

Registration Information

Florida Society of

**FSASC**

Ambulatory Surgical Centers



**New Horizons**

**Meeting the  
Changes**

**July 21-23, 2010**

**Orlando, FL**

Florida Society of

# FSASC

Ambulatory Surgical Centers

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# New Horizons

## Meeting the Changes

**J**oin FSASC this summer for our annual conference and tradeshow featuring top notch education and speakers right in your backyard. Where else can you see the latest in technology, hear the latest trends and network with ASC professionals so close to home?

### *Features this year include:*

#### **Pre-Conference Clinical Seminar**

**Wednesday, July 21st • 1:00 p.m. – 4:15 p.m.**

The FSASC Education Committee has assembled dynamic speakers to discuss current clinical hot topics the afternoon before the annual conference is set to begin. Make plans to take part in these sessions and learn from others in the field. Topics cover sterilization, CMS Medicare Surveys, and how to meet the 2010 National Patient Safety Goals.

Not able to attend the entire conference? Registration is available separately for the pre-conference clinical seminar.

#### **Wednesday Evening Welcome Reception and Exhibit Hall Opening!**

**Wednesday, July 21st • 4:15 p.m. – 6:15 p.m.**

All attendees are welcome as FSASC unveils the Exhibit Hall with a kickoff reception following the pre-conference clinical seminars on Wednesday evening. Make sure to arrive early so you can join the fun.

Plan on plenty of time to relax, meet up with old friends and discover all the suppliers FSASC has lined up! You won't want to miss it!

#### **Keynote Speaker: Barry Banther, Banther Consulting**

**Thursday, July 22nd • 8:00 a.m. – 9:15 a.m.**



Change is inevitable, but how we respond to change is our choice. Join Barry as he shares the three most effective strategies used to adapt to change.

Barry is a sought after advisor by health care professionals. He has developed over 50 leadership training programs used around the world. One of Florida's health care leaders said of Barry: "He has the ability to get inside your head and help you see your own strengths first hand." This body of work earned him the highest certification as both a Certified Management Consultant and Certified Speaking Professional.



# Conference Hotel

*One Amazing Hotel!*

## Hyatt Regency Grand Cypress

One Cypress Blvd • Orlando, FL 32836

**D**iscover one of Orlando's most inviting escapes, the Hyatt Regency Grand Cypress. The outstanding array of amenities filling this resort hotel creates an amazing retreat for families and business travelers, alike. Play golf and tennis, swim, sail, or treat yourself to a massage all in one amazing place!

Contact Reservations directly at (800) 233-1234 and let them know you are with the "FSASC Conference" to reserve your room at the incredibly low conference rate of \$139 single/double plus discounted \$10 daily resort fee. Hurry, rooms are available on a first come, first serve basis and must be reserved prior to June 29, 2010 to receive this rate.

The daily resort fee includes use of the Health Club, 9-hole Pitch & Putt course, golf driving range access, court time at the Racquet Club, all water sports including hydrobikes, sail boats, paddle boats and canoes as well as resort bicycles and quadricycles and daily transportation to the Disney Theme Parks, Universal Studios/Islands of Adventure and Sea World.



## Thank You 2010 Sponsors and Exhibitors

*as of 2/15/2010*

### Current Exhibitors

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Armstrong Medical Industries, Inc.	Mag Mutual Insurance
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# Schedule of Events

## Pre -Conference Clinical Seminar

### Wednesday, July 21

Noon – 1:00 p.m. **Registration**

1:00 p.m. – 2:00 p.m. **“Instruments in a Flash”**

*Presented by: Chuck Hughes,  
SPS Medical Supply Corp*

After viewing this program, participants will be able to define flash sterilization, explain common reasons for flashing, describe different types of flash cycles, and discuss best practices for flashing instruments.

2:00 p.m. – 3:00 p.m. **“Conditions for Coverage: A Surveyor’s Perspective”**

*Presented by: Ann Geier, RN,  
CASC, ASCOA*

When CMS implemented the new Conditions for Coverage that became effective on May 18, 2009, could anyone have imagined the impact on ambulatory surgery centers? With the money CMS has allocated for its random surveys to Deemed Status accreditation surveys, the impact has been time, labor and financially intensive. The CFCs have added significantly to the survey process in the same manner. In this session, learn how the CFCs have impacted a administrator’s role and how to prepare yourselves for your next survey.

3:00 p.m. – 3:15p.m. **Break**

3:15 p.m. – 4:15 p.m. **“Quality Studies Based on National Patient Safety Goals”**

*Presented by: Nancy Burden,  
RN, BayCare Health System*

Do you wonder the what, when and how of meeting the 2010 National Patient Safety Goals? Do you believe your ASC may not be fully compliant? If you can answer yes to one of these questions, this session will help you discover where you may be lacking and how to address the area through the use of quality tools and processes. Come with your own ideas to share!

## Annual Conference Schedule

### Wednesday, July 21

**NEW**

4:15 p.m. – 6:15 p.m. **Welcome Reception & Exhibit Hall Grand Opening**

### Thursday, July 22

7:00 a.m. – 7:45 a.m. **Registration & Continental Breakfast in Exhibit Hall**

7:45 a.m. – 8:00 a.m. **Welcome & Introductory Remarks**  
*Carol Harbin, FSASC President*

8:00 a.m. – 9:15 a.m. **“Keynote Session – Adapting to Change”**

*Presented by: Barry Banther,  
CMC, CSP, Banther Consulting*

9:15 a.m. – 10:30 a.m. **Refreshment Break and Networking in Exhibit Hall**

10:30 a.m. – 11:30 a.m. **Breakout Sessions**

#### **“Clinical Crisis Management”**

*Presented by: Stephanie Hollis, MD, Adrift Anesthesia, PLLC*

In an ambulatory surgery setting it is imperative that staff is aware of what emergencies are likely to occur in certain patient populations and how to manage those emergencies. Knowledge and planning can be the difference between life and death. In this discussion, 3 important crises will be explored: Laryngospasm, Anaphylaxis and Malignant Hyperthermia. Teamwork and crisis management will be the focus.

#### **“Coaching and Counseling for Positive Change”**

*Presented by: Linda Powers, BayCare Regional and SAH*

This session will examine the differences between coaching and counseling and how both, if used effectively, promote positive change in employee performance and behavior. Management responsibilities as they relate to coaching, counseling

and employment law will be reviewed. Behaviors utilized to set the stage for success in the coaching relationship cycle will be discussed as well as the importance of utilizing a progressive, formal counseling process, documentation of the process and consistency of application in today's workplace.

**11:30 a.m. – 12:30 p.m. "Marketing and Volume Building in a Changing Environment"**

*Presented by: Lorna Kernizan,  
Miami Lakes Surgery Center*

Marketing and volume building in a changing climate will discuss going beyond the usual and typical physician recruitment strategies of growing business at a surgery center. These strategies include direct public marketing, physician practice affiliations, medical care clinics (including their transportation arrangements), urgent care centers, and real estate opportunities that may present themselves in your primary service area. These strategies will open up and identify opportunities to increase your volume in a new and innovative way.

**12:30 p.m. – 1:45 p.m. Lunch in Exhibit Hall**

**1:15 p.m. – 1:45 p.m. Surgi-PAC Annual Meeting**

**1:45 p.m. – 3:00 p.m. "Florida Payers: Navigating the Changing Rules"**

*Presented by: Maria Buffington,  
HCA Healthcare and Saul Epstein,  
ParkCreek Surgery Center, LLLP*

The managed care industry and insurance providers continue to put financial pressure on ambulatory surgical centers through ever changing contracting terms. We have assembled a panel of ASC industry executive experienced in contracting and reimbursement rules. This panel will provide insight into the latest trends in contracting and reimbursement as well as answer questions from the audience.

**3:00 p.m. – 3:15 p.m. Afternoon Refreshment Break**

**3:15 p.m. – 4:15 p.m. "AHCA Perspective on ASCs"**

*Presented by: Laura MacLafferty,  
Agency for Health Care  
Administration*

This session will focus on the recent and proposed changes in the state licensure and survey process for ambulatory surgery centers including risk management. In addition, Ms. MacLafferty will discuss the recent changes in the CMS conditions for coverage and the impact these changes have had on the Agency's federal survey process. A general overview of the survey results the Agency is seeing since implementing the new survey process will also be discussed.

**4:15 p.m. – 5:15 p.m. "Approaching your Legislators: Being Effective and Fearless"**

*Presented by: TBA*

## Friday, July 23

**7:15 a.m. – 8:00 a.m. Registration & Continental Breakfast**

**8:00 a.m. – 9:15 a.m. "Is This Malpractice? 10 Things That Could Get You Sued"**

*Presented by: Tyler Smith JD,  
Pietragallo Gordon Alfano Bosick &  
Raspanti, LLP and Sharon Smith, RN,  
JD, Crist & Smith, P.C.*

Listen to the evidence from real-life surgical malpractice cases. Render your verdict, then find out what really happened. Learn the principles of surgical facility malpractice and avoid getting sued.

**9:15 a.m. – 9:30 a.m. Annual Membership Meeting**

**9:30 a.m. – 10:00 a.m. Florida Legislative Update**

*Presented by: Mike Cusick, Mike  
Cusick & Associates*

FSASC Legislative Director and Lobbyist Mike Cusick will review the 2010 Legislative session and forecast the mood of the legislature moving towards the 2011 session. Discussion will include legislative items that FSASC tracked in 2010, candidates on the rise and expected hot topics for the coming year.

**10:00 a.m. – 10:30 a.m. Refreshment Break**

**10:30 a.m. – 11:30 a.m. "State and Federal Changes on the Horizon and on Our Doorsteps"**

*Presented by: David Shapiro, MD,  
Ambulatory Surgery Company, LLC*

Join FSASC Director and ASC Association Chair Elect David Shapiro, MD as he reviews the regulatory landscape for ASCs. This discussion will highlight regulatory activities in Florida and the campaign to increase reimbursements at the federal level.

**11:30 a.m. – 12:30 p.m. "Legalities of Physician-ASC Relationships"**

*Presented by: Ronald Wisor, Jr.,  
JD, and Michael Levinson, MD, JD,  
Hogan and Hartson, LLP*

There are many aspects to the Physician and ASC relationship. This session will discuss safe harbor compliance, key provisions in the the ASC partnership/ operating agreement, as well as physician buy-in/ buy-out issues that you should be aware of in the operation of your center.

**12:30 p.m. Closing Remarks & Prize Drawings**

*Carol Harbin, FSASC President*

# Meet Your Speakers

## **Maria Buffington**

Maria is the Director of Business Services for the HCA East Florida Ambulatory Surgery Division. She is responsible for working with the 12 facilities in the Dade, Broward and Palm Beach Counties. Maria has been with HCA for over 6 years and has played a vital role in centralizing positions to create cost savings such as Coding, Accounts Payables and Billing. She works closely with the Administrators, VPO, CFO and Regional staff on projects and analysis.

## **Nancy Burden, MS, RN, CPAN, CAPA**

Nancy is the Director of Ambulatory Surgery for BayCare Health System in the Tampa Bay area. As an author and editor, Nancy has published 2 editions of Ambulatory Surgical Nursing with W.B. Saunders and numerous journal articles and book chapters, including one in the ASPAN Core Curriculum. Nancy is a member of the Board of Directors for the Florida Society of Ambulatory Surgical Centers and serves as its secretary and Chair of the education committee this year.

## **Michael D. Cusick**

Michael has over 26 years of comprehensive experience working directly with state and local governments and associations. Starting as a teacher in 1973 he went on to serve as staff director for three Florida House of Representatives' Committees and developed an independent consulting business, Michael Cusick and Associates, which he owns and runs.

## **Saul R. Epstein, MBA**

Saul has over 30 years experience in the health care industry as an entrepreneurial senior level executive and consultant. He has extensive experience in the development and operations of health care delivery systems, including physician, acute-care hospital and ambulatory surgical center environments. Mr. Epstein has become an expert on coding, billing and successfully dealing with reimbursement appeals for ASC facilities.

## **Ann Geier, RN, MS, CNOR, CASC**

Ann has been a perioperative nurse for 30 years. She is currently a vice president of operations for Ambulatory Surgical Centers of America with responsibility for ASCs in New England and Florida. For the last 20 years, her focus has been ambulatory surgery, primarily freestanding ASCs.

## **Stephanie Hollis, MD**

Stephanie is a Florida native trained in Anesthesiology and Critical Care at the University of Florida / Shands in Gainesville. She entered private practice in 2004 and has focused extensively on Ambulatory Surgery Services, Regional Anesthesia, Cardiovascular Anesthesia in addition to the education of nurses and non-anesthesia personnel. She is currently working in Jacksonville and Daytona as an independent contractor.

## **Chuck Hughes**

Certified as a NY State Health Education teacher, Chuck has worked over 25 years in the manufacturing industry in areas of Research & Development, Regulatory Affairs, Microbiology, Marketing and Sterilization Training. He has been a strong supporter of state mandatory certification and the sterile processing profession throughout the years.

## **Lorna Kernizan**

Lorna received her MBA, specializing in Healthcare Management, Finance and Management at University of Miami in 1994. She then held a variety of positions with HCA, starting at Aventura Hospital and Medical Center for eight years, ending as Assistant Administrator in 2002. In 2007, she opened the Miami Lakes Surgery Center, an HCA surgery center facility, one of twelve in the East Florida Division, where she has just completed her third year in operation, averaging 450 cases/month and a year end total EBDITA \$3.2m.

## **Michael Levinson, MD, JD**

Michael is both a licensed physician and attorney, focusing his practice on transactional, regulatory, and operational matters for corporate and individual health care clients. He is an experienced and practical attorney who draws on his business, medical, and legal knowledge to help reach solutions that allow clients to satisfy their business plans and goals.

## **Laura MacLafferty**

Laura is the Unit Manager of the Hospital and Outpatient Services Unit within the Bureau of Health Facility Regulation at Florida's Agency for Health Care Administration. This unit is responsible for licensing, registering, and regulating 16 diverse facilities, providers, suppliers and programs, which include ambulatory surgical centers and health care risk managers. Laura and her staff assist providers throughout the state in understanding both the state licensing as well as the Medicare certification regulations for their respective programs.

## **Linda Powers, MS, CMHP**

Linda currently serves as one of three managers of Team Member Relations for BayCare Health System, the largest, community-based health system in the Tampa Bay Region. She is responsible for overseeing team member relations for over 4,000 BayCare Regional and St. Anthony's Hospital team members. Responsibilities include team member coaching and counseling, unemployment compensation, team member activities, management support and training, litigation and EEOC claims involving Regional and St. Anthony's team members.

## **David Shapiro, MD, CHC, CPHRM, CHCQM**

David is an anesthesiologist from Florida who has had extensive experience serving as a clinician, medical director and board member of several ambulatory surgery centers. At present, he is a partner in Ambulatory Surgery Company LLC, an ASC consulting firm. Dr. Shapiro is an active participant in surgery center industry activities, and is a frequent speaker at both state and national ambulatory surgery industry functions. He is also the ASC Association Chair Elect.

## **Sharon K. Smith, RN, BSN, JD**

Sharon obtained her RN diploma in 1989 from the Western Pennsylvania Hospital School of Nursing. She began working in critical care and completed her BSN at Carlow College. While continuing in her nursing career, she attended Duquesne University School of Law and graduated in 2001. Ms. Smith continues to practice as an RN on a per diem basis and practices law in the areas of healthcare compliance, medical malpractice and family law.

## **Tyler J. Smith, JD**

Tyler is a partner in the healthcare litigation and qui tam practice groups of the Pietragallo Gordon Alfano Bosick & Raspanti Law Firm. He practices healthcare law, representing providers and their facilities in trial, appellate proceedings and administrative hearings involving malpractice, credentialing, fraud and abuse, compliance, employment and licensing issues.

## **Ronald Wisor, Jr., JD**

Ron counsels health care providers, suppliers, and manufacturers on regulatory, compliance, and reimbursement matters, and participates in the defense of criminal and civil health care fraud investigations. He also routinely advises health industry trade associations on regulatory and health care policy matters. He has significant experience in handling federal anti-kickback and Stark physician self-referral law issues and in Medicare and Medicaid reimbursement for health care providers and suppliers.

# Registration Information

Please make copies of this form for additional registrants.

Name \_\_\_\_\_  MD  Other \_\_\_\_\_  RN # \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## FSASC Member Registration

(Includes Wednesday clinical seminar, Wednesday night reception, all presentations on Thursday and Friday, Thursday breakfast, Thursday luncheon, Friday breakfast and trade show access.)

- Registration on or before June 29, 2010 \$300 – Per Person
- Registration after June 29, 2010 \$335 – Per Person
- I will be attending the Wednesday Pre-Conference Clinical Seminar for no additional fee.

## FSASC Non-Member Registration

(Includes Wednesday clinical seminar, Wednesday night reception, all presentations on Thursday and Friday, Thursday breakfast, Thursday luncheon, Friday breakfast and trade show access.)

- Registration on or before June 29, 2010 \$390 – Per Person
- Registration after June 29, 2010 \$425 – Per Person
- I will be attending the Wednesday Pre-Conference Clinical Seminar for no additional fee.

## Pre-Conference Clinical Seminar Only

(Access to the Wednesday pre-conference clinical seminar and the Wednesday night reception only. It does not allow access to the Annual Conference on Thursday & Friday or the trade show on Thursday.)

- Registration on or before June 29, 2010 \$100 – Per Person
- Registration after June 29, 2010 \$125 – Per Person

## Trade Show Only

(Access to the tradeshow only on Thursday, July 22, 2010, and includes the continental breakfast and buffet lunch that will be held in the trade show.)

- Registration on or before June 29, 2010 \$125 – Per Person
- Registration after June 29, 2010 \$150 – Per Person

## Payment Information

- Check enclosed. Please make checks payable to the Florida Society of Ambulatory Surgical Centers.
- Credit Card  Visa  MasterCard  AMEX

CC# \_\_\_\_\_ Exp. \_\_\_\_\_ CCV\* \_\_\_\_\_

*\*This is the 3-digit number found on the back of your card (in the signature area). Amex only – this is the 4-digit number imprinted on the front of your card.*

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Please check here if the billing address is the same as the address listed above.

Authorized Signature \_\_\_\_\_

Please fax your registration with credit card information to (850) 907-1288, register online at [www.fsasc.org](http://www.fsasc.org) or mail along with a check to: FSASC, 1400 Village Square Blvd, #3-175, Tallahassee, FL 32312.

**Refund Policy:** Written notification is required for all refunds and must be received by the FSASC office by June 29, 2010. Written refund requests received by June 29, 2010 will receive a refund minus a \$25 administrative fee. No refunds will be issued after June 29, 2010.

**Special Needs:** Please call the FSASC office at (850) 222-3000 by June 29, 2010 if you require any special accommodations or assistance.

**Questions:** Contact the FSASC Office at (850) 222-3000 or email [tammy@ascmember.org](mailto:tammy@ascmember.org). For more information on the FSASC Conference and hotel accommodations visit [www.FSASC.org](http://www.FSASC.org).

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Ambulatory Surgical Centers

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### Meeting the Changes

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### Meeting the Changes

July 21-23, 2010

Orlando, FL

- Exclusive Pre-Conference Clinical Seminar
- Wednesday Evening Welcome Reception
- Informative Keynote and Featured Sessions
- Exhibit Hall and Trade Show
- Network with Your Peers in the Ambulatory Surgical Center Industry!

#### CONTACT HOURS

The Florida Board of Nursing has approved FSASC to provide up to 12.4 contact hours during the 2010 Annual Conference and Tradeshow. Please note that you can receive UP TO 12.4 contact hours depending on how many sessions you attend and if you attend the clinical pre-conference seminars.