



CREATING AN ENVIRONMENT OF
SUCCESS

**GSASC/SCASCA JOINT SEMI-ANNUAL
CONFERENCE AND TRADE SHOW**

February 18-19, 2016

The Westin Atlanta Perimeter North



SCASCA
SOUTH CAROLINA AMBULATORY
SURGERY CENTER ASSOCIATION

Welcome

Where Can You Find Quality ASC Specific Education?

Join the GSASC and SCASCA team for the semi-annual conference and trade show this February! By pulling together experts from various fields, the conference is sure to provide valuable information that will only enhance the management of your surgery center. Now is your chance to join with your peers from surgery centers across Georgia and South Carolina as we share strategies and best practices to help you succeed!



Infection Prevention Seminar

Come early for 3 hours of Infection Control training. This course is designed to be practical and to assist ASC administrators, directors, infection preventionists, clinical staff and providers to run their ASCs in accordance to infection prevention policies, guidelines and proper infection control techniques. All participants will receive a certificate of participation. Registration for this training is in addition to your full registration. Please see page 7 for more information.

GSASC Owners & Leaders Forum

Don't miss the Georgia ASC Owners' & Leadership Forum meeting to be held immediately following the 2016 GSASC Joint Annual Conference in Atlanta on February 19th, 2016. This is where Georgia ASC owners and leaders come to ask the tough questions, network with fellow owners and explore ways to improve and protect their investment in their ASC. Please see page 6 for more information.

Welcome Reception with Exhibitors

Join your colleagues for food, drinks, and great networking with the supporting exhibitors! The welcome reception will take place at 5:00 p.m. following the final session on Thursday.



Keynote Speaker: Monica Wofford, MBA, CSP

Friday, February 19th * 9:00 a.m. – 10:00 a.m.

Help Me Understand (The Power of an Idea Everyone Gets)

Engaging, Entertaining, and Results Producing!

Monica is Former President of an Orlando Non-Profit, President of the Central Florida National Speakers Association, and Master Trainer and CEO of Contagious Companies, Inc. She has been in leadership of teams and employees for more than 20 years and has spoken in all 50 states, presented in many countries, published 140 articles and written five books.

Monica interacts with audiences in ways that are often humorous, but help leaders have employees who stay longer, produce more and complain less.

Location and Pre-Conference



Hotel Information

The Westin Atlanta Perimeter North

7 Concourse Parkway, Atlanta, GA 30328
770.395.3900
www.westin.com/Atlanta

The Westin Atlanta Perimeter North is less than 30 minutes from downtown Atlanta. Situated on a private lake, guests will be sure to enjoy this tranquil retreat from the city.

Make your reservations by calling The Westin Atlanta Perimeter North directly at 888.627.8407.

Let them know you are with the GSASC/SCASCA conference to receive the special room rate of \$147 single/double occupancy. The cut-off date to receive the negotiated rate of \$147 is January 27, 2016.

After this date the hotel will not offer rooms to GSASC/SCASCA at the group rate.



INFECTION CONTROL SEMINAR

Thursday, February 18, 2016 | 9:00 a.m. – 12:15 p.m.

You Have a Reported Infection, What's Next?

*Teresa DeVore, RN, Quality Coordinator
AnMed Health Medicus Surgery Center, LLC*

This presentation will be a practical, systematic approach to investigating a reported infection by an actively working IC nurse at an ambulatory surgery center. The participant will learn to use nationally recognized infection control guidelines to help them investigate a reported infection on the front line.

Know the Difference, Make a Difference – Hand Hygiene in the Perioperative Setting

Kimberly Bamburg, RN, MEd, CSPDT, 3M

During this session we will assess professional guidelines associated with hand hygiene in the perioperative setting as

well as describe strategies to make a difference using hand hygiene that reduces healthcare associated infections.

Best Practices for Reprocessing Complex Medical Devices

Fred Alston, Crosstex/SPSmedical

This program discusses current sterilization standards and HLD guidelines which document best practices for instrument reprocessing. Complex reusable medical devices, i.e. orthopedic, spine, ophthalmic and flexible endoscopic instruments are reviewed with detailed examples of manufacturer's validated instructions for use (IFU). The program is presented in a slide/lecture format with discussion throughout regarding interpretation and rationale.

Schedule of Sessions



THURSDAY, FEB. 18th CONFERENCE SESSIONS

12:45 p.m. – 1:45 p.m.

The Patient Experience

Jeanna Founds, Press Ganey

This session will explore the best ways to impact the Patient Experience as well as how to prepare for OAS-CAHPS.

1:45 p.m. – 2:30 p.m.

GSASC Annual Membership Meeting

1:45 p.m. – 2:30 p.m.

SCASCA Membership Meeting

2:30 p.m. – 2:45 p.m.

Refreshment Break

2:45 p.m. – 4:00 p.m.

How to Utilize a Compensation Survey and Principles of Progressive Discipline

Sandy Seay, Seay Consultants

This session will discuss how to utilize a compensation survey for the purpose of establishing fair, equitable and

competitive pay rates for employees. In addition, participants will learn how to apply the principles of progressive discipline to counsel and dismiss employees, where necessary.

4:00 p.m. – 5:00 p.m.

Patient Privacy and Consent: Maintaining Compliance

Dana Durrett and Thomas Huyck, James-Bates

Ambulatory surgery centers and physician practices must constantly work to comply with laws governing patient treatment, communication and confidentiality. While these laws are not new, it remains worthwhile to review the regulatory system that governs providers and to understand the government's current approach. Furthermore, achieve compliance, there are many nuances that providers must understand and implement. Here, James-Bates' attorneys will not only review the major requirements of federal and state law, but provide practical insight on the forms, practices and procedures help produce compliance.

5:00 p.m. – 6:45 p.m.

Welcome Reception with Exhibitors

CE Information

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical education through the joint providership of the American Board of Quality Assurance and Utilization Review Physicians, Inc. (ABQAURP) and the Georgia Society of Ambulatory Surgical Centers (GSASC). ABQAURP is accredited by the ACCME to provide continuing medical education for physicians.



The American Board of Quality Assurance and Utilization Review Physicians, Inc. designates this live activity for a maximum of **8.25 AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The American Board of Quality Assurance and Utilization Review Physicians, Inc. (ABQAURP) is an approved provider with the Florida Board of Nursing to provide continuing education for nurses. ABQAURP designates this activity for 8.0 nursing contact hours through the Florida Board of Nursing, Provider # 50-94.

This program is pending approval from BASC for AEU credits towards your CASC.

Infection Control certificate of participation will be provided if you attend the Infection Control Training.

Schedule of Sessions



FRIDAY, FEB. 19th CONFERENCE SESSIONS

7:30 a.m. – 8:00 a.m.

Continental Breakfast with Exhibitors

8:00 a.m. – 9:00 a.m.

Keeping Your ASC Survey Ready

David Shapiro, MD, Ambulatory Surgery Company

This session will review current AAAHC standards as the basis for developing strategies for maintaining year round compliance with accreditation requirements. Emphasis will be placed on the elements most commonly cited by surveyors; along with a discussion of practical tips addressing survey preparation, conduct, and successful completion.

9:00 a.m. – 10:00 a.m.

Keynote: Help Me Understand

Monica Wofford, CSP

In leadership, it's teams that gets things done, but few leaders really know how to create, maintain, and support a thriving team. Knowing how to get others to collaborate, communicate, and cooperate is where the best ideas happen and results start to rise. Help Me Understand™ will do just that by turning you on to the ways team members think. Leaders will learn to clarify their message. Through the use of emotional intelligence and guidance on how to use it, Help Me Understand™ will reduce their stress and remove much of the work drama and mess. Leaders will become better coaches and employees will become more motivated with Help Me Understand™.

10:00 a.m. – 10:45 a.m.

Refreshment Break in Exhibit Hall

10:45 a.m. – 11:45 a.m.

Playing the Managed Care Game

David Harkins, Surgery Partners

Summary of basic managed care strategy, in depth contract language review and overview of current managed care events and the latest in alternative reimbursement methodologies will be presented.

11:45 a.m. – 1:00 p.m.

Lunch Break with Exhibitors & Door Prize Drawings

1:00 p.m. – 2:00 p.m.

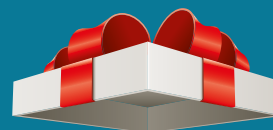
The Valuation Process and Benchmarks that Impact Valuation

Chance Sherer, CVA, VMG Health

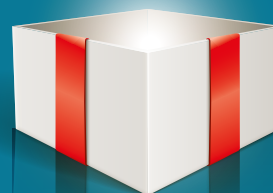
During this session the process and types of valuations will be discussed. Insights into the data required, the factors impacting the outcome of the valuation and key benchmarks to track and improve to maximize value will also be shared.

Great Give A-ways and Prizes

Make sure to visit with the vendors in the trade show and make valuable connections! Not only will you learn about new products and the latest technology, but by visiting with the vendors you have the opportunity to win fantastic prizes! This year, attendees are eligible to win gift cards, fun gift baskets, trending accessories, a free hotel stay and more!



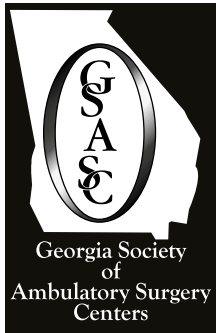
**SURPRISE
INSIDE**



Schedule of Sessions



FRIDAY, FEB. 19th
OWNERS FORUM



Georgia Society of Ambulatory Surgery Centers ASC Owners and Leaders Forum

3:00 p.m.

Welcome

Chris Walsh, MD, GSASC President

3:10 p.m. – 3:45 p.m.

The Major Legal Issues Impacting ASCs in 2016

*Dana Durrett and Thomas Huyck
James-Bates, LLP*

During this session, an update on the major legal issues facing Georgia ASC owners and operators in 2016, including anticipated legislative issues, Certificate of Need, private payor reimbursement and litigation, and regulation will be provided.

3:45 p.m. – 4:15 p.m.

The Valuation Process for ASCs

Chance Sherer, VMG Health

An overview of the valuation process and insights on third-party valuations, types of potential transactions, and risk factors impacting the outcome will be discussed.

4:15 p.m. – 4:30 p.m.

Break

4:30 p.m. – 5:00 p.m.

The Story Behind Hospital Buy-out Promises

Jim Scott, MD, Tiftarea Surgical Partners

If you are considering selling your practice or surgery center to a hospital, this cautionary tale is well worth hearing.

5:00 p.m. – 5:30 p.m.

Contracting & Revenue Cycle Pitfalls of ASC Operation

Mike Scribner, Strategic Healthcare Partners

This session will discuss the key pitfall issues for revenue cycle processes for an ASC and potential tactics to improve financial performance.

5:30 p.m. – 7:00 p.m.

Hors d'œuvres and Dinner

CE Information

The American Board of Quality Assurance and Utilization Review Physicians, Inc. designates this live activity for a maximum of **2.0 AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity.



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Registration Form



THE GSASC/SCASCA 2016 JOINT SEMI-ANNUAL CONFERENCE & TRADE SHOW February 18-19, 2016 • The Westin Atlanta Perimeter North

Please make copies of this form for additional registrants.

Name _____ ☐ MD ☐ RN ☐ Other _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

GSASC/SCASCA MEMBER REGISTRATION

☐ Full Registration (on or before 1/27/2016) \$325

☐ Full Registration (after 1/27/2016) \$375

(DOES NOT INCLUDE THE INFECTION CONTROL TRAINING or OWNERS FORUM)

☐ Add Infection Control Training (lunch included) \$50

GSASC/SCASCA NON-MEMBER REGISTRATION

☐ Full Registration (on or before 1/27/2016) \$425

☐ Full Registration (after 1/27/2016) \$475

(DOES NOT INCLUDE THE INFECTION CONTROL TRAINING or OWNERS FORUM)

☐ Add Infection Control Training (lunch included) \$50

NOTE TO FULL REGISTRANTS:
Infection Control Training available by selecting this option.

INFECTION CONTROL TRAINING ONLY

Thursday, February 18th * 9:00am-12:15pm (includes a box lunch)

☐ GSASC/SCASCA Member Infection Control Training Only \$175

☐ GSASC/SCASCA Non-Member Infection Control Training \$275

OWNERS & LEADERS FORUM

Friday, February 19th * 3:00pm- 7:00pm

☐ GSASC/SCASCA Member Owners Forum \$125

☐ GSASC/SCASCA Non-Member Owners Forum \$175

Amount Enclosed \$ _____

PAYMENT INFORMATION

If you would like to pay with a credit card (Visa, MC or AMEX), please register online at www.gsasc.org. If paying by check, please make checks payable to the Georgia Society of Ambulatory Surgery Centers and mail the form with a check to: GSASC, 1400 Village Square Blvd. #3-175, Tallahassee, FL 32312.

REFUND POLICY

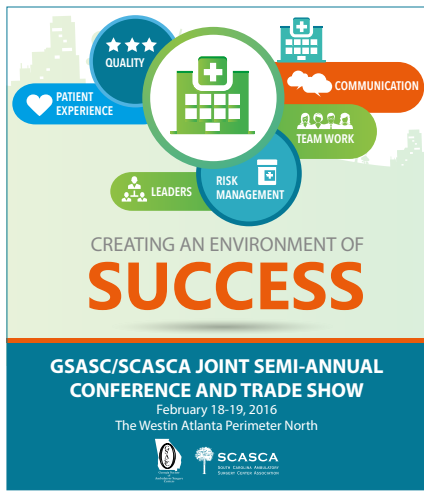
Written notification is required for all refunds and must be received by the GSASC office by **January 27, 2016**. Written refund requests received by January 27, 2016 will receive a refund minus a \$25 administrative fee. No refunds will be issued after **January 27th, 2016**.

SPECIAL NEEDS

Please call the GSASC office at 888.526.9450 by **January 27, 2016** if you require any special accommodations or assistance.

QUESTIONS

Contact GSASC at 888.526.9450. For more information on the GSASC/SCASCA Conference and hotel accommodations visit www.gsasc.org or www.scasca.org or email tammy@ascmember.org.



Georgia Society of Ambulatory Surgery Centers
South Carolina Ambulatory Surgery Center Association
1400 Village Square Blvd. #3-175
Tallahassee, FL 32312
Phone: 888.526.9450
Fax: 850.907.1288
www.gsasc.org / www.scasca.org

DON'T MISS OUT ON:

- Receiving nursing contact hours and CASC credit
- Receiving 3 hours of Infection Control Training
- Peer to peer interaction with other ASC industry professionals
- Networking with leading industry suppliers during the trade show

Thank You to Our Sponsor and Exhibitors

As of 11/24/2015

BRONZE SPONSOR



EXHIBITORS

3M Infection Prevention
AmkaiSolutions
Epix Anesthesia
HSTpathways
McKesson Medical Surgical
Medline
OneSource Document Management Services
Pro Med Sales, Inc.
Southern Medical Linen Service