

Florida Society of

FSASC

Ambulatory Surgical Centers

2009 FSASC Annual Conference and Trade Show

Leading the Way

July 29-31, 2009 | Orlando, FL

**Walt Disney World
Swan and Dolphin Resort**

2009 FSASC Annual Conference and Trade Show

Clinical Preconference • Wednesday, July 29, 2009

- Noon – 5:00 p.m. **Registration**
- 12:30 p.m. – 1:30 p.m. **Sterilization Standards Audit: Would Your ASC Pass?**
Presented by Chuck Hughes, SPS Medical
Join Chuck Hughes with SPS Medical as he reviews and discusses current AAMI standards and AORN Recommended Practices for sterilization of reusable devices in healthcare facilities. Learn about facility design recommendations, personnel attire and competency recommendation, best practices for reprocessing reusable medical devices and quality control tools and sterility maintenance of processed items.
- 1:30 p.m. – 1:45 p.m. **Break**
- 1:45 p.m. – 2:45 p.m. **Anesthesia and the Airway**
Presented by Bill Weisberg, D.O., HCA Healthcare
Is the airway safe for the outpatient center? Our teeth are expendable, the airway is not! Learn crucial aspects of airway management from airway anatomy to evaluation of the airway to drugs for airway management. By the end of this session you will have improved clarity on how you can evaluate patients and maintain the airway.
- 2:45 p.m. – 3:00 p.m. **Break**
- 3:00 p.m. – 4:00 p.m. **ASC Industry Collaborates on Quality**
Presented by Donna Slosburg, BSN, LHRM, CASC
The ASC Quality Collaboration developed standardized quality measures for the ASC setting that have been endorsed by the National Quality Forum. Donna will give an overview of quality in healthcare with specifics for the ASC industry. Donna will review the implementation guide and lead attendees in a discussion on how these measures are useful not only for internal quality improvement and external benchmarking but also for meeting future Medicare requirements for quality reporting and other data collection initiatives.
- 4:00 p.m. – 5:00 p.m. **Medication Management**
Presented by Nancy Burden, MS, RN, CPAN, CAPA, BayCare
This clinical session will focus on a systems approach to medication use in the ASC, from setting up the original formulary and purchasing medications through the many steps that make the medication program in your ASC safe. Learn how to identify danger spots and avoid them before they happen. Identify key policies that every ASC should have in place and consider some of the many opportunities for improvement that you may have in your own setting.
- 5:00 p.m. – 6:30 p.m. **Welcome Reception and Managed Care Meet and Greet**
Join FSASC and representatives from various Managed Care companies for a meet and greet. Relax and enjoy hors d'oeuvres and drinks as we get ready to kickoff the 2009 Annual Conference and Trade Show!

FSASC Thanks our 2009 Supporters!

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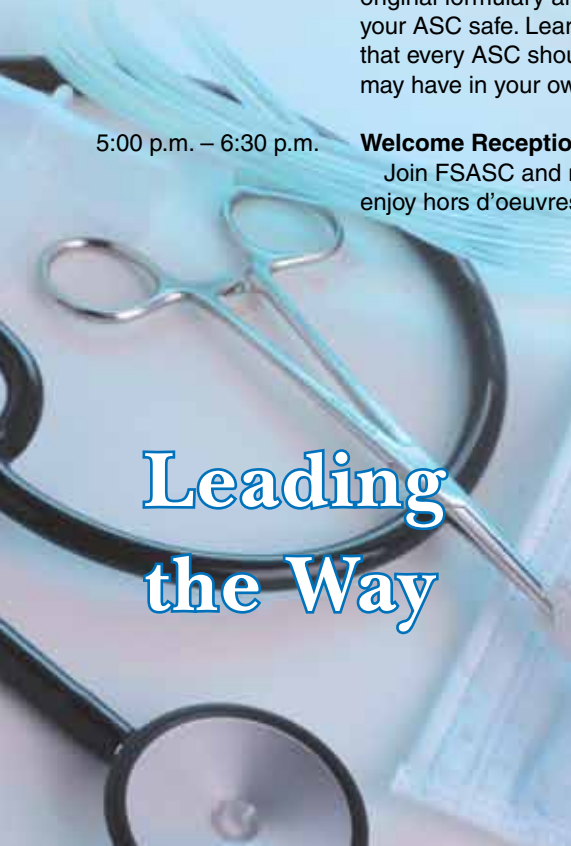
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Schedule of Events

Thursday, July 30, 2009

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**
FSASC President, Mike Guarino

8:00 a.m. – 9:30 a.m. **Moving Steadily Toward Better Outcomes**
Presented by Spence Byrum, Convergent HRS
A dynamic speaker, Spence Byrum's keynote is sure to inspire you as he illustrates how the military's zero pilot error policies can yield dividends in reducing errors and improving your center's outcomes. You are sure to come away with specific ideas that your ASC can implement upon your return from this conference.

9:30 a.m. – 10:30 a.m. **Breakout Sessions**

Critical Aspect of Pre-op Assessments

Presented by Ann Geier, RN, MS, CNOR, CASC, Ambulatory Surgery Centers of America

Patient safety in the ASC begins with the pre-assessment process. The presentation will delineate SAMBA guidelines, explain considerations for laboratory testing, discuss red flags (absolute or relative contraindications for the ASC setting) and provide tools to assist the pre-assessment staff in obtaining critical information that will be used in planning the patient's care.

Spine Surgery in the ASC

Presented by Marcus Williamson, Symbion, Inc.

Spine is the latest of many services now offered in the outpatient setting. We'll discuss a past, present and future of the spine-specialty service, appropriate outpatient cases, physicians and clinicians as well as outcomes, costs and marketing. We'll compare spine metrics to other specialties and what market drivers warrant a competitive service in fertile areas. Finally, we'll discuss cost-to-charge ratios, charge-to-reimbursement ratios and what messages work well in the managed care pricing environment.

Implementing Effective Business Office Strategies in Today's Credit Climate

Presented by Gregory Cunniff, Chief Financial Officer, National Surgical Care

Discover how to attain lasting financial stability in today's volatile credit climate by successfully managing business with higher deductibles and ensuring proper alignment of business office personnel with management and partners.

10:30 a.m. – 11:15 a.m. **Refreshment Break in Exhibit Hall**

First-time attendees can gather at the FSASC booth for more details about FSASC.

11:15 a.m. – 12:15 p.m. **Breakout Sessions**

Handling Difficult Employees

Presented by Dr. Raleigh F. (Sandy) Seay, Jr., Seay Management

As a surgery center administrator you are called on to wear many hats including managing all the different personalities in your center. HR expert, Sandy Seay will discuss key strategies for identifying difficult personalities and give you the tools to effectively manage these staff members.

Quality Improvement Studies "Putting the Pieces Together"

Presented by Angie Zarybnicky, RN, LHRM, HCA Healthcare

The session will provide an overview of the key elements for a successful quality improvement study. Describe the format, development, data collection, and analysis methods used to identify areas for process improvements. Discuss implementation of corrective actions and re-measurement as well as reporting methods.

Coding and Billing – Lifeblood of the ASC

Presented by Cristina Bentin, CCS-P, PCS-H, CMA, Coding Compliance Management

Navigating the complex world of coding and billing can present its challenges. Christina Bentin will provide an overview of the importance of accurate coding based on detailed documentation as well as discuss common coding challenges in the specialties of orthopaedics, pain management and GI that could impact your facility's bottom line if your staff is not sufficiently trained.

continued

Schedule of Events, continued

- 12:15 p.m. – 1:30 p.m. **Lunch in Exhibit Hall**
- 12:45 p.m. – 1:15 p.m. **Surgi-Pac Annual Meeting**
All attendees are invited to learn more about FSASC's political action committees.
- 1:30 p.m. – 2:30 p.m. **Managed Care Topic**
Panel discussion presented by ASC industry leaders
Managed care relations has become a key aspect in the success or failure of ambulatory surgery centers. While Managed Care Organizations have caught on to the ASC formula of high quality, efficient surgical services, they can be formidable to work with on a daily basis. This session will focus on how to better make managed care your partner with specific take-aways that will help you understand what the "other side of the table" is thinking.
- 2:30 p.m. – 3:00 p.m. **Afternoon Refreshment Break in Exhibit Hall**
- 3:00 p.m. – 4:00 p.m. **Federal Legislative and Regulatory Update**
Presented by David Shapiro, MD, Ambulatory Surgery Company, LLC
With changes coming in every direction from the new Obama Administration, the ASC industry is carefully watching. David Shapiro, MD will review the new rules and regulations coming down the pipeline including the ASC payment system, quality reporting and proposed legislation affecting ASCs. In addition as the Chair-Elect, Dr. Shapiro will share with the audience what the ASC Association is doing at the national level to educate Washington about ASCs.
- 4:00 p.m. – 5:00 p.m. **Handling Compliance Issues**
Presented by Joshua Kaye, McDermott Will & Emery
The legal and business issues that arise while running a center might seem unending. With a strict regulatory environment overseeing all aspects of your business you need to understand where you might be at risk. This session will specifically address issues arising from selling equity interests to physician investors and buying interests back from physician owners. It will also address business models for providing and profiting from anesthesia and other ancillary services.

- 5:00 p.m. – 6:00 p.m. **Reception in Exhibit Hall & Door Prize Drawings**

Friday, July 31, 2009

- 7:15 a.m. – 8:00 a.m. **Registration & Continental Breakfast**
- 7:45 a.m. – 8:30 a.m. **Hot Topic and Specialty Round Tables**
- 8:30 a.m. – 9:30 a.m. **HIPAA Compliance**
Presented by John Collier, HCA Healthcare
We all think that we have mastered the ability to comply with the Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy Rule, but could we do better? This session will focus on areas where your center could improve staff training to further compliance with this rule using scenarios of daily occurrences of HIPAA violations in the average ASC.
- 9:30 a.m. – 9:45 a.m. **Membership Meeting & Prize Drawing**
- 9:45 a.m. – 10:30 a.m. **Florida Legislative Update**
Presented by Mike Cusick, Mike Cusick & Associates
FSASC Legislative Director and Lobbyist Mike Cusick will review the 2009 Legislative session and forecast the mood of the legislature moving towards the 2010 session. Discussion will include legislative items that FSASC tracked in 2009, candidates on the rise and expected hot topics for the coming year.
- 10:30 a.m. – 10:45 a.m. **Morning Break**
- 10:45 a.m. – 12:00 p.m. **AAAH and Joint Commission Hot Points**
Presented by Mary Ann Dremstedt, RN, MS, Consultant and Sandra Jones, CASC, LHRM, CHCQM, FHFMA, Ambulatory Strategies
Are you an accredited center? Do you want to know the key areas surveyors are looking at in 2009? This panel discussion will focus on current accreditation standards from both the Joint Commission and AAAHC and help you identify successful compliance strategies to take back to your center.
- 12:00 p.m. **Closing Remarks & Final Prize Drawing**
FSASC President, Mike Guarino

Speaker Biographies

Cristina Bentin, CCS-P, PCS-H, CMA



Cristina Bentin is the founder of Coding Compliance Management, a healthcare consulting company specializing in the markets of ambulatory surgery centers with emphasis on coding support, compliance audits, reimbursement and training. Ms. Bentin is nationally recognized as a leading freestanding ASC coding educator, speaker, and writer with over 19 years of hands-on experience in ASC multi-specialty surgical coding. She frequently contributes trade articles to HCPPro and Outpatient Surgery Magazine.

Nancy Burden, MS, RN, CPAN, CAPA



Nancy Burden 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. She currently sits on the editorial boards of Outpatient Surgery Magazine, OR Manager and the Journal of Perianesthesia Nursing. 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.

Spence Byrum



Spence Byrum is a Managing Partner of Convergent HRS. Mr. Byrum is a former Coast Guard pilot who has taken the many lessons learned in high pressure cockpit situations and translated them to training for other components of commercial and military aviation, construction, manufacturing, business, and medicine. He has been a keynote speaker at numerous national and international conferences. Mr. Byrum is a graduate of the US Coast Guard Academy, as well as the Naval Post Graduate School Aviation Safety Officer Program, the University of Southern California Aviation Safety Program and Leadership Memphis.

John Collier



John Collier has been with the Ambulatory Surgery Division of HCA for more than 9 years. As the Compliance Manager he handles HIPAA, SOX, and other such concerns for more than 100 ASCs. John has an MBA focused in Healthcare Administration from Belmont University in Nashville, TN. He and his wife own Hope Family Medicine in Nashville where they live with their 2 young children.

Gregory R. Cunniff, CFO



Gregory R. Cunniff, Vice President and Chief Financial Officer, directs the financial activities of National Surgical Care, including treasury, budgeting, audit, tax, accounting, information technology, long-range forecasting, risk management and investor relations activities. Mr. Cunniff was previously Vice President and Treasurer of United Medical Corporation, a privately held for-profit company comprised of hospitals and other healthcare related properties. Mr. Cunniff also worked as the Western Chief Financial Officer of ambulatory surgery centers for HCA Healthcare Corporation. Mr. Cunniff currently serves on the Board of the ASC Association, and previously served on the Board of Governors of the Federation of American Hospitals.

Michael D. Cusick



Michael Cusick has over 25 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.

Mary Ann Dremstedt, RN, MS



Mary Ann Dremstedt is a full-time consultant on The Joint Commission standards and survey process. She works throughout the United States assisting organizations with survey readiness including The Mount Sinai Medical Center in New York, Shands Health Care at the University of Florida, and a variety of community hospitals and ambulatory surgery centers. Mary Ann was a Joint Commission surveyor for nearly 10 years and was cross trained in hospital, ambulatory, behavioral health, long term care and network standards. She was also a sentinel event specialist reviewing root cause analyses. While most of her work was as a surveyor, she also worked in the Chicago Central office and served as faculty presenting education programs.

Anne Geier, RN, MS, CNOR, CASC



Ann Geier 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.

continued

Speaker Biographies, continued

Chuck Hughes



Certified as a NY State Health Education teacher, Chuck Hughes has worked over 25 years in the manufacturing industry in areas of Research & Development, Regulatory Affairs, Microbiology, Marketing and Sterilization Training. A corporate member of AAMI, AORN, ASC, APIC, ASHCSP, CSA, IAHCSSM and OSAP; Chuck has extensive lecturing experience to medical device manufacturers and healthcare organizations worldwide. In December of 2008, Chuck was inducted into the "Who's Who in Ambulatory Surgery Centers" issue of Today's SurgiCenter magazine. He has been a strong supporter of state mandatory certification and the sterile processing profession throughout the years.

Sandra J. Jones, CASC, LHRM, CHCQM, FHFMA



Sandra Jones is president of Ambulatory Strategies and Director of Management Services for Woodrum Ambulatory Systems Development. Sandra has over 15 years experience in the ASC business and was one of the first to be Certified in surgery center administration. She is a member of the Board of Directors of the ASC Association, formerly known as FASA and is an accreditation surveyor with the AAAHC. She is a licensed risk manager, certified in health care quality management, and a Fellow of the Healthcare Financial Management Association.

Joshua Kaye



Joshua Kaye is a partner with McDermott Will & Emery LLP based in the Firm's Miami office. His practice focuses on representing national and regional ASC management companies, independent ASCs and individual physician investors with all of their transactional, regulatory and litigation needs, including fraud and abuse (antikickback) laws, self referral laws, state licensure, Certificate of Need, Medicare enrollment and change of ownership, managed care contracting, HIPAA, tax, and real estate issues.

Raleigh F. (Sandy) Seay, Jr., PhD



Dr. Sandy Seay is President of Seay Management Consultants, Inc., a full service Human Resources Management firm, located in Orlando, Florida. Sandy and his management staff help their clients (1) comply with state and federal employment regulations, and (2) develop the policies, procedures manuals and documents employers need to hire and retain good employees, such as compensation programs, employee handbooks, conflict resolution, Affirmative Action Plans, employee opinion surveys and other important management programs. Sandy is a frequent speaker at management conferences and seminars and has conducted management development workshops all across the United States and in three foreign countries. He holds a Bachelor's Degree from Virginia Tech, a Master's Degree from Rollins College and a Ph.D. in the Humanities from Warnborough University in the United Kingdom.

David Shapiro, MD, CHC, CPHRM, CHCQM



Dr. David Shapiro 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.

Donna Slosburg, BSN, LHRM, CASC



Donna Slosburg has been in the healthcare industry for over 30 years that includes working experience in the Intensive Care Unit, Operating Room, Post Anesthesia Care Unit, Pre-Op and in nursing education. Donna joined the ambulatory surgery industry in 1987. Her leadership roles in the ASC industry included nurse manager, administrator and regional operations. Donna is currently the Executive Director of the ASC Quality Collaboration. She currently sits on the editorial board for AORN. Donna is a Licensed Healthcare Risk Manager and a Certified Administrator Surgery Center.

Bill Weisberg, D.O.

Dr. William Weisberg is currently the medical director at the Surgery Center at Coral Springs in Coral Springs, Florida. He is Board Certified in anesthesiology. He has served in various positions including Past Chief of Anesthesia, Chief of surgical services, Chair of credentialing committee, Chief of medical staff, Board of directors and Medical director at Parkway Surgical Center. Dr. Weisberg has also served as an instructor in the airway management paramedic program at the University Medical Center in Las Vegas Nevada.

Marcus Williamson



Marcus Williamson has been involved with surgical facilities, hospitals and ambulatory surgery centers for more than 23 years and is currently the operational lead for the largest, single-specialty spine division in the country. NeoSpine, a division of Symbion has recently modeled its services for program deployment within existing multi-specialty centers. Mr. Williamson most recently served as a Director of Operations for AmSurg Corp. Prior to joining AmSurg, Mr. Williamson served in director roles with Prudential HealthCare, Cigna, Focus HealthCare and United HealthCare with a focus in physician services, network development and executive level contract negotiation. He received his B.S. from Northwestern University and completed his Masters at the University of Tennessee at Chattanooga.

Angie Zarybnicky, RN, LHRM



Angela Zarybnicky is Director of Risk and Quality Management for the HCA East Florida Ambulatory Surgery Division. She is responsible for working with facility QI/RM personnel and leadership to implement and coordinate both medical and inter-departmental components of the Quality Improvement, Risk Management, and Infection Control Programs. This includes developing and sustaining Process Improvement Plans and Teams at the facility level, coordinating and developing educational programs and in-services that support the organizations efforts to improve health care quality and clinical performance. Litigation, claims management, and regulatory compliance are also highlighted in her current role. Her clinical background includes 18 years as a registered nurse with a focus on ambulatory, emergency, and critical care nursing.

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Registration Information

Please make copies of this form for additional registrants.

Name _____ MD Other _____ RN # _____

Company _____

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FSASC Member Registration

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

- Registration on or before June 12, 2009 \$250 – Per Person
- Registration after June 12, 2009 \$285 – Per Person
- I will be attending the Wednesday Pre-Conference Clinical Seminar for no additional fee.

FSASC Non-Member Registration

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

- Registration on or before June 12, 2009 \$340 – Per Person
- Registration after June 12, 2009 \$375 – 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 only. It does not allow access to the Annual Conference on Thursday & Friday or the trade show on Thursday.)

- Registration on or before June 12, 2009 \$50 – Per Person
- Registration after June 12, 2009 \$75 – Per Person

Trade Show Only

(Access to the tradeshow only on Thursday, July 30, 2009, and includes the continental breakfast, buffet lunch and reception that will be held in the trade show.)

- Registration on or before June 12, 2009 \$75 – Per Person
- Registration after June 12, 2009 \$100 – Per Person

Payment Information

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

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*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.

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Please fax your registration with credit card information to (850) 907-1288, 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 12, 2009. Written refund requests received by June 12, 2009 will receive a refund minus a \$25 administrative fee. No refunds will be issued after June 12, 2009.

Special Needs: Please call the FSASC office at (850) 222-3000 by June 12, 2009 if you require any special accommodations or assistance.

Questions: Contact the FSASC Office at (850) 222-3000. For more information on the FSASC Conference and hotel accommodations visit www.FSASC.org.

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Visit the resort website at www.swandolphin.com.

Reservations can be made by calling the **Walt Disney World Swan and Dolphin Resort** directly at 800-227-1500 and asking for the "FSASC Conference" Room rate of \$149 Single/Double. The resort is only guaranteeing this rate through, Friday, July 10th, 2009!

