



NATIONAL ASC DAY | TOOLKIT

OCTOBER 11, 2012



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Holding an open house at your ASC can be as simple or as elaborate as you would like. The following steps to hold one are all you need.

Step One – Identify your Audience

Identify local groups you would like to visit your ASC based on the services you offer and the needs of your center. Ideas Include

- ▶ Senior citizen and assisted living centers
- ▶ Community centers
- ▶ Local chapters of national patient groups (e.g., American Cancer Society, American Heart Association, American Diabetes Association and Multiple Sclerosis Society)
- ▶ Local AARP chapter
- ▶ YMCA/YWCA, Boys' and Girls' Clubs
- ▶ Religious organizations
- ▶ K–12 teachers/PTA organizations
- ▶ Community Service Organizations (e.g., Lions Club, Kiwanis Club, Chamber of Commerce)

Step Two – Plan Your Program

Develop a 1 to 2 hour program to educate and inform your participant. Involving patients who have received care at your ASC will help make your ASC's story come alive.

Step Three – Invitations and Marketing

Now that you've decided on whom you want to come to your event now you have to let them know. Use the ASCA Open House Marketing Guide for ideas and techniques to make sure your open house is well-attended.

Step Four – Media Outreach

Tell the world about your center and the event you have planned. Use the ASCA Media Outreach guide to easily inform media of your event.

Did you know that ASCs are now performing more than 22 million surgical procedures per year? ASCs play an essential role in health care today—a role that will only increase as America’s population ages.

By welcoming the community to your ASC, you will have the opportunity to showcase your ASC and inform people about your services. To achieve your goals, you will want to put your best foot forward, so plan your event carefully and have fun.

Consider what would be of interest to the community. Pull a small planning team together and ask: What services complement the services your ASC provides and are simple enough to conduct for free? What do you do best? How would you like to be perceived by your community? Who would you like to attend your open house; the community, physicians, students or even lawmakers?

Below we have included theme ideas. Each identifies the tools, equipment and staff you would need to host that particular event. Also, we have included “Spotlights” on successful programs that ASC administrators and medical professionals have developed for their open house events. We hope these real-life examples help spur your creativity.

General Community Health Fair

A Healthy Community

Conduct a health fair in your ASC. Focus on disease prevention and a healthy lifestyle. Screen blood pressure, conduct height/weight measurements or a BMI test. Have a nutritionist available to consult on healthy diet practices or sports medicine doctors to discuss pain and body mechanics. Invite participation from local disease-specific organizations you have relationships with and trust.

You will need: stethoscope, sphygmomanometer (blood pressure), scale with height measurement capabilities and body mass index (BMI) chart (height/weight/BMI).

For an example, see Appendix A-1.

Specialty Medical Themes

Come “See” a Surgery Center

Focus on vision and provide a service for all ages. Promote eye exams and screenings to families with school-aged children. Screen guests for glaucoma and macular degeneration, or conduct a vision test. Provide a lecture on macular degeneration and good eye health. Attract additional visitors by also holding an eyeglass recycling event at the ASC and donate any returned glasses to a local nonprofit group. Helping people feel better and doing good—that’s a winning combination.

You will need: tonopen (glaucoma), eye chart and ophthalmoscope (vision test), fundus photo (macular degeneration discussion).

EVENT PLANNING GUIDE

ASCs - “Hear” When You Need Us

Have your audiologist discuss ways to avoid hearing loss or discuss good ear health, from the use of ear tubes in babies to hearing aid use in adults. Conduct a hearing test day to promote good hearing health. This would be particularly interesting to baby boomers and older members of your community.

You will need: otoscope, quiet sound room, headphones and audiometer, bone conductor and an audiogram.

For an example, see Appendix A-2.

Programs for Select Groups: Women, Men, Senior Citizens, Children

Women’s Expo on Good Health

Focus on a variety of issues important to women. Topics could include stress management, melanoma screening, osteoporosis, menopause, breast self-exam, botox, gastric bypass surgery, parenting issues and exercise programs. Offer chair mini-massages.

You will need: scale, BMI chart (BMI testing), breast self-exam training materials, bone mass density test and a massage chair.

Men’s Health

Men need to take charge of their health too! Generally speaking, women are more likely to visit a doctor, and according to the Centers for Disease Control and Prevention, women are 100 percent more likely to visit the doctor for annual examinations and preventative services than are men. Create an environment that will encourage men to stop by for screenings by inviting a local athlete or sportscaster to your ASC to sign autographs. Prepare materials on health issues that disproportionately or solely impact men, like heart disease, diabetes and prostate cancer.

You will need: scale, BMI chart (BMI testing), stethoscope and sphygmomanometer (blood pressure).

Aging in Place and Fall Prevention

Partner with a fall prevention specialist who can guide baby boomers and seniors on the best tips for living safely and independently in their homes for as long as possible. The American Occupational Therapy Association says the three most common problems for seniors at home are: 1) getting in and out of the home, 2) accessing the bathroom and 3) going up and down stairs. Provide examples of strategies and tools to prevent falls. Demonstrate ways to ensure the safety of your home.

You will need: Tip sheets and sample home modification tools like grab bars.

EVENT PLANNING GUIDE

Healthy, Happy Kids

Fun for the whole family. Help overcome the fear children sometimes face in a medical setting. Show them the equipment they might encounter and familiarize them with the staff. Set up a “blood and guts” display and introduce them to a skeleton. Sponsor an educational day for Girl Scouts or Boy Scouts working toward a merit badge. For parents, have your anesthesiologist discuss safety issues and the impact of anesthesiology on children. (See Appendix A-3.)

You will need: skeleton, ear tubes, anesthesia masks and gowns.

For more examples, see Appendix A-3 and A-4.

Preventive Programs

Preventing Cancer One Step at a Time

Early detection is the key to overcoming cancer. It’s always a good time to remind communities about the dangers of overexposure to the sun and melanoma, especially with the open house scheduled in the summer. Offer an expert discussion on the topic and tips to avoid illness. Colon cancer is another area of interest to health consumers. Offer a questionnaire on risk factors. Suggest cancer prevention tips, such as quitting smoking or wearing sunscreen.

You will need: pictures of skin cancer, food tree to recommend good eating habits, risk assessment tools and list of local cancer resources.

For more examples, see Appendix A-5, A-6 and A-7.

Recruitment Day

The most important part of an ASC is the people who work there. From the surgeons and nurses to the techs, all play important and integral part in bringing the highest quality healthcare. By inviting in students and physicians it not only builds support for the ASC setting but helps you find people to fill those needed positions.

- ▶ Attract new physicians who could utilize your ASC by demonstrating the many points on why your ASC would benefit their practice. Provide tours of the center and have staff and other surgeons on staff to discuss why they like working at the ASC and why they bring their patients to the ASC. Develop a small program to outline the benefits of your ASC.
- ▶ As students make their way through school many of them are trying to figure out where they want to practice medicine. From surgeons to surgical techs organize a lecture on the various careers available at ASCs. Have members discuss why they enjoy working at your ASC.

EVENT PLANNING GUIDE

Other Ideas

- ▶ Discuss high-profile public health topics like obesity and asthma
- ▶ Invite local chapters of disease awareness groups like the American Cancer Society, American Heart Association or American Diabetes Association to display informative posters and other materials
- ▶ Work with a sporting team or create a sports-based event such as a walk-a-thon
- ▶ Organize lectures on cutting-edge treatments such as gastric bypass
- ▶ Focus on sports medicine topics like mechanics and keeping joints healthy
- ▶ Invite a local celebrity like a sportscaster, religious leader, school principal or coach
- ▶ Conduct a blood drive or other event that directly contributes to the community

These ideas were developed to seed your creativity. Use your ASC's unique features to plan an activity that is best for you. Offering a free service may help attract a group of attendees and can demonstrate your contributions to the community.

For more examples, see Appendix A-8 and A-9.

For a sample program schedule, see Appendix A-10.

Whether you offer one service or lecture or several, the most important thing is to open your doors and offer community members, public officials and the media a chance to visit your ASC!

Appendix A-1

Spotlight on the Health Fair at the Surgery Center at Cranberry

Working with Community Partners

This Pennsylvania ASC held a diverse community health fair. The ASC provided blood pressure, height and weight checks. To broaden the services at the event, the ASC worked with community partners including

- An eyewear company that offered eyeglass cleaning and adjustment
- A radiology group that offered bone density screenings
- A foot clinic and orthopedic shoe specialist who offered footprint analysis
- Other specialty groups (a gastroenterology practice, a hearing aid company, the American Diabetes Association, American Heart Association) who offered information at the event
- Pharmaceutical companies, including Bausch & Lomb and Pfizer, that provided information and samples



Appendix A-2

Spotlight on Massachusetts Avenue Surgery Center

In-Depth Patient Education Sessions



This Maryland-based ASC was able to leverage its physicians' expert knowledge on pain management and foot care to create health tracks that targeted specific conditions—cancer pain, chronic back pain and diabetic foot care—and appealed to a defined but broad base of health care consumers.

In addition to the educational sessions, the ASC provided free health screenings, podorthist consultations and a guided ASC tour. They partnered with an orthopedic foot care specialty company to offer giveaways and orthopedic shoe fittings.

SCHEDULE

1:30-2:30 pm

Managing Pain in Cancer Patients with Dr. Dombrowski
Guided ASC Tour

2:30-3:30 pm

Managing Back Pain with Dr. Dombrowski
Guided ASC Tour

3:30-5:30 pm

Diabetes and Your Feet with Dr. Theodoulou
Comprehensive Diabetic Foot Screenings, including vascular and nerve function tests
Podorthists on-site to guide you in the selection and fitting of diabetic shoes

Appendix A-3

Spotlight on the Concord Gateway ASC in Concord, NC

Focus on Children

The Concord Gateway ASC serves a high percentage of pediatric patients. They geared their open house toward children by inviting them and staff from local day care centers to visit the ASC. Not only did the children make the event fun, their presence offered an excellent opportunity for discussing prevention and healthy living habits.

Appendix A-4

Spotlight on the Specialty Surgery of Houston

Targeting Physicians



This Texas ASC decided to target the medical community. During its open house, it invited area surgeons to view the ASC's new electronic systems that display magnetic resonance imaging (MRI) images during surgery. This approach allowed the ASC to raise physician awareness of ASCs.

Appendix A-5

| Spotlight on Prevention |
|--|
| <p>Previous program ideas include</p> <ul style="list-style-type: none">• The First SurgiCenter in Nebraska held a session called "Preventing Osteoporosis."• The Chandana Surgery Center in Indiana partnered with the American Cancer Society to provide information and guidance on breast self-exams.• The Grants Pass Surgery Center in Oregon provided community members with information on colonoscopies, breast cancer and prostate cancer. |

Appendix A-6

| Spotlight on Touro Outpatient Surgery Center <i>Offer Free Screenings and Teach Healthy Lifestyles</i> | |
|--|--|
|  | <p>The Touro Outpatient Surgery Center in New Orleans educated its community by providing free cholesterol, glucose and blood pressure screenings for participants. The program gave Touro the opportunity to encourage heart-healthy living in its community and stress the importance of prevention.</p> |

Appendix A-7

Spotlight on Bellingham Surgery Center

Create a Festive Atmosphere with Door Prizes



This Washington ASC solicited donations from local businesses and supply companies for door prizes at their open house. Prizes included everything from a night on the town, complete with dinner and donated theater tickets, to a cutlery set, a basket of bakery treats and a golf package for three.

Appendix A-8

Sample Program Schedule

Welcome – 20 minutes

- Welcome from administrator, medical director or other ASC representative
- Introduction of any public officials in the room
- Brief overview of services you provide
- Introduction of ASC patient, possible brief remarks

ASC Tour – 20 minutes

- Administrator or other ASC representative provides tour
- Patient accompanies participants on the tour, is available for questions

Free Health Screenings – 60 minutes

- Blood pressure screening
- Height/weight measurement, body mass index
- Hearing test
- Glaucoma testing
- Vision test
- Macular degeneration screening
- Bone mass density test
- Massage therapy

One of the best ways to host a successful, well-attended open house is to conduct marketing activities that are tailored to your targeted audiences. Start by thinking about the people you would like to invite and then consider what sort of activity or program might best interest them.

Audiences you may want to focus your program ideas around:

- ▶ Men/fathers
- ▶ Women/mothers
- ▶ Seniors
- ▶ School-aged children
- ▶ Infants and pre-K children
- ▶ General Community Health Fair

Consider advertising the event in your local city or community newspaper, or send out a community-wide mailing. Call the paper to see if they will include your community open house in their weekly calendar listing of local events and activities. The lifestyle, health and metro sections of most newspapers publish these kinds of calendars.

Local chapters of national disease awareness organizations, such as the American Cancer Society, the American Heart Association, the American Diabetes Association and the Multiple Sclerosis Society, may be good distribution networks.

Television stations have community calendars on their web sites that will post community events, given enough notice. Radio stations also broadcast upcoming community programs. And don't forget the Internet. Remember to look into any local email lists or online community groups that can also help spread word of your event.

Flyers:

Post your flyer in areas that will attract attention such as on bulletin boards at

- | | |
|--------------------------|------------------|
| ▶ Local hospitals | ▶ Post offices |
| ▶ Doctors' offices | ▶ Grocery stores |
| ▶ Medical labs | ▶ Banks |
| ▶ Health clubs | ▶ Libraries |
| ▶ Community centers | |
| ▶ Senior citizen centers | |

Banners and posters can also be posted in many of these same locations.

For an example, see Appendix B-1.

MARKETING GUIDE

Community Groups:

Personally call and invite local officials and organizations listed in the phone book, such as

- ▶ Assisted living centers
- ▶ Local AARP chapters
- ▶ Disease awareness groups
- ▶ YMCAs
- ▶ Chambers of Commerce
- ▶ Community colleges
- ▶ Church/religious organizations
- ▶ K-12 teachers/PTA organizations
- ▶ Banks

Once you have decided on a schedule for the day, create a customized template. For an example of a community group invitation, see Appendix B-2.

Web Outreach:

Use Twitter, Facebook or YouTube to announce your event, or post your message on online community calendars and message boards, such as

- ▶ Local television networks
- ▶ Local radio
- ▶ Community colleges
- ▶ Local disease organizations
- ▶ Neighborhood message boards
- ▶ K-12 web sites and PTA online networks

Direct Mail:

As with advertising, should your budget allow, plan a targeted direct mail campaign. A few options would be to

- ▶ Purchase an email list from your local Chamber of Commerce
- ▶ Include an announcement in your community mailers (coupons, class announcements, etc.)

MARKETING GUIDE

Advertise:

Previously successful programs credit a bulk of their success in attracting attendees to advertising. If you have the budget for advertising your program in local media, consider the following venues:

- ▶ Chamber of Commerce publications
- ▶ Local/community papers
- ▶ Religious organizations' newsletters
- ▶ Radio

For some examples, see Appendix B-3, B-4, B-5 and B-6.

Advertorial in Local Newspaper:

Another way to leverage National ASC Open House Day to reach public officials is by placing an advertorial in your local newspaper. An advertorial is an advertisement written in the form of an objective opinion editorial, and presented in a printed publication. It is usually designed to look like an independent news story. The editorial content below can be customized by an individual ASC or state ASC association and placed in a local newspaper for a fee using the October 11 open house date as the target publication date.

For an example, see Appendix B-7.

Appendix B-1

Spotlight on the Surgery Center at Cranberry

Example Flyer/Invitation

Come learn more about a health care facility right in your own neighborhood

FREE SERVICES
YOU ARE INVITED
to the
**SURGERY CENTER
AT CRANBERRY**

Health Fair
Wednesday
August 3, 2005
9:00 am to 3:00 pm


Here when you need us



Glaucoma and Cataract Screening
Refractive Laser Surgery (LASIK) Screening
Blood Pressure/Height/Weight
Eyeglasses Cleaned and Adjusted
Footprint Pressure Analysis by Good Feet
Bone Density Testing by Image Radiology

DR. STEPHEN HRIBAR—Orthopedics
PITTSBURGH GASTROENTEROLOGY
DR. CHRISTINA TEIMOURI—Podiatry
DR. GEORGE FYKE—Trinity Hearing Aid

Tour the Center * Enjoy Refreshments * Door Prizes
Donate your used eyeglasses and be entered in a special drawing
Join WISH 99.7 FM Street Treat Patrol for 99 minutes of

 THE SURGERY CENTER
AT CRANBERRY

105 BRANDT DRIVE (by Auction Barn)
CRANBERRY TOWNSHIP, PA 16066
724.772.1766

Appendix B-2

SAMPLE INVITATION

Come learn about a health care center
right in your neighborhood

*You are invited
to the
<Name of Your ASC>
OPEN HOUSE
and
HEALTH FAIR*

*Thursday, October 11, 2012
<INSERT TIME>*

Free Eye Exams
Free Health Screenings
Talk to health professionals about managing your diabetes,
high blood pressure or asthma

Schedule

10:00 am Meet the Medical Team
10:30 am Tour the ASC
11:00 am Free Eye Exams and Health Screenings
11:00 am Group Discussion of Managing Diabetes, High Blood Pressure and Asthma

Enjoy

- Free Refreshments
- Raffles with Great Prizes

<SURGERY CENTER NAME>
<ADDRESS>

<CITY>, <STATE> <ZIP CODE>

<PHONE NUMBER>

Appendix B-3

Spotlight on the Grants Pass Surgery Center
Working with Local Radio to Spread the Word



For this Oregon ASC's first open house, staff decided to work with their local radio station to promote their event.

The radio station broadcast live from the ASC, inviting the community to have free glucose, blood pressure and cholesterol screenings. The promotion proved successful as the ASC was packed with citizens participating in screenings, learning about preventative and surgical procedures, and enjoying refreshments.

Appendix B-4

<name of ASC> invites <name of community/area> to its OPEN HOUSE on Tuesday, August 11, at <time>. FREE <services> and health education. <address, name, phone number>

FREE <SERVICES>, plus information on <LECTURES> at <Name of ASC> on August 11, 2009, <time>, <address>. Open to ALL. <CONTACT NAME & PHONE NUMBER>

Appendix B-5

Spotlight on the Northridge Surgery Center & Pain Management Center

Example of Advertisement

NORTHRIDGE SURGERY CENTER & PAIN MANAGEMENT CENTER CELEBRATES...

National Ambulatory Surgery Center Day
OPEN HOUSE & HEALTH FAIR



WEDNESDAY, OCTOBER 20, 2004 • 1:00-4:00 P.M.

Northridge Surgery Center provides a high-quality and cost-effective alternative for people who would otherwise have to go to a hospital for surgery. Join us on Wednesday, October 20 for Northridge Surgery Center's Open House Day to become a more informed health care consumer and learn about high-quality, cost effective options for care.


The following screenings will be provided at no charge:
B/P, Blood Sugar, nasal obstruction verses allergy, and skin cancer screenings.
Come learn about Pain Management, relaxation techniques and have a chair massage.
Also, come tour our facility and enjoy refreshments.

647 Myatt Drive • Madison, TN 37115 • (615) 868-8942

Appendix B-6

Spotlight on Northwest Michigan Surgery Center

Example Advertisement



Northwest Michigan
Surgery Center
Partnership with MURKIN HEALTHCARE

OPEN HOUSE
August 18, 2006 4:30 - 7:00pm
BECOME A MORE INFORMED HEALTHCARE CONSUMER.

The public is invited to attend the
Northwest Michigan Surgery Center Open House.
Learn about our high quality, cost effective
options for your personal healthcare.

- Meet the surgeons, staff and leadership of the Center.
- Blood Pressure and Blood Type screening will be provided.
- Enjoy refreshments and tour our facility.

Jim Stille, Executive Director

4100 Park Forest Drive • Traverse City, MI 49684
231-392-8900

Appendix B-7

Sample Advertorial

Technological and medical breakthroughs are transforming what it means to have surgery in America. Procedures that were once lengthy and complex requiring a hospital stay are now routinely performed as safe, outpatient procedures.

It's quite a health care revolution. Just 30 years ago, nearly all surgery was done in hospitals. Patients typically spent several days in the hospital and several weeks in recovery—sidelined from work and family. Now, 80 percent of all surgeries are outpatient and one out of every five takes place in medical facilities called Ambulatory Surgery Centers, or ASCs.

For many patients, ASCs offer a better way to have outpatient surgery. These physician-driven facilities put the patient—not the institution—at the center of the care. Over the last four decades, ASCs have amassed a long quality and safety track record. ASCs engender high patient satisfaction levels at a time when health consumers are at odds with most of America's health care system. And ASCs are cost-effective, offering our over-stressed system a way to control costs both for patients and the payers of services, including the government.

So why is it that (Name of State) is considering (programs/legislation/regulations) that would restrict patient access to these medical facilities? Make no mistake, health care consumers who are seeking outpatient care at ASCs are facing an increasing number of obstacles being erected by governmental and private sector interests. These barriers to access must be removed. Only greater health care choice will lead to better care.

And (Name of State) is not alone. Hurdles to patient access to ASCs are surfacing across the country. Governments are considering restrictions on doctors' ownership of ASCs and bans on specific procedures doctors can perform at ASCs. Even hospitals are attempting to limit where a doctor can practice medicine. To some, these arguments may seem a battle among titans. But at their core, these issues all point to an over-arching theme of limiting patient access to care. If we fail to offer more access, it is the patients who will suffer.

That's why on Thursday, October 11, (Name of Surgery Center/Name of State Association) is participating in National ASC Day. This program focuses on giving community members and public officials an inside look at patient-centered ASCs and insight as to why more patients and doctors are choosing these medical centers for their health care needs.

This national awareness day also offers a chance for citizens to learn more about national legislation affecting patient access to health care. Health care reform is a significant focus of the new administration's agenda, and with a sizeable portion of the President's 2010 budget dedicated to health care reform, it is more important than ever to reach out to your legislators, educate them about the quality and cost-effective care patients receive in ASCs and tell them why these health care facilities are a valued resource for Medicare beneficiaries.

Now is the time to ensure that ASCs continue to be here for our community when we need them.

For more information about (ASCs/our center/other) please visit <www.ascassociation.org/ www.SurgeryCenterWebSite.com/ [www.StateAssociationWebSite.org.](http://www.StateAssociationWebSite.org/)>

National ASC Day has been designed to raise awareness of ASCs across the country with decision makers, including Members of Congress and local public officials. Your open house event is an opportunity for you to open your doors to these decision makers and educate them about the many benefits ASCs provide.

For some examples, see Appendix C-1 and C-2.

These public officials depend on community businesses and members, such as you and your patients, to tell them how proposed legislation or state issues will affect and are affecting health care in your community. Through this awareness event, we hope to build the connection between ASCs and quality of life for constituents.

An Overview

The simple steps listed below provide guidance on how to identify, contact and meet with legislators and other public officials.

1. Identify Public Officials
2. Invite Officials
3. Create an Action Plan
4. Meet with Decision Makers
5. Follow Up

Step One – Identify Public Policy Officials

This section will provide tips on how to research and find contact information for the public officials who represent your state/town. While visiting these web sites or making phone calls, make sure to collect the following information:

- ▶ Phone number and address of the public official's office
- ▶ Bio of the public official

Remember, it's not important that you be a member of the same political party, or that you agree on every issue. If a legislator learns to trust and respect your views, you will become a valuable resource to him or her on health care issues.

Members of Congress

To find contact information for your Members of Congress, visit www.ascassociation.org/Advocacy.

If you need additional assistance, contact ASCA at 703.836.8808 or mhanson@ascassociation.org.

PUBLIC POLICY OUTREACH GUIDE

Contact State Officials via the Web

State Legislature:

www.ncsl.org/public/leglinks.cfm

This web page from the National Conference of State Legislators will provide you with links to your state legislature where you can find contact information for your ASC's state representatives.

Toward the bottom of the page you will see two boxes. In the first column select your state. In the second column choose home page. Then click on the "Get Legislature Links" box (see Appendix C-3).

Governor:

www.nga.org

In the "Governors" box on the bottom of the page, click on the "Current Governors" link. This page leads you to a list of all Governors. On this page choose the Governor from your state. By clicking on the link for your state, you will be led to a page that has a profile of your state's Governor. Additionally, this page will give you a link to the Governor's web page. This page should list the contact information for the Governor (see Appendix C-3).

State & Local Health Departments:

www.cdc.gov

Look for the "Data & Statistics" box on the right side of the screen and click "More Data & Statistics." On the next page, click "State and Territorial Data" under "Getting Started." Use the interactive map that appears to click on your state to get the web site for your state health department (see Appendix C-3).

Contact State Officials via the Phone

To contact any of the state officials listed above by phone, use the government section of your phone book. Additionally, use this section of the phone book or information from your local town hall to find contact information for the following public officials that you may also want to invite to your open house day event:

- ▶ Council Members
- ▶ Health Offices
- ▶ Regulatory Agencies
- ▶ Office of Preventative Services
- ▶ Office of Senior Citizens

PUBLIC POLICY OUTREACH GUIDE

Step Two – Invite Public Officials

One of the most effective ways to educate public officials is through personal visits. A direct conversation—whether with your legislators, their staff or other public officials—enables you to establish a relationship. Your concerns expressed simply and sincerely can be very persuasive.

Now that you have compiled contact information for those public officials whom you would like to attend your event, it's time to invite them.

Members of Congress

While you may prefer to send an invitation letter via mail to your Member of Congress, new security procedures for the delivery of mail to the Capitol prevents mail from arriving in a timely manner. Send your invitation either via fax or email to ensure your member receives it. Since ASCA is located close to Capitol Hill, we would be happy to hand-deliver your letter to your Members of Congress. This kit includes a template letter in Appendix C-4 that your ASC can customize and use to invite public officials to your open house event. When reaching out to Members of Congress, we recommend sending a copy of the letter to both the DC office of your Member of Congress and his or her district office. Make sure to print letters on your ASC's letterhead so that the member can see that your ASC is in his or her jurisdiction.

You can use the template provided in Appendix C-4 or create a draft letter to your Member of Congress on ASCA's website. Go to www.ascassociation.org/openhouse and select "Invite Your Members of Congress."

When sending a letter to a member of Congress, the standard address style is:

(For Representatives)

The Honorable <First & Last Name>
United States House of Representatives
Washington, DC 20515

- Or -

(For Senators)

The Honorable <First & Last Name>
United States Senate
Washington, DC 20510

Dear Representative <Last Name>:

Dear Senator <Last Name>:

Following Up

A few days after sending your letter, place a follow-up call to your member's office. To make it easier for you, try the local number first.

Here is a sample script that you can use on your call:

"I am a constituent from <WHERE YOU LIVE>. I work at a local ambulatory surgery center (ASC) called <ASC NAME>. I am following up on a letter that I sent last week about an event that our ASC is holding. On October 11 we are hosting an open house to demonstrate the role our local medical facility plays in meeting community health care needs. We would like Senator/Representative <LAST NAME> or a member of his/her staff to attend. We have scheduled this open house in August in hopes that it matches when the Senator/Representative will be home for a district work period. Can he/she come?"

PUBLIC POLICY OUTREACH GUIDE

A few key questions to ask on the call:

- ▶ If the official cannot attend the event, can someone from their staff? Possibly someone who works on health care issues? Remember, visiting with staff members can be very useful since they track issues for their boss and offer advice on the issues in the district.
- ▶ Are there additional materials you can provide to them?
- ▶ May there be media coverage of the visit? Some elected officials have guidelines for media coverage, and others will be more likely to attend if they know press will also be attending.

County/Town Officials

Using the contact information gathered, reach out to these contacts by phone or personal visit. You can use the call script above when reaching out to local public officials.

Step Three – Create an Action Plan

Step three will organize you and your team so you are ready to make the most of your visit with your public officials.

Choose your issue

Choose the state issue that is most important to your ASC. You can contact ASCA or your state association for additional information on issues that may be affecting your ASC.

By choosing an issue that is important to your ASC, you will allow a more effective conversation with your legislator, staffer or other public officials. It is best to focus on a single issue rather than discussing a broad range of issues.

Once you decide on an issue you would like to discuss, use a one-page fact sheet like the one found in Appendix C-5 or C-6 to present your issue.

Choose your team

Assemble a small group of staff members who are interested in and knowledgeable about your issue. If possible, make this group a diverse sampling of your employees.

Also, decide if you want to invite a patient or patients to talk at the event about their experience.

Do your research

Review the public official's voting record, committee assignments and any views he or she has stated publicly. Additionally, read your official's bio to get a sense of his or her interests and background. Most of this information is available at his or her web site or on vote-tracking sites such as www.votesmart.org.

PUBLIC POLICY OUTREACH GUIDE

Establish a message and goal

Make a message that is clear and specific about the desired action you would like to see come out of this event, e.g., vote for or against a pending bill or amendment, sponsor a bill or raise awareness.

Choose roles

Meet with your team members ahead of time to discuss your approach to the issue. Then designate someone to lead the discussion and another to take notes. Decide who will handle which points so you cover everything from introductions to political issues. Also, make sure someone is assigned to take photographs you can use in your marketing materials, newspaper articles, etc.

Step Four – Meet with Decision-Makers at your Event

Introduce yourself

State your connection to the public official's district/state/town.

- ▶ Explain briefly what your ASC does.

Start with a compliment

If possible, thank the public official for something that you think he or she has done well.

- ▶ You can thank the official or staff for his/her attention to health care issues.
- ▶ Thank them for taking the time to meet with you.

State the reason for your visit; ask for the official's support

- ▶ Be clear and concise.
- ▶ Make a clear request by asking your public official what you would like him/her to do for you.

Briefly explain your connection to the ASC or a pertinent state issue

Also, if possible, have a patient talk about his or her experience at your ASC.

- ▶ Highlight your experience and knowledge.
- ▶ Stress how the issue affects you as a constituent company.

Listening is priority #1

- ▶ Dominating the conversation does not allow you to learn what the official or staff member thinks

PUBLIC POLICY OUTREACH GUIDE

Politely steer the conversation back to the issue if others take it off track

Answer questions honestly

- ▶ Answer questions to the best of your ability.
- ▶ If you do not know the answer, don't fake it. Offer to research the answer and follow up with the information.

Offer to serve as a resource on the issue

- ▶ Offer materials so that the official/staff can follow up with you, i.e., information on your ASC, the ASC Association brochure, fact sheet on the state issue, etc.

You are important

- ▶ As a constituent company, and a voter, your views are important.
- ▶ You know the issue well and it's your responsibility to present the information to your public official.

Summarize your major points and requests at the end of the meeting

Thank the public official or staff for their time


- ▶ During the visit, be sure to get the name of a follow-up contact person in the office.

Step Five – Follow Up

After National ASC Day, it is important to thank any public officials who attend for their time. This step will help to continue cultivating a relationship between your ASC and influential leaders in your community.

- ▶ Even if he or she did not agree with your position, follow up with a thank you letter. Use this as an opportunity to restate any commitments and provide additional information.
- ▶ If the official asked for any information during the visit, make sure to send it as soon as possible.
- ▶ Customize the template letter in Appendix C-7 as a way to say thank you, reinforce your key messages and offer your ASC as a resource in the future.

Appendix C-1

| | |
|---|--|
| <p align="center">Spotlight on the Central Maine Orthopedics</p> <p align="center"><i>Targeting Public Officials</i></p> | |
|  | <p>CENTRAL MAINE ORTHOPAEDICS, P.A. 690 Minot Ave. Auburn, ME 04210</p> <hr/> <p><i>Welcome to Central Maine Orthopaedics, P.A.</i></p> <p>This New England ASC used its open house as a chance to open its doors to the business community and the state house. As a result, 34 guests, including the mayor, three state representatives, the city administrator and three representatives from the state's Workers' Compensation Board visited the ASC.</p> |

Appendix C-2

| | |
|---|--|
| <p align="center">Spotlight on the Beckley Surgery Center, Inc.</p> <p align="center"><i>Invite Members of the Media</i></p> | |
|  | <p>US Representative Nick Rahall (D-WV) talks with a television reporter outside the Beckley Surgery Center during the ASC's 2008 National ASC Open House Day celebration.</p> <p>Participants in the open house included more than 100 members of the community, three local television stations, US Representative Nick J. Rahall, II (D-WV), and Steve Pilato, a representative from the office of Governor Joe Manchin, III.</p> |

Appendix C-3

Contact State Officials via the Web

State Legislature: www.ncsl.org/public/leglinks.cfm

This web page from the National Conference of State Legislators will provide you with links to your state legislature where you can find contact information for your ASC's state representatives.

Toward the bottom of the page you will see two boxes. In the first column select your state. In the second column choose home page. Then click on the "Get Legislature Links" box.

Select the state or states you wish to search:

| |
|----------------------|
| ALL |
| Alabama |
| Alaska |
| American Samoa |
| Arizona |
| Arkansas |
| California |
| Colorado |
| Connecticut |
| Delaware |
| District of Columbia |

Reset Form

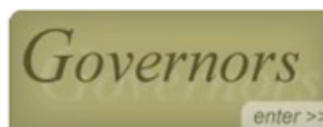
Select One Content Area:

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| Home Page |
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| Constitution |
| Issue Reports |
| Kids Pages |
| Legislators |
| Online Live |
| Press Rooms |
| Program Evaluations |
| Statutes |

Get Legislature Links

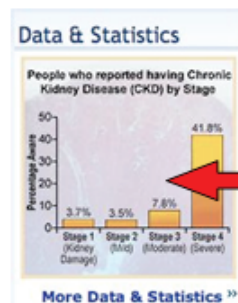
Governor: www.nga.org

In the "Governors" box on the bottom of the page, click on the "Current Governors" link. This page leads you to a list of all Governors. On this page choose the Governor from your state. By clicking on the link for your state, you will be led to a page that has a profile of your state's Governor. Additionally, this page will give you a link to the Governor's web page. This page should list the contact information for the Governor.



State & Local Health Departments: www.cdc.gov

Look for the "Data & Statistics" box on the right side of the screen and click "More Data & Statistics." On the next page, click "State and Territorial Data" under "Getting Started." Use the interactive map that appears to click on your state to get the web site for your state health department.



Appendix C-4

Sample Invitation Letter for Public Official:

<DATE>

<ADDRESS STYLE LISTED ON PREVIOUS PAGE>

Dear <SENATOR –or- REPRESENTATIVE> <LAST NAME>:

On behalf of <ASC NAME>, an ambulatory surgery center (ASC) in <STATE –or- TOWN –or- COUNTY NAME>, I would like to cordially invite you to our open house on Tuesday, August 11. As part of National ASC Open House Day, <ASC NAME> is one of the many ASCs across the country opening their doors to their communities on that day.

As you may know, advances in medical technology have allowed many procedures that used to take place only in hospitals to be performed safely in an outpatient setting. Today, 80 percent of all surgeries are outpatient and one out of every five of these is performed in an ASC. This year alone, more than 22 million procedures will take place in ASCs such as the <ASC NAME>, one of the <NUMBER> ASCs in <STATE – or – COUNTY – or TOWN>. When a procedure is performed in an ASC, Medicare typically pays the ASC just 59 percent of what it would pay a hospital outpatient department to perform the same procedure. Unfortunately, in <STATE –or- COUNTY>, patient access and choice related to ASCs is threatened by <INSERT INFO ON STATE ISSUE>. We have included a fact sheet on this topic with this letter.

Our open house is an excellent opportunity for you to learn more about the high-quality, patient-friendly and affordable health care services offered by our <MULTI-SPECIALTY –or- SPECIFIC TYPE> ambulatory surgery center.

It would be our pleasure to welcome you and members of your team at this important event. ASCs are involved in health policy matters that are regularly considered at the state and federal level, and we are pleased to provide your team with an inside look at a local ASC to make sure you have all the information you need when considering these issues.

In addition, we will be inviting <GROUPS TO BE INVITED> to tour the ASC, meet members of our medical team and learn about ASCs.

We're looking forward to this day to help raise awareness of ASCs and their critical role in meeting our community's growing surgical needs. Thank you for contacting me with any questions at <PHONE NUMBER>.

Sincerely,

<YOUR NAME>

on behalf of the <ASC NAME>

and the Ambulatory Surgery Center Association

Appendix C-5

Sample Federal Issue Fact Sheet:

Summary: ASC Quality & Access Act of 2011 (H.R. 2108 / S. 1173)

Ambulatory Surgical Center Quality and Access Act of 2011 - Amends title XVIII (Medicare) of the Social Security Act to require alignment of updates for ambulatory surgical center (ASC) services under a revised prospective payment system (PPS) with updates for hospital outpatient department (OPD) services.

Background

In June of 2011, US Representatives Pete Sessions (R-TX) and John Larson (D-CT) and US Senators Ron Wyden (D-OR) and Mike Crapo (R-ID) introduced the ASC Quality and Access Act of 2011 into the US Congress. Since its introduction several parts of the legislation have been enacted by CMS regulations, including the elimination of same day patient notification restrictions and the enactment of a quality reporting program that utilized five of the six criteria suggested by the ASC community.

Bill Synopsis

1. Changes the ASC update factor from the Consumer Price Index –Urban (CPI-U) to the more accurate Hospital Market Basket Index
2. Establishes a quality reporting system for ASCs. (The quality reporting system instituted by CMS last year utilizes most of the criteria outlined in the legislation.)
3. Establishes a Value-Based Purchasing Program that saves Medicare money and provides a bonus pool to ASCs that meet certain quality standards.
4. Allows for efficiency in the delivery of care by allowing a patient to receive treatment on the same day that the procedure is ordered. (The restriction on same day surgery was eliminated last year partially due to pressures from the legislation highlighting a burdensome regulation.)
5. Directs CMS to add a representative of the ASC community to be appointed to the Advisory Panel Payment Classification Group (APC).

Relevance to ASCs

ASC's currently save the Medicare system \$2.6 Billion a year and if just half of the eligible procedures were moved to the ASC setting from HOPDs it would save the system another \$2.5 billion. Over the last 10 years, ASC reimbursement rates have declined in comparison to HOPD reimbursement rates and are now on average 58% of what an HOPD receives for a similar procedure. This is an unsustainable trend that must be stopped in order for ASCs to remain a viable alternative to the higher cost HOPD setting.

Appendix C-6

SB 66 EMPLOYER HEALTH INSURANCE OPTIONS- CAFETERIA PLAN FACT SHEET

Sponsored by
Senator Michael Waddoups (R)-6

- This legislation addresses the need for patients to have the ***right to choose their physicians and facilities for medical care***. This legislation requires a health insurer to offer an employer a plan that gives patients access to non-participating providers without going through pre-authorization.
- Specifically, an insurer has to ***offer*** a Utah employer a point of service plan.
- An insurer for an employer who chooses a ***point of service plan*** would have the obligation of informing the employees of the existence of the point of service option and any additional cost that be incurred by the employee. ***The employer is not obligated to incur any cost***, and may pass additional costs on to the employee. The employer can elect to offer one plan with a point of service option, a cafeteria plan that includes a plan with a point of service option, or no point of service option.
- This legislation ***applies to HMO's and PPO's***.
- The legislation calls for continued oversight activity by the Department of Insurance of what carriers can charge.
- The Bill provides for an ***actuary to evaluate costs***.
- How does reimbursement work?
 - The ***provider will receive an amount equal to 75% of the insurance carrier's fee schedule*** for services provided.
- The bill provides ***direct reimbursement to the provider***.
- Provider has a limited ability to balance bill the patient if the provider chooses to balance bill and informs the patient in writing.

Public Policy Reasons to Support Legislation:

1. This legislation recognizes that:
 - Utah consumers want more choice and competition
 - Employers should be given the opportunity to provide affordable choices to their employees
 - The sanctity of the Doctor-Patient relationship should be supported
2. Patient access will also be enhanced
3. Continuity of care for the patient will be strengthened.

Appendix C-7

Template Thank You Letter:

<DATE>

<ADDRESS STYLE>

Dear <TITLE> <LAST NAME>:

On behalf of <ASC NAME>, I'd like to thank you for taking the time to visit our ASC on National ASC Open House Day. We hope that the event gave you a chance to see the role that ASCs play in meeting America's growing surgical needs.

If you will recall, patient access and choice in surgical care is being threatened on the state and national level because of <STATE ISSUE>. <INSERT INFO ON STATE ISSUE HERE>. <Thank them, if they have agreed to support you on this issue.>

Some key facts on ASCs to keep in mind for the future:

- Today, nearly 22 million surgical procedures a year will take place in ASCs such as the <ASC NAME>, one of the <NUMBER> ASCs in <STATE – or – COUNTY – or TOWN>.
- Copayment for Medicare beneficiaries, which comes out of the patient's pocket, is only 20 percent at an ASC compared to up to 40 percent at a hospital outpatient department. And, generally, the costs of procedures at hospitals are higher, which means the patient pays even more.
- ASCs are not only less costly for individual patients, but also less costly for the government. On average, Medicare pays ASCs 56 percent of what it pays a hospital outpatient department.

As ASC issues come up in health policy matters, we are more than happy to serve as a resource for you and your staff. Please contact us at <PHONE NUMBER> if we can be of help in any way.

Thanks again for taking time to visit <ASC NAME> and learn about ASCs.

<YOUR NAME>

on behalf of the <ASC NAME>

and the Ambulatory Surgery Center Association