

# 9<sup>th</sup> SEMI-ANNUAL GSASC CONFERENCE & TRADESHOW

Put the Pieces  
Together With

**GSASC**



*February 18-19, 2005*

*Renaissance Waverly Hotel*

*Atlanta, GA*



# Don't Miss the 9th Semi-Annual GSASC Conference and Tradeshow

- ❏ Offering CME credits to physicians
- ❏ Opportunity for Nurses to receive contact hours
- ❏ Special Sponsor and Exhibitor Reception on Friday night
- ❏ Speak to leading Industry Suppliers during the Trade Show

February 18-19, 2005  
Renaissance Waverly Hotel  
Atlanta, GA

## FRIDAY, FEBRUARY 18, 2005

7:15 a.m. - 8:15 a.m.      **Registration and Continental Breakfast**

8:15 a.m. - 8:30 a.m.      **Welcome and President's Message**

8:30 a.m. - 9:30 a.m.      **"Makin' Thinkin'"**  
—Presented by **Tom Laughon,**  
**Catch Your Limit Consulting**



Tom Laughon is President of Catch Your Limit Consulting, a management and marketing firm headquartered in Tallahassee with an affiliate office in Richmond, Virginia. Tom has worked with some of America's top brands: Comcast Communications, McDonald's, Reynolds Metals, Corning, Mitsubishi, Samsung, International

Dairy Queen and The Society to Protect America's Eagles. Tom has provided strategic guidance to statewide and national associations. Tom speaks to professional organizations and conducts workshops throughout the United States and is an award winning adjunct professor at Florida State University

### Course Description:

Looking for something new? Looking for something to jumpstart your brain? Makin' Thinkin' is getting rave reviews all over the country. It is high energy, motivational and perfect if you have a variety of people represented in your association.

- The importance, value and rewards of thinking and being creative
- Change is what it's all about... In these fast-changing, competitive times EVERYONE must think better, faster, smarter, broader, deeper, higher
- Our take on eight brilliant people who make change, make thinking and help make us think
- How to nurture, foster, and create thinking that will revitalize business and our personal lives.

9:30 a.m. - 9:45 a.m.      **Refreshment Break**

9:45 a.m. - 10:45 a.m.      **"Maximizing Efficiencies in an ASC"**  
—Presented by **Joe Zasa,**  
**Woodrum/ASD**



Joe Zasa is a founder and Managing Partner of Woodrum/Ambulatory Systems Development, a national ambulatory surgery center development and management firm founded in 1996. He leads Woodrum/ASD's Dallas office where he provides strategic planning, development, operations, and management services to the

firm's clients. Mr. Zasa received his Juris Doctorate from Washington and Lee University, and his bachelor's degree from the University of Alabama.

### Course Description:

This topic will focus on ways to maximize efficiencies in an ASC environment. Specific emphasis is placed on supply cost management, staffing cost management, development of incentive plans, and benchmarking. Mr. Zasa will use case studies from actual surgery centers and conduct the lecture in an interactive format, which will allow for significant input and questions from attendees

10:45 a.m. - 12:00 p.m.      **"Emergency Preparedness"**  
—Presented by **American Red Cross**  
**Disaster Relief Services Dept.**

Do you know what to do if an emergency were to happen at your ASC? An American Red Cross representative who has dealt with the highest levels of emergencies and disaster preparedness will make sure you and your ASC staff know how to react and handle urgent situations. The American Red Cross will speak on power failure, natural disasters, emergency transport and many more circumstances that you and your ASC need to be prepared for.

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

1:30 p.m. - 2:30 p.m.      **"HIPAA Security - Compliance and Common Sense"**  
—Presented by  
**Michael Fleischmann,**  
**Gates Moore and Company**



A principal with Gates, Moore & Company for 16 years, Mr. Fleischman specializes in strategic planning, group governance, medical staff development plans, assimilation of EMR and E-healthcare into medical practices, managed care negotiations, and HIPAA. Mike Fleischman holds a degree from the University of Missouri — Columbia.

### Course Description:

Participants in this seminar will understand the requirements for ASCs to protect and safeguard the confidentiality of personal health information in electronic format. They will be able to recognize the different security standards required to meet administrative safeguards, physical safeguards, and technical safeguards. Attendees will also be able to differentiate between "required" implementation specifications and "addressable" implementation specifications. This session also covers compliance burdens for all ASC staff and providers according to security rule and other guidelines.

2:30 p.m. - 3:30 p.m.      **"Setting Up Benchmarking in your ASC," Part I - Clinical**  
—Presented by **Suzy Broadwater,**  
**ASCOA**



Ms. Broadwater is the Chief Operating Officer of ASCOA and has a wide of experience in all aspects of ASC development, accreditation, and management. Ms. Broadwater has an MBA from Bellarmine College, a BS from St. Joseph College, and a diploma in nursing from the Good Samaritan Hospital School of Nursing.

### Course Description:

Clinical and Financial Benchmarking is important to all ASC's. It lets Centers know where they are standing in their market and across the Nation. At the end of these sessions you will be able to set up a program that is designed for you and your Center, with markers that are understandable and will help you understand your "stats".

3:30 p.m. - 3:45 p.m.      **Refreshment Break**

3:45 p.m. – 4:45 p.m. “Setting Up Benchmarking in your ASC,” Part II — Financial  
—Presented by Suzy Broadwater, ASCOA

5:00 p.m. – 6:00 p.m. Networking Reception w/ Sponsors and Exhibitors

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

## SATURDAY, FEBRUARY 19, 2005

7:30 a.m. – 8:15 a.m. Registration & Continental Breakfast

8:15 a.m. – 9:15 a.m. “Legislative Update”  
—Presented by Lasa Joiner,  
GSASC Legislative Director



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, JLH Consulting, representing non-profit advocacy organizations and professional trade associations in 1985. Lasa is an alumnus of Mercer University.

### Course Description:

This talk will focus on legislation anticipated or pending in the 2005 Session of the Georgia General Assembly. Participants will learn the issues relevant to ASCs, assess the impact on ASCs, develop strategies to impact the legislation — favorably or negatively and learn how to effectively contact legislators regarding the issues.

9:15 a.m. – 9:30 a.m. Refreshment Break

9:30 a.m. – 10:45 a.m. “ASC Reimbursement and Billing”  
—Presented by Caryl Serbin,  
Surgery Consultants of America,  
Inc. and Surgery Center Billing, LLC



Caryl Serbin, RN, BSN, LHRM is president and founder of Surgery Consultants of America, a development and management company for ambulatory surgery centers, and Surgery Center Billing, an ASC billing and coding company. Ms. Serbin has more than twenty-five years of experience in the healthcare industry.

### Course Description:

The course content will provide the attendee with basic understanding of ASC reimbursement and give them resources to gain additional information. This topic will be of great interest to anyone involved in the reimbursement process for new or established ASCs. ASCs are a cost-effective alternative to hospitals and proper reimbursement allows the ASC to remain competitive and survive in today’s difficult markets.

10:45 a.m. – 12:00 p.m. “Healthcare Lawsuits — What’s going on?”  
—Presented by Victor Moldovan,  
Phears & Moldovan



Victor Moldovan, JD has been practicing healthcare law since 1985 and became a Partner in 1992. Over the past two decades, his clients have included virtually every type of healthcare provider, including a wide array of surgery centers including physician-owned single specialty surgery centers, multi-specialty surgery centers, limited purpose surgery centers and hospital based surgery centers.







### Course Description:

This presentation will provide an overview of some of the major litigation involving healthcare providers and the potential impact on ambulatory surgery centers. The presentation will address, among other items, the cases filed against various not-for-profit hospitals in Georgia and other states for allegedly failing to act in a manner consistent with their charitable tax-exempt status. The speaker will also address the status of various complaints that involve the application of the Georgia Certificate of Need law to existing and new ambulatory surgery centers.

12:00 p.m.

Adjourn

## 2005 Conference Exhibitors

-  Alcon Laboratories, Inc.
-  Cardinal Health
-  Commons Medical Development
-  Criticare Systems, Inc.
-  Evergreen Medical Services
-  Prescott’s, Inc.
-  Shared Services Healthcare
-  Surgery Consultants of America, Inc.

## 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. Members are also able to contact the GSASC full-time staff who 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](http://www.gsasc.org) to sign up online and become a member today or call the GSASC office at (888) 526-9450!

## Hotel Information

Please call (888) 391-8724 for hotel reservations and 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, January 25, 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](mailto:leighann@executiveoffice.org) or visit the GSASC website at [www.GSASC.org](http://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](http://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.



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## REGISTRATION INFORMATION

You can also register online at  
[www.gsasc.org](http://www.gsasc.org)

Please make copies of this form for additional registrants.

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

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

### 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 Tuesday, February 1, 2005      \$275 – Per Person
- Registration on Wednesday, February 2nd – 18th, 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 Tuesday, February 1, 2005      \$375 – Per Person
- Registration on Wednesday, February 2nd – 18th, 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 \_\_\_\_\_

Please fax your registration with credit card information to (850) 222-3019, or mail along with a check to:  
GSASC, 1530 Metropolitan Blvd, Tallahassee, FL 32308.

**Refund Policy:** Written notification is required for all refunds and must be received by the GSASC office by February 1, 2005. Written refund requests received by February 1, 2005 will receive a check for the refund minus a \$25 administrative fee. No refunds will be issued after February 1, 2005.

**Special Needs:** Please call the GSASC office at (850) 224-0711 by February 1, 2005 if you require any special accommodations or assistance due to a disability.

### Questions?

Contact Leigh Ann Bradley at the GSASC office by phone, (850) 224-0711, or by email at [leighann@executiveoffice.org](mailto:leighann@executiveoffice.org). For more information on the GSASC Conference and Hotel Accommodations visit [www.GSASC.org](http://www.GSASC.org).

# ***Fun and Exciting Places to Visit in Atlanta!***

Go to [www.atlantaga.gov/Visitors/](http://www.atlantaga.gov/Visitors/) to find out all there is to do while in Atlanta.



***Centennial Park***

***Coca-Cola Museum***



***Six Flags over Georgia***



***Zoo Atlanta***