source of competitive advantage. The most successful organizations typically display a set of performance attributes that align with the organization's strategy and reinforce the right employee behaviors. Improve performance at your ASC by applying the three defined steps for building a winning culture that this session will provide.

**Sandy Berreth, RN, MS, CASC**

*Surveyor, Accreditation Association for Ambulatory Health Care*

**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*

**Kara Marshall Newbury**

*Regulatory Counsel, 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*

**Raise the Bar of Your Governing Board**

Move beyond Medicare's minimum Conditions for Coverage governance requirements and develop an effective governance model that engages your physicians and staff, measures results and gets things done. Take home templates that include model agendas and formats for developing recommendations and discussing issues.

**Matt Pate**

*SVP, United Surgical Partners International*

**Colin Rorrie, PhD, FASAE**

*President, CCR & Associates*

**Steps for QAPI Success**

Learn how to build a strong foundation for your Quality Assessment and Performance Improvement (QAPI) plan, maintain the plan over time and consistently track quality indicators central to achieving the best possible outcomes tied to your plan. Experience fewer adverse events, improve your satisfaction rates and engage your staff more fully with a stabilized process that can lead to improved operational performance at your ASC. Then, gain an understanding of the regulatory and accreditation QAPI requirements that apply to your ASC, and how to comply, by reviewing all the essential elements of a QAPI program and how to properly implement a program in your ASC. Examine indicators that can help your ASC identify and conduct QAPI projects that have a lasting impact on patient safety, satisfaction, efficiency and cost.

**Jan Allison, RN, CHSP**

*Director of Quality and Accreditation, Surgical Care Affiliates*

3:00pm–3:15pm

AFTERNOON BREAK

3:15pm–4:15pm

## BREAKOUT SESSIONS

**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



Medical Instrumentation and the American Society of Cataract and Refractive Surgery.

**Cynthia Spry, MA, MS, RN, CNOR(E), CSPDT**  
*Consultant, Self-Employed*

### Using Medicare Regulations and Interpretive Guidelines to Understand and Respond to Your Survey's Results

Medicare and/or deemed status accreditation agency surveys and survey deficient practice statements can be confusing and frustrating. Responding with a Plan of Correction (POC), then implementing this plan through directed tasks and policies, can be daunting, even for experienced ASC professionals. The letter accompanying the Statement of Deficiencies, which threatens to close your ASC if you do not submit an acceptable POC within 10 days, can add to the stress of this review.—Bring your recent survey findings, concerns and toughest questions to this session where we will discuss how your ASC can respond effectively to specific survey situations and related Medicare communications in the future.

**Bruce Ettinger, MD, MPH**  
*Ettinger Health Services Compliance Consulting*

**John Goehle, MBA, CASC, CPA**  
*Chief Operating Officer, Ambulatory Healthcare Strategies*

### 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!

## SATURDAY, MAY 21, 2016

## 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 at ASCA's 5k, prizes will be awarded to the three fastest women and men.

## 7:00am–8:00am

## CONTINENTAL BREAKFAST

Sponsored by Evident



## 7:45am–8:45am

## BREAKOUT SESSIONS

### Ensuring IT Security and HIPAA Compliance in ASCs: Complex Rules, More Challenges, Higher Penalties

When the Health Insurance Portability and Accountability Act (HIPAA) omnibus final rule went into effect in 2013, it marked the most sweeping changes to the HIPAA Privacy and Security Rules since they were first implemented. The rule brought significant challenges for covered entities such as ASCs and substantially higher violation penalties. As cybercriminals increasingly target health care facilities because of the growing value of medical information, regulators too are paying closer attention to these facilities. The importance of IT security and HIPAA compliance in ASCs has never been greater. Learn about the most common compliance and security mistakes ASCs make, scenarios that require HIPAA compliance, practical guidance for maintaining proper IT security and HIPAA compliance, and simple security measures that every ASC should have in place.

**Nelson Gomes***President & CEO, PriorityOne Group***Leadership 101**

When someone moves from one staff position to another, they need guidance and tools to help them succeed in their new roles. Focusing on ASC management, discuss the extensive knowledge required to be successful in a leadership role. Tools you can add to your library of “go to” resources will be provided.

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

### 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.

**Naya Kehayes, MPH***Principal, Eveia Health a Division of ECG Management Consultants***Overview of Compounding**

Examine the elements of the current federal requirements and standards of practice associated with compounding and their applicability to ASCs and others. Review the key elements of the US Pharmacopeia Chapter on Pharmaceutical Compounding—Sterile Preparations and Centers for Disease Control and Prevention safe injection practices.

**Eric Kastango, MBA, BS Pharm, FASHP***President/CEO, Clinical IQ, LLC*

### Risk Management and QAPI: Making a Successful Relationship

Your ASC's risk management and Quality Assurance and Performance Improvement (QAPI) programs aim to attain the same goals: protect your patients, staff and organization. Too often, though, they are handled as separate disciplines, disconnected instead of integrated. Discover how these two disciplines can be combined to focus efforts, save time and meet regulatory and accreditation standards.

**Sandra Jones, CASC, CPHRM,****CHCQM, FHFMA***CEO, Ambulatory Strategies*

## 9:00am–10:00am

## BREAKOUT SESSIONS

**Leadership 201**

This presentation focuses on four areas that administrators said they would like to know more about. At the end of the presentation, attendees will have access to sources of best practices and web sites that will enhance their knowledge base. All attendees are welcome. Leadership 101 is not a prerequisite for this session.

**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.

**10:00am–11:00am**

**EXHIBIT HALL BREAK**

**11:00am–12:00pm**

## **BREAKOUT SESSIONS**

### **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*

### **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*

**Debra Stinchcomb, RN, BSN, MBA, CASC**

*Consultant, Progressive Surgical Solutions*

### **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*



### **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*



**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 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****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, CPCS, 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

total joint replacement and spine patients. Focus on key items such as staff training, safety/security, food, equipment, visitors, etc. Explore current trends in overnight care capabilities (recovery care centers, skilled nursing facilities, rehabilitation facilities, in-house at an ASC, hotels, what falls short of best practices, etc.).

**Michael Patterson, FACHE**  
President & CEO, Mississippi Valley Health

### Your Policy and Procedure Manual One Chapter at a Time

When is the last time you reviewed every entry in your Policies and Procedures (P&P) manual? Who conducted that review? Are you sure you are doing what your policy indicates or have your procedures changed over time? Have you compared the latest regulations to the chapters of the manual? Get specific guidelines and tips to help you ensure that your ASC's P&P manual complies with the latest regulations and is reviewed and recorded properly in the minutes of your ASC's governing body.

**Marcy Sasso, CASC**  
Director of Compliance,  
Sasso Consulting, LLC

4:30pm–5:30pm

### BREAKOUT SESSIONS

#### ASC Joint Ventures: The Rules for Success

Discuss the issues that stand between a successful ASC/hospital joint venture and a failed partnership, including division of equity, ASC operations control, board structure, leveraging relationships and contracts, case types and developing a collaborative culture.—Get tips and techniques for ensuring strong and sustainable partnerships.

**Joan Dentler, MBA**  
President and CEO, Avanza Healthcare Strategies

#### 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.

**Daniel Buehler, AIA, Esq**  
Vice President, Facilities Management  
and Construction, AmSurg Corp

#### 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.

**Edward Tennant, CASC**  
VP, HCA Ambulatory Surgery

#### Requirements for RN-Provided Sedation

RNs 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

6:00pm—9:00pm

### SOCIAL EVENT

Sponsored by Midwest Medical

Join your colleagues for a night of dancing, eating and FUN at the Glass Cactus nightclub, right on the Gaylord property. Whether it is dancing on the 2,000 square foot dance floor or people watching from the balcony, the Glass Cactus is where it is at and if you want some fresh air, the 13,000 square foot deck overlooking Lake Grapevine will have you covered. And what Texas party would be complete without some barbeque and a mechanical bull! Saturday night is your night to unwind. And if that isn't enough, there will even be line dancers to make sure you know how to kick your boots to the beat. And if you keep your eyes open you might even run into "Dolly Parton or John Wayne." Shuttle busses will depart the hotel starting at 5:45pm and will start returning at 7:45pm with the last bus leaving at 9pm, or you can enjoy the 10 minute walk on your own. After the ASCA 9pm close, feel free to stay and enjoy the rest of the evening as the Glass Cactus opens to the public.

## SUNDAY, MAY 22, 2016

6:45am–7:45am

## BREAKFAST

Sponsored by Evident

8:00am–9:30am

## BREAKOUT SESSIONS

**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*

9:30am–9:40am

## MORNING BREAK

9:40am–11:10am

## BREAKOUT SESSIONS

**Achieving and Sustaining a Culture of Patient-Centered Care**

Get the keys to success for providing a robust staff training program that will ensure that your ASC delivers top quality, patient-centric care. Ensure that all of your team members are equipped and engaged in living your mission: to provide high-quality care in a safe environment and the kind of care you would insist on for your own family members. Focus on improving communication with evidence-based strategies designed to create a compassionate culture where patients, families and health care providers all feel cared for and know they are a top priority in your ASC. Get in-depth instruction and

advice on how to focus patient experience training for your clinical operations team on quality, safety and service, the three components of assuring clarity and balance in your efforts to promote a comforting and comfortable experience for your patients.

**Kimberly Hiles, RN**

*Director of Patient-Centered Care, United Surgical Partners International*

**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!**



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as of January 12, 2016

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Questions? Contact ASCA at 703.836.5904 **15**

# 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](http://www.ascassociation.org/ASCA2016/ListofExhibitors).*

3M Health Care	DRE Medical	Noelker and Hull Associates
AAAHc	Encompass Group	Olympus of America
Abbott Point of Care	ePay Healthcare	Omeros Corporation
Abeo	Epix Anesthesia	One Medical Passport
AdvantageTrust	Evident	OR Manager
Aisthesis-Partners in Anesthesia Care	Expor Healthcure Systems	OsteoMed
AIV	Franklin Collection Service	Pacira Pharmaceutical
AlSCO HealthAssure by AlSCO	GE Healthcare	PG LifeLink
Ambulatory Surgical Centers of America (ASCOA)	gMed-a Modernizing Medicine Company	PharMEDium Services
American Medical Association	H+sp	Practice Partners in Healthcare
AmkaiSolutions	HealthCare Appraisers	Prescott's
Anesthesia Plus	Hologic	Provista
AORN	HSTpathways	PurNet
ARC Medical	ICE Technologies	Radiation Detection Company
Atlantis Worldwide	ImageFIRST	Re-Owned.com
Aviacode	In2itive	Red Rock Diagnostics
Banyan	Innovative Medical Products	Regent Revenue Cycle Management
BBL Medical Facilities	Innovative Sterilization Technologies	Sealed Air Diversey Care
Blue Belt Technologies	IntelliSound	Sheridan Healthcare
Bluestone Diagnostics	Inventory Optimization Solutions (IOS)	Socius Marketing
Brasseler USA	KARL STORZ Endoscopy-America	Soma Technology
Business Intelligence Solutions	Key Surgical	Somnia
Cactus	McKesson Medical Surgical	SourceMed
Cardinal Health	mdStrategies	SSI Medibis
Casetabs	Med A/Rx	Summit Medical/Shippert Medical
CBLNC	MedData	Surgical Care Affiliates
Centurion Medical Products	MediGain	Surgical Notes
Cerner Corporation	Medline Industries	TekTone
Coding Network	MedPro Group	The Joint Commission
Competency and Credentialing Institute (CCI)	MEDtegrity Healthcare Linen & Uniform Services	The Ruhof
Competent Provider by NurseCompetency	MedTek	United Anesthesia Partners
Contec	Midwest Medical	United Surgical Partners International
Crosstex/SPSmedical	Mnet Financial	US WorldMeds
CuraScript SD	Mobile Instrument Service	Zoll Medical Corporation
Delfi Medical Innovations	National Medical Billing Services	
DePuy Synthes	Nixon Uniform Service & Medical Wear	

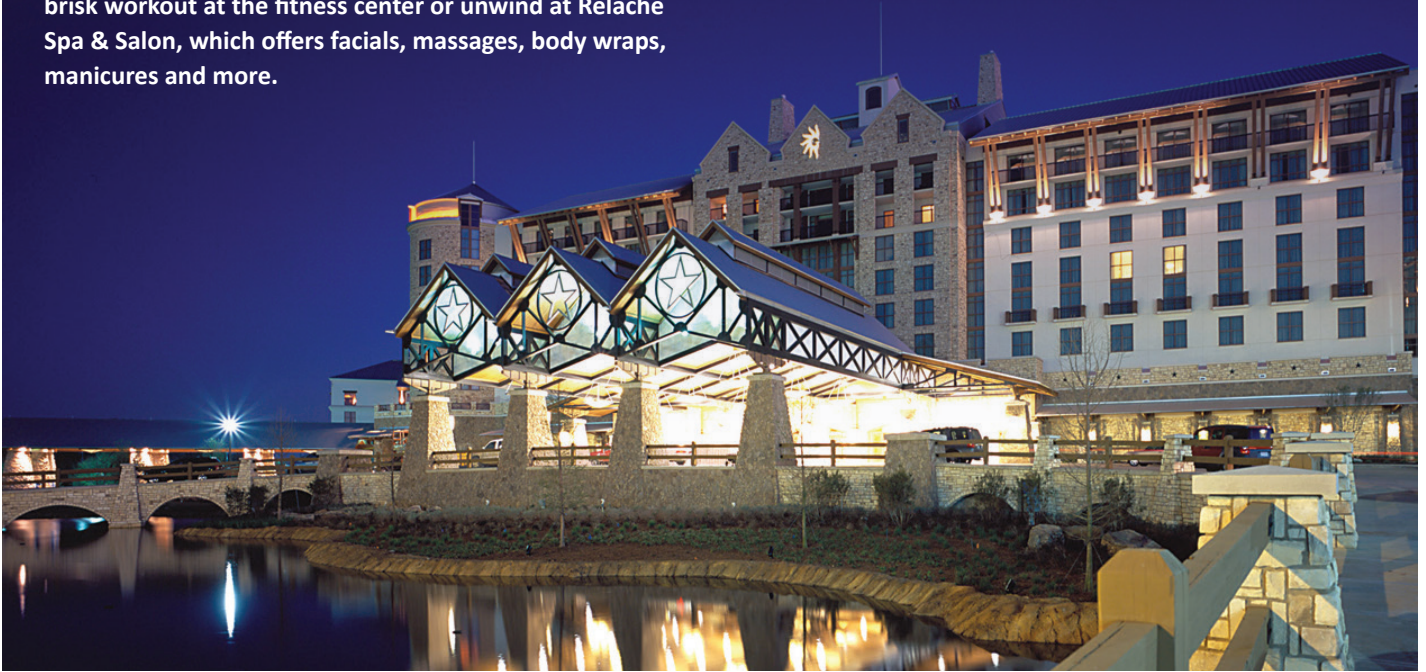
# HOTEL INFORMATION

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:

- Online at <http://www.ascassociation.org/asca2016/hoteltravel/bookonline>
- 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](mailto: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](http://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](mailto: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 \_\_\_\_\_

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Name on Check \_\_\_\_\_

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**Cancellation Policy:** All cancellation requests must be submitted via the Online Refund Request Form located at [www.ascassociation.org/ASCA2016/registrationcancellation](http://www.ascassociation.org/ASCA2016/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 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 1<sup>st</sup>

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

## Early Registration Received Through April 1<sup>st</sup>

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

\***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 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.

## Pre-Meeting Workshops

All Workshops are Thursday, May 19.

	Member	Full Price	
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