

10th Semi-Annual GSASC Conference and Tradeshow

*Strategies for
Clinical Success*

August 5-6, 2005

*Renaissance Waverly Hotel
Atlanta, Georgia*

Don't Miss Out On...

- 🏆 Receiving CME credits and nursing contact hours
- 👥 Peer to peer interaction with other ASC industry professionals
- 👑 Networking with leading industry suppliers during the tradeshow
- 👑 Roundtable discussion session on Friday afternoon

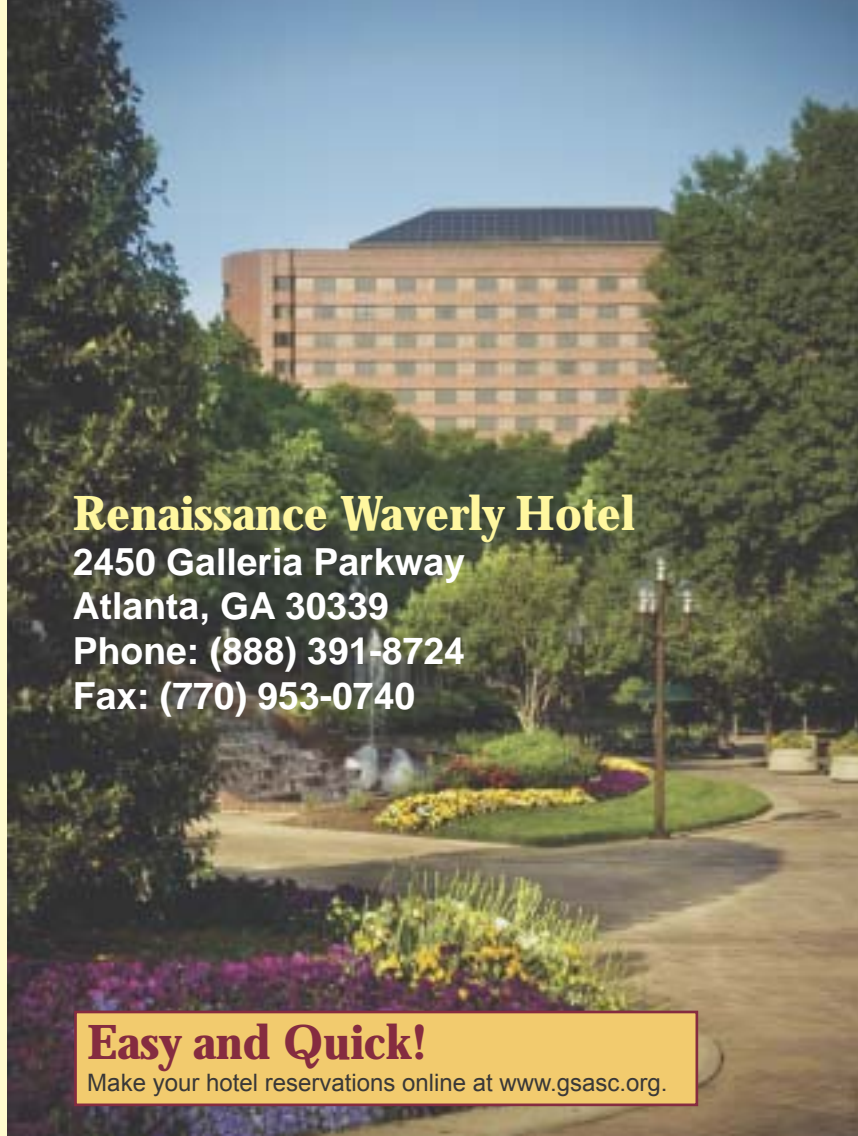


Hotel Information

Log on to www.gsasc.org and go to the accommodations section, or call (888) 391-8724 for hotel reservations. If you call the hotel, let them know you are with the Georgia Society of Ambulatory Surgery Centers to receive the special room rate of \$129.00 single/double occupancy. The cut-off date to receive the negotiated rate of \$129.00 is Tuesday, July 12, 2005. After this date the hotel will not offer rooms to GSASC at this low rate.

The Renaissance Waverly is known for its unequalled accommodations as northwest Atlanta's only full service luxury hotel. This AAA 4-Diamond hotel is in the heart of Atlanta's Galleria shopping and office complex, in the city's business district. It is connected to the Galleria Specialty Mall with exclusive shops and is across the street from the Cumberland Mall. The Renaissance is a short drive from popular attractions in Atlanta including Six Flags Amusement Park, Underground Atlanta, Buckhead and the High Museum of Art.

For more information contact Leigh Ann Bradley, at the GSASC office by phone, (850) 224-0711, by email at leighann@executiveoffice.org or visit the GSASC website at www.GSASC.org.



Renaissance Waverly Hotel

2450 Galleria Parkway

Atlanta, GA 30339

Phone: (888) 391-8724

Fax: (770) 953-0740

Easy and Quick!

Make your hotel reservations online at www.gsasc.org.



Directions to the Hotel

Atlanta-Hartsfield-Jackson International Airport - ATL (20 MI NW) Take Camp Creek Parkway to I-285 N. to Exit #19 (Cobb Parkway US41). Turn right onto Cobb Parkway and then left at the 2nd light. This is Galleria Parkway and will lead directly to the hotel entrance.



10th Semi-Annual GSASC Conference and Tradeshow

Schedule of Events

Friday, August 5, 2005

7:30 a.m. – 8:20 a.m. **Registration & Continental Breakfast in Exhibit Hall**

8:20 a.m. – 8:30 a.m. **Welcome & Introductory Remarks**
— *GSASC President*

8:30 a.m. – 9:30 a.m. **Keynote: People Can Be Weird**
— *Presented by Mark Alison, The Alison Group*

Everyday there is the necessity of interaction with other human beings and sometimes they can be weird. This is true with patients, co-workers and even physicians themselves can be weird at times. This course is a fun and practical way to learn how to communicate with those around you and how they can better work with you as well. We will learn the absolute communication faux pas as well as how to have others eating out of your hand.



Mark Alison is the president and founder of Alison and Associates Inc. and head of The Alison Group. The Alison Group includes Alison and Associates Inc. located in Augusta and founded in 1982. The Alison Group is a qualitative and quantitative research facility and a design and internet company. Mr. Alison graduated from the University of South Carolina with a BA in Journalism and a minor in Psychology.

9:30 a.m. – 10:00 a.m. **Refreshment Break in Exhibit Hall**

10:00 a.m. – 11:00 a.m. **CON and Ambulatory Surgical Centers — Past, Present, and Future**
— *Presented by Deborah Winegard, JD, Medical Association of Georgia*

In this session, attendees will learn about the Certificate of Need laws that currently govern Ambulatory Surgery Centers and about judicial and legislative proceedings which would impact these laws.



Deborah Winegard is General Counsel of the Medical Association of Georgia and also directs MAG's Department of Third Party Payor Advocacy. In those capacities, she advises the Association on legal issues, responds to general legal questions from members and the public, coordinates all litigation in which MAG is involved, and directs MAG's advocacy efforts with public and private payers. She is also involved with MAG's legislative advocacy efforts.

11:00 a.m. – 12:00 p.m. **Legal Issues Involving Nurses**
— *Presented by Lynn Stover RN, BSN, MSN, DSN, Armstrong Atlantic State University*

The attendee will gain an understanding of what conditions must exist in order for malpractice to have occurred, as well as what the nurse should expect when named in a lawsuit. The concept of professional liability insurance is often overlooked by nurses as being unnecessary; therefore, this presentation will highlight reasons that support nurses obtaining their own liability insurance. Several legal pitfalls that nurses commonly encounter will be presented, including areas such as: medication administration, communication, intravenous lines, and safety. Strategies for avoiding these pitfalls in practice will be discussed.



Since 2001, **Lynn Stover** has been Assistant Professor of Nursing at Armstrong Atlantic State University in Savannah, GA; Coordinator of Women's Health. Since 2004, she has been the PRN staff nurse in pediatrics at Memorial Health University Medical Center in Savannah. She received her BSN and MSN at UAB. In 2000

she graduated with a Doctorate of Science in Nursing (DSN) in Nursing Education. She was recently awarded Outstanding Faculty Advisor at Armstrong Atlantic State University for service to Armstrong Association of Nursing Students and the Outstanding New Member for the Alabama State Nurses Association. Lynn was also selected to participate in AA-SU's Leaders Among Us leadership development program.

12:00 p.m. - 1:30 p.m. **Buffet Lunch in Exhibit Hall**

1:30 p.m. – 2:30 p.m. **Round Table Discussion Session**
(Please list on the registration area provided what specific topics you would like to discuss during the Round Table Session.)

2:30 p.m. – 3:00 p.m. **Afternoon Refreshment Break in Exhibit Hall**

3:00 p.m. – 4:00 p.m. **How To Survive the Accreditation Process Without Really Trying**
— *Presented by Gayle Evans RN, BSN, MBA, CNOR, Continuum Healthcare Consultants*

Whether it is the organizations first or fifth accreditation anxieties run high. With the every changing standards and requirements the ASC manager needs insight to determine the best approach to the accreditation preparation while obtaining meaningful results in the process. In this presentation you will: 1. Identify standards that are troubling during preparation; 2. Develop a structure to include participation by all staff in the process; 3. Identify tangible measures of success for the accreditation.



A nationally recognized expert on the development and redesign of ambulatory care facilities, networks, and physician groups, **Gayle Evans** is the founder and president of Continuum Healthcare Consultants, a firm that specializes in the planning, development and operations of ambulatory surgery centers. Her firm recently launched ASC-Resources.com, a Web-based operations resource that provides single-source access to a complete range of ambulatory surgery policies and

educational materials. Ms. Evans is also the founder and president of Quality Surgery Centers, a firm that buys and manages ambulatory surgery centers.

4:00 p.m. – 5:00 p.m. **ASC — Malpractice “A Rocky Road”**
— *Presented by Bettye J. Scrutchin, RN, BSHA, Mag Mutual Insurance Company*

This presentation will address current malpractice trends for ambulatory surgical centers, and the risk management issues, which make their defense difficult. Topics of discussion will include malpractice cases involving patient safety issues, communication difficulties, and how these lead to bad outcomes. Attention will be given to the appropriate handling and communication of an adverse event. What to document and what not to document will be included.



Bettye Scrutchin serves as a Risk Management Consultant for MAG Mutual Insurance Company. Her responsibilities include providing direct consultation services to MAG Mutual physician insureds and seminars and educational programs in Georgia, North Carolina, South Carolina and Virginia. Her medical experiences include both clinical and administrative management in the areas of Ambulatory Surgical Center, Physician

Office Practice, Home Health and Public Health. Bettye is licensed as a registered nurse in the state of Georgia. She graduated from Caraway Methodist School of Nursing and received her Bachelor of Science from the College of St. Francis in Joliet, Illinois.

5:00 p.m. – 6:00 p.m. **Sponsor and Exhibitor Reception**

6:00 p.m. – 8:00 p.m. **Board of Director's Dinner/Meeting**

Saturday, August 6, 2005

7:30 a.m. – 8:30 a.m. **Registration & Continental Breakfast**

8:30 a.m. – 9:30 a.m. **Legislative Update**
— Presented by Lasa Joiner, GSASC Legislative Director

This talk will focus on current and anticipated legislation that impacts Georgia Ambulatory Surgery Centers. Participants will learn the issues relevant to ASCs, assess the effect on ASCs, and develop strategies to influence the legislation favorably or negatively. Lasa will also give you the latest on the CON Commission. You don't want to miss this!



Lasa Joiner has been professionally involved in legislative issues for twenty years and is a veteran of education and medical issues. Lasa started her own company representing non-profit advocacy organizations and professional trade associations in 1985. It has since grown from a firm devoted to legislative monitoring and lobbying, to now include crisis intervention, public issue campaigns and association management.

9:30 a.m. – 10:00 a.m. **President's Message & Refreshment Break**

10:00 a.m. – 11:00 a.m. **Latest Trends on Cost Containment**
— Presented by Perry Phillips, Priority Healthcare

This presentation will cover the processes necessary to control your supply costs in a surgery center environment. Including inventory control, determining best cost, understanding process costs, tools to help, and how to put a program together for success. Since the attendees will all know why they need to contain supply costs, they can expect to learn the WHAT, the WHO, and most importantly the HOW of supply cost containment.



Perry Phillips is a healthcare supply chain professional with 15 years experience assisting healthcare providers with management of their supply inventories and reduction in overall costs. He began his 20-year career with Durr-Fillauer Medical in 1985 and has worked for Bergen Brunswig Medical, Allegiance Healthcare, and now Priority Healthcare. Perry has worked with customers in all healthcare markets with medical/surgical products and pharmaceutical distribution. Perry has experience with technology platforms and processes used in the management of inventory.

Also, Perry shares his knowledge and training as a certified Total Quality Management instructor.

11:00 a.m. – 12:00 p.m. **Risk Stratification in Ambulatory Anesthesia**
— Presented by Stan Plavin, MD, Ambulatory Anesthesia of Atlanta

Attendees should be able to understand the many challenges in appropriately identifying patients who have procedures in the outpatient setting. The presentation will center on an anesthesiologist's perspective. An overview of the American Society of Anesthesiologist's (ASA status) risk assessment and how it affects patient selection as well as more relevant information that you need in order to properly prepare yourselves and your patient's for a safe and satisfying outpatient experience. A couple of case selections and questions will be posed to the attendees.



Since 1997, **Dr. Stan Plavin** has been the Medical director of Ambulatory Anesthesia of Atlanta PC and is the current Past President of Greater Atlanta Society of Anesthesiologists. Dr. Plavin attended and graduated from the University Vermont College of Medicine.

12:00 p.m. **Adjourn**

Three Ways To Register:



Visit www.GSASC.org and fill out the online registration form.



Fax this registration form with credit card information to (850) 222-3019



Mail in this registration form with payment to the GSASC Office.



Make the Smart Move: Join GSASC Now!

Benefits of becoming a member of the only statewide organization exclusively representing the ASC industry:

Educational Opportunities

GSASC holds two Semi-Annual Conferences a year with both meetings offering attendees superb ASC relevant educational programs. Included in the meetings is a tradeshow that provides registrants with the newest technology in the field by local, state and national suppliers. GSASC also offers nursing CE contact hours and CME credits.

Communication

All GSASC members receive the semi-annual newsletter with the most up-to-date industry information and are able to contact the GSASC full-time staff that have a wealth of knowledge and are readily available for any questions you may have.

Regulatory and Legislative Representation

GSASC has an Atlanta based lobbyist who has a great deal of knowledge of the issues facing ASCs today and what ASCs could face tomorrow. GSASC also has alliances with national and other state associations that enable GSASC to monitor and influence activities in Washington, D.C.

Log onto www.gsasc.org to sign up online and become a member today or call the GSASC office at (888) 526-9450!

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Please make copies of this form for additional registrants.

Name _____ MD, Other _____ RN, # _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Topic suggestions for the Friday afternoon roundtable discussion: _____

GSASC Member Full Registration

Includes: All presentations on Friday and Saturday, Friday Continental Breakfast, Friday Luncheon, Friday Night Special Sponsor and Exhibitor Reception, and Saturday Continental Breakfast

- Registration on or before Friday, July 15, 2005 \$275 – Per Person
- Registration after Friday, July 15, 2005 \$325 – Per Person

Non-Member Full Registration

Includes: All presentations on Friday and Saturday, Friday Continental Breakfast, Friday Luncheon, Friday Night Special Sponsor and Exhibitor Reception, and Saturday Continental Breakfast

- Registration on or before Friday, July 15, 2005 \$375 – Per Person
- Registration after Friday, July 15, 2005 \$425 – Per Person

Payment Information

- Check enclosed. Please make checks payable to the Georgia Society of Ambulatory Surgery Centers.
- Credit Card Visa MasterCard

CC# _____ Exp. _____

Authorized Signature _____

Name on Card _____

Please fax your registration with credit card information to (850) 222-3019, or mail along with a check to:

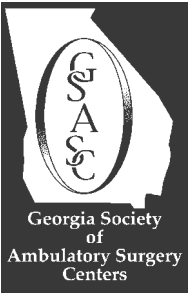
GSASC, 325 John Knox Road, #L103, Tallahassee, FL 32303.

Refund Policy: Written notification is required for all refunds and must be received by the GSASC office by July 15, 2005.

Written refund requests received by July 15, 2005 will receive a refund minus a \$25 administrative fee. No refunds will be issued after July 15, 2005.

Special Needs: Please call the GSASC office at (850) 224-0711 by July 15, 2005 if you require any special accommodations or assistance.

Questions: Contact Leigh Ann Bradley at (850) 224-0711 or by email at leighann@executiveoffice.org. For more information on the GSASC Conference and hotel accommodations visit www.GSASC.org.



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Georgia Society of Ambulatory Surgery Centers

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Tallahassee, FL 32303
Phone: (850) 224-0711
Fax: (850) 222-3019

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Prescott's Inc.
Shared Services Healthcare, Inc
Titan Health Corporation



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See & Do In Atlanta