

**FOR IMMEDIATE RELEASE****Contact:** Kay Tucker  
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[ktucker@ascassociation.org](mailto:ktucker@ascassociation.org)**ASCS RECOGNIZE NATIONAL OPEN HOUSE DAY**

**ALEXANDRIA, VA (SEPTEMBER 2, 2008)** – Ambulatory surgery centers (ASCs) throughout the country recognized National ASC Open House Day 2008 during August with events that included everything from ASC tours, free health services and informational sessions on key and emerging health concerns to clowns, chocolate fountains, teddy bear clinics and a presentation by a contestant in a past season of the nationally televised *Survivor* series.

ASCs have been celebrating National ASC Open House Day—an event organized by the ASC Association and the Ambulatory Surgery Foundation—annually since 2003. Over time, these celebrations have given thousands of people an opportunity to step inside an ASC and learn about the services ASCs provide, the cost and care advantages ASCs offer and the important role ASCs play in meeting America's surgical needs. This year, as in the past, ASC visitors included residents of the community, children and adults, elected and appointed officials, insurance providers, physicians and other health care providers, local business leaders and past and future patients.

“As ASCs continue to work toward legislative and regulatory reform that will enable them to continue providing important surgical services to the more than 22 million patients they are now serving each year,” said ASC Association President Kathy Bryant, “we need to make certain we are reaching as many people as possible with our message about the top-quality, cost-effective surgery and outstanding customer care ASCs provide. Open houses are an extremely effective way to do that. I can't tell you how many times someone has said to me, 'I never really understood what ASCs do or how they do it until I actually took the time to tour an ASC.' In Austin, Texas, at the South Austin Surgery Center where I helped celebrate National ASC Open House Day this year, we made a lot of important connections with people from the community.”

“Each year,” continued Bryant, “ASCs seem to be getting more creative with their open house events. I've enjoyed watching this program grow over the years and seeing the many ideas ASCs have developed and the many ways they have put those ideas to work. As usual, there appear to be no limits on what ASC professionals can and will do to promote healthy living, the highest standards of surgical care and the ASC industry.”

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Follow-up interviews with some of the ASCs that conducted open houses this year are available. For information, contact the ASC Association at [ASC@ascassociation.org](mailto:ASC@ascassociation.org) or 703.836.8808.

The ASC Association, formed through the recent merger of FASA and the American Association of Ambulatory Surgery Centers (AAASC), is the nation's leading ASC organization and represents more than 2,600 ASCs and the professionals who provide and the patients who receive high quality and cost-effective ASC services.

The Ambulatory Surgery Foundation provides educational opportunities of many kinds for ASC professionals, policy makers and the public, promotes the highest standards for ASCs and is pursuing an expanded research agenda within the ASC community.