



Ambulatory Surgery Center Association

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**AMBULATORY SURGERY CENTER ASSOCIATION ANNOUNCES
2011 NATIONAL ASC OPEN HOUSE DAY**

ALEXANDRIA, VA (JANUARY 11, 2011) – The Ambulatory Surgery Center Association (ASCA) today announced the date of the next National ASC Open House Day: Thursday, August 11, 2011. Recognized at ASCs across the country every year since 2003, National ASC Open House Day gives ASCs an opportunity to invite policy makers and the residents of their communities into their ASCs to learn about the outstanding care and services ASCs provide.

ASCs that have sponsored Open House Day events in the past have hosted community health fairs, tours of their facilities, special media briefings and much more in recognition of the day. Thanks to these events, thousands who knew little or nothing about ASCs before have learned about the many benefits ASCs offer their patients and communities. Some who participated are now among the industry's strongest advocates.

“Almost anytime someone steps inside an ASC for the first time and sees firsthand the kind of sophisticated care and personalized service patients receive there, they leave with a new understanding of what is possible in the US health care system today,” says ASCA Board Chair David Shapiro, MD. “At this time, when health reform, access to care and the quality of care patients receive are the focus of so much attention across the country, educating as many people as possible about the benefits ASCs provide is critical to the future of the industry.”

“As ASC policies and practices continue to face intense scrutiny, more than those of many other health care providers,” adds ASCA Executive Director William Prentice, “National ASC Open House Day 2011 provides the ideal opportunity for ASCs to demonstrate their value to policy makers and the public. ASCs are often the first choice of the doctors and patients who use them because they offer outstanding surgical care while also providing convenience, cost-savings and a comforting environment where highly skilled staff and physicians put patients first.”

ASCs interested in sponsoring an event on National ASC Open House Day 2011 are invited to download a free planning toolkit available at www.ascassociation.org/openhouse.

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About ASCs: ASCs are an integral part of the health care system, providing critical access to surgical and diagnostic care, including preventive services. Currently, ASCs provide about 40 percent of all outpatient surgeries and more than 22 million procedures in more than 5,200 Medicare-certified ASCs across the United States.

About the ASC Association: The ASC Association (ASCA) is working to raise awareness of the important role that ASCs play in the US health care system and the high-quality, cost-effective care that ASCs provide. For more about ASCA, go to www.ascassociation.org.