



FEDERATED AMBULATORY SURGERY ASSOCIATION
700 N. FAIRFAX STREET SUITE 306 ALEXANDRIA, VA 22314
Telephone: (703) 836-8808 Fax: (703) 549-0976 www.FASA.org

FOR IMMEDIATE RELEASE

Cecilia Arradaza
Chandler Chicco Agency
carradaza@ccapr.com; (202) 339-0111

AMBULATORY SURGERY LEADERS SAY PROVIDING CONSUMER DRIVEN HEALTH CARE, IMPROVING SERVICES AND LOWERING COSTS ARE KEY ISSUES FOR 2005

The Federated Ambulatory Surgery Association Brings Industry's Largest Conference for Surgeons, Administrators, Medical Directors and Nurses to San Francisco

ALEXANDRIA, Va. (February 16, 2005) – The Federated Ambulatory Surgery Association (FASA) today said that priority issues for leaders of the nation's ambulatory surgery centers in 2005 will center on finding better ways to deliver consumer-driven health care, improving services and lowering costs.

Kathy Bryant, FASA's executive vice president, said these issues will headline her organization's annual conference for ambulatory surgery leaders in May in San Francisco. World-renowned health management and quality expert Regina Hertzlinger of the Harvard Business School will discuss how patient-driven care will impact providers, payors and policy makers. Ranked as one of the 100 most powerful people in health care by *Modern Healthcare*, Hertzlinger will describe ways to give patients more control and choice over their health care and create a system that people are willing to pay for.

"It's no longer one-size fits all health care," Bryant said. "Patient care has been a hallmark of ASCs since their inception and we must continually seek new ways to bring more choice, better quality and enhanced access to patients. Staying at the forefront of patient care and service is key to our continued success and growth and we look forward to exploring new ideas at the FASA conference in San Francisco."

The annual meeting takes place May 4-7, 2005 at the San Francisco Marriott and will include a broad range of educational, training programs and networking events. Jimmy Tingle, the commentator and humorist who has taken on the "Andy Rooney spot" on 60 Minutes II, will provide political comic relief at the conference's President's luncheon. The conference's more than forty sessions will cover key industry topics including silent PPOs, anticipated changes in Medicare, state regulatory changes, HIPAA's security rule, the psychology of pain management patients, 2005 coding changes, how to develop ASCs, sleep apnea and controlling costs. Professionals attending the meeting can receive 24:55 CEU contact hours and 25.0 AEU hours.

The meeting's exhibit hall will be the year's largest gathering of industry vendors and partners giving ASC leaders an opportunity to learn the latest information about products and services to help ASCs improve patient care.

For more information about FASA's Annual Meeting contact FASA at 703.836.5904 or you may find more information online at www.fasa.org/FASA2005.

The **Federated Ambulatory Surgery Association**, the nation's largest association of ambulatory surgery centers, is a national, nonprofit association representing the interests of those who operate and seek the services of ambulatory surgery centers throughout the nation. The organization represents 1,400 ASCs, the thousands of professionals who provide care and services in such centers and the patients who seek care there. Visit FASA online at www.fasa.org.