

SCASCA

SOUTH CAROLINA AMBULATORY
SURGERY CENTER ASSOCIATION

**The GSASC/SCASCA 2010
Joint Semi-Annual Conference & Trade Show**

**Celebrating 10 Years
GSASC/SCASCA and Your ASC...
a Winning Team**

March 4-5, 2010 ■ Intercontinental Buckhead Atlanta

Georgia Society of Ambulatory Surgery Centers and South Carolina Ambulatory Surgery Center Association

Dear Georgia and South Carolina ASC Professionals,

On behalf of the Georgia Society of Ambulatory Surgery Centers and the South Carolina Ambulatory Surgery Center Association, we are pleased to invite you to participate in the GSASC & SCASCA Joint Semi-Annual Conference & Trade Show. This year's March meeting will take place in Atlanta, Georgia at the InterContinental Buckhead Hotel on Thursday, March 4th and Friday, March 5th, 2010.

Our joint conference committee has put together another excellent array of speakers and timely topics including financial benchmarking, managed care issues, a national legislative update, medical records documentation and much more. You will also have time to socialize with your colleagues and friends at our breaks and reception. It's an event you don't want to miss!

Please be sure to submit your registration to the GSASC and SCASCA office via fax at 850/907-1288, register online at www.gsasc.org or mail to 1400 Village Square Blvd., #3-175, Tallahassee, FL 32312. If you have any questions or need additional information please contact the GSASC & SCASCA office at (888) 526-9450.

We look forward to seeing you in March for this exciting event!

Sincerely,

Dr. David Oliver - President

Georgia Society of Ambulatory Surgery Centers

Belinda Rutledge - President

South Carolina Ambulatory Surgery Center Association

Celebrating 10 Years GSASC/SCASCA and Your ASC... a Winning Team

CE Information

This activity is pending approval by the American Board of Quality Assurance and Utilization Review Physicians, Inc (ABOQURP), an approved provider with the Florida Board of Nursing to provide continuing education for nurses, Provider # 50-94.

Location Information

InterContinental Buckhead Atlanta

3315 Peachtree Rd., NE, Atlanta, GA 30326.

(404) 946-9045

www.intercontinental.com

Make your reservations by calling the InterContinental Buckhead Atlanta directly at (877) 422-8254.

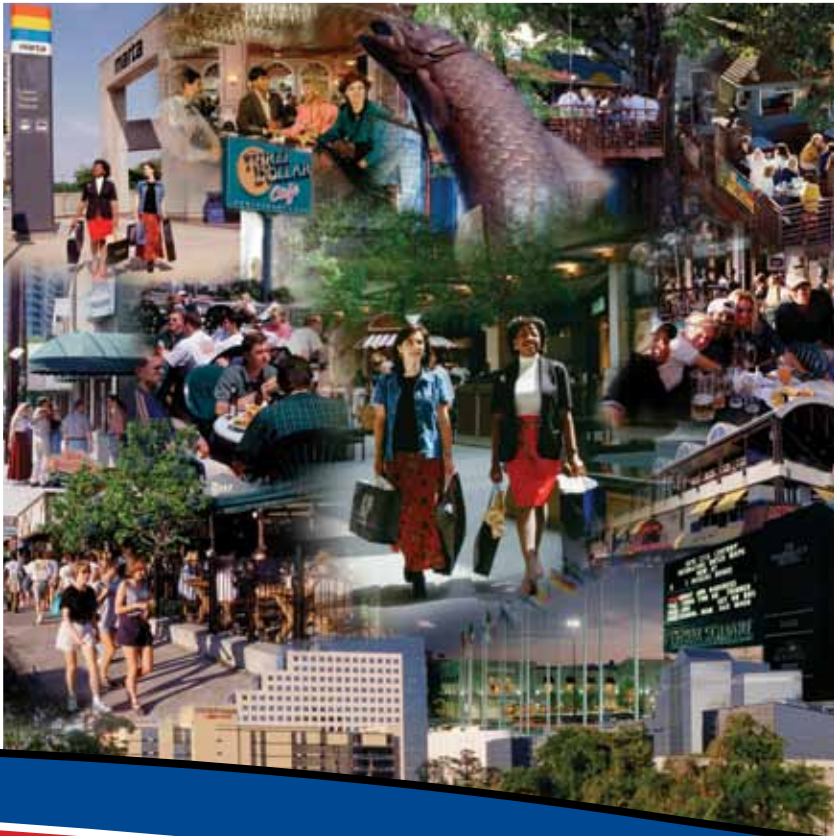
Let them know you are with the Georgia Society of Ambulatory Surgery Centers to receive the special room rate of \$149.00 single/double occupancy. The cut-off date to receive the negotiated rate of \$149.00 is February 19th, 2010. After this date the hotel will not offer rooms to GSASC/SCASCA at this low rate.

For more information contact the GSASC office at (888) 526-9450.



Experience Buckhead!

A shining star in Atlanta's premier community, the InterContinental Buckhead sets new standards of quality with international flair and southern hospitality. A Peachtree Road address puts you close to Buckhead's thriving business and shopping districts and provides easy access to attractions such as the Georgia Aquarium, the High Museum of Art, the New World of Coca-Cola and the CNN Studio Tour.



March 4-5, 2010 ■ Intercontinental Buckhead Atlanta

Thursday, March 4th

- 12:00 p.m. Attendee Registration
- 12:30 p.m. – 12:45 p.m. **Welcome & Introductory Remarks**
- 12:45 p.m. – 2:15 p.m. **Keynote –**
—Presented by: **Ira Blumenthal, CO-OPPORTUNITIES, Inc.**
- 2:15 p.m. – 3:30 p.m. **Benchmarking: What can your center learn from your center?**
—Presented by: **Michael Guarino, Orthopaedic Surgery Center of Clearwater**
- The attendees will learn how to use simple benchmarking techniques to glean useful information from their center's data. From the checkbook to the auditors ledger, you will learn how the health of the center can be seen and improved by every staff member.
- 3:30 p.m. - 3:45 p.m. Refreshment Break
- 3:45 p.m. – 5:00 p.m. **Managed Care for Freestanding ASCs – Limited Choices in a Complex Environment**
—Presented by: **J. Keener Lynn, Riskomp, Inc. and Victor Moldovan, McGuire Woods LLP**
- The consequences of a participation or non-participation decision can be legally and operationally challenging for the freestanding ASC. The wrong decision can be financially devastating. This session will provide informational tips, both legally and strategically, on techniques to position your ASC in the market.
- 5:00 p.m. – 6:30 p.m. Welcome Reception with Exhibitors

Friday, March 5th

- 7:15 a.m. – 8:15 a.m. Registration & Continental Breakfast with Exhibitors
- 8:15 a.m. – 9:15 a.m. **GSASC Membership Meeting and Legislative Update**
- SCASCA Membership Meeting**
- 9:15 a.m. – 10:15 a.m. **Breakout Sessions:**
- Medical Records Documentation**
—Presented by: **Stephanie Ellis, RN, CPC, Ellis Medical Consulting, Inc.**
- The attendees will learn several documentation issues for ASCs which can affect the ASC's reimbursement and compliance risk. The attendees will learn how to properly correct these issues so that the documentation support the services billed and the medical record is complete.

Practice & Personal Asset Protection Planning For Today's Physician

—Presented by: **David B. Mandell, JD, MBA, O'Dell Jarvis Mandell, LLC**

David Mandell and Capstone Financial Partners will present on strategies for building and protecting wealth, including: How to NOT structure a medical practice; The truth about "S" vs. "C" corporations for medical practices; Qualified and non-qualified retirement plans-why you should have each; How to shield accounts receivables; Using captive insurance companies to reduce risk, protect assets, and lower taxes; Building exit strategies into medical practices; and How to protect personal assets such as homes and investments accounts.

In addition to the information being presented during this session, Mr. Mandell has a supplemental reading available for session attendees. The supplemental material will allow the participant to gain additional CME credit at a later date by completing the requirements assigned by the materials accretor (not the conference's accretor).

- 10:15 a.m. – 10:45 a.m. Refreshment Break in Exhibit Hall
- 10:45 a.m. – 11:45 a.m. **National Legislative Update**
—Presented by: **Kathy Bryant, ASC Association**
- Between Medicare policies and health care reform, federal policies and legislation will be important to ASCs. You'll learn what is happening in Washington, DC and how it will affect your ASC. Topics covered will include Medicare payment policies and quality reporting.
- 11:45 a.m. – 1:15 p.m. Buffet Lunch in Exhibit Hall
- 1:15 p.m. – 2:15 p.m. **Legal Issues Effecting ASCs**
—Presented by: **Bart Walker, McGuire Woods LLP**

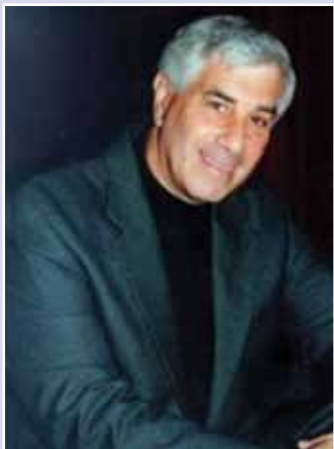
This presentation will cover current legal hot topics related to ambulatory surgery centers. The speaker will address key issues in the areas of Safe Harbor compliance and enforcement, advance directives, Stark Law and special considerations for buying and selling interests in ASCs. Time will be reserved at the end of the presentation for questions and answers. Audience members are encouraged to bring their real life questions and experiences for discussion.

- 2:15 p.m. – 3:15 p.m. **CMS: The Touchdown, the Interception and the Blocked Punt**
—Presented by: **Tami Shea, RN, CNOR, CASC, United Surgical Partners Intl, Inc.; Karen Blakely, RN, Southeastern Spine Institute; & Doug Colburn, Georgia Department of Community Health**
—Facilitator: **Gayle R. Evans, RN BSN CNOR MBA CASC, Continuum Healthcare Consultants, Inc.**

Understanding the Conditions for Coverage Interpretive Guidelines and their appropriate implementation can be trying to the ASC. For single specialty low volume centers it can appear costly in employee time and process laden. The panel will present scenarios from the ASC perspective seeking discussion on best interpretation and implementation CMS side.

Meet Your Speakers

Keynote Speaker: Ira Blumenthal



Ira Blumenthal is the president of CO-OPPORTUNITIES, Inc., an Atlanta-based consulting company that has counseled world class clients such as Coca-Cola, Nestle, Kroger, McDonald's, Harrah's, American Airlines, Disney, United Artists, Marriott, Exxon, Wal*Mart and others in areas related to branding, strategic alliances, marketing, change management, re-invention and success. Ira is a published author. His successful first book, "Ready, Blame, Fire!" focuses on the "myths and misses in marketing". Ira has written and published over 100 magazine articles on business development. He has also received numerous business and civic awards and honors, including The Educational Foundation's highest honor for his contributions to "...spirited, innovative business education." Delivering over 75 speeches annually, Ira has served as the "opener" for leaders such as President George Bush (Sr.), General Colin Powell, Tommy Lasorda, Bob Dole, Lech Walesa, Henry Kissinger and others. Recognized as a visionary business development expert, Ira has been quoted and featured in media sources such as "The Wall Street Journal", "USA Today", CNN, "BrandWeek", "Entrepreneur Magazine", "Executive

Excellence", "Marketing News" and more. On a personal note, Ira is a committed leader in the fight against hunger. . .is a tireless community activist and youth coach. . .and in his own youth, was a "World Cup" athlete, as well as a collegiate Football and Lacrosse coach.

Other Featured Speakers

Karen E. Blakely, RN

Karen has worked in peri-operative nursing for over 15 years. She has been employed with Southeastern Spine Institute for over 10 years and is currently the ASC Manager. Karen is a member of member of SCASCA ,APIC and AORN.

Kathy Bryant

Kathy is currently the president of the nation's ambulatory surgery center (ASC) membership association, the ASC Association. This association represents the interests of multi- and single-specialty ASCs, physicians who deliver health care in such centers and the patients who seek care in ASCs in policy-making forums across the nation. The association also assists its members in meeting the challenges of operating an ASC through services, such as the nation's largest outcomes monitoring project and a national compliance hotline. In this role, Ms. Bryant is heavily involved in the Medicare Conditions for Coverage. She also oversaw the development and implementation of the first ASC-specific credential – CASC (Certified Administrator Surgery Center). Prior to joining the ASC industry, she headed the government relations program of the American College of Obstetricians and Gynecologists for 13 years. Kathy has also worked for the American Medical Association and the Iowa State Senate. A native of Iowa, Ms. Bryant graduated with distinction from the University of Iowa School of Law.

Doug Colburn, Division Chief

Doug graduated from Kennesaw State University with a Bachelor of Science in Public and Social Services and a Master of Science in Conflict Management. His work experience includes the City of Smyrna Police Department as a patrolman and community oriented police unit and the Cobb County Juvenile Court as a Probation Supervisor. He became the Director of Program Integrity for the Department of Community Health (DCH) in 2005. Mr. Colburn departed from DCH in 2007 and worked for the Center for Medicaid Services (CMS) from 2007-2008. In 2008, Mr. Colburn returned to DCH as Director of Transition. Effective July 1, 2009, he became Division Chief of Healthcare Facility Regulation.

Stephanie G. Ellis, RN, CPC

Stephanie started Ellis Medical Consulting, Inc. (EMC) in 1992. EMC specializes in coding chart audits, business office operational assessments, litigation support, reimbursement research, difficult/challenging coding questions, outsourced coding, coding/billing training and compliance programs for ASC facilities, physician practices, hospitals, IDTF radiology facilities, and clinics nationwide. She is on the Advisory Board of OR Manager magazine and HCPro's former publication Ambulatory Surgery Coding and Reimbursement Insider newsletter. Stephanie also serves on the Editorial Advisory Board of The Coding Institute's Outpatient & ASC Coding Alert

continued next page

Meet Your Speakers, continued

publication. Prior to starting her company, she worked as a Fraud Investigator at the Tennessee Medicaid Program. Stephanie is an active member of The Ambulatory Surgery Center Association (formerly FASA and AAASC), AAPC, AHIMA, MGMA, HFMA and AORN. She is a Board Member and past Treasurer of FASCA of TN, the Tennessee state surgery center association.

Gayle Evans, RN, MBA, CNOR, CASC

Gayle has over 20 years of multispecialty surgery experience. Her management expertise includes a twelve-room surgery department, mobile lithotripsy services and a research unit for biliary lithotripsy (first in the U.S.). Gayle began consulting in 1994 focusing on development and redesign of ambulatory care facilities, networks, and physician groups. Gayle is the founder and president of Continuum Healthcare Consultants.

Michael Guarino

Mike Guarino has been in the surgery center business for more than a decade; an accountant by trade (and former IRS employee), he has been successful in working the day-to-day operations of ASCs, along with long-term planning. Mike is past president of the Florida Society of Ambulatory Surgical Centers and has also served as a board member of the ASC Association.

J. Keener Lynn, FACMPE

J. Keener Lynn has provided administrative, marketing and managed care services for Genesis Physicians, Inc., Open MRI of LaGrange, LLC and the Southern Surgery Center, LLC. He is a Certified Medical Practice Executive & a Fellow in the American College of Medical Practice Executives (ACMPE). Keener received his BS degree in Public Administration from Auburn University. Keener has over 26 years experience in healthcare administration with the textile industry, a medical center, a workers' compensation managed care organization, a physician organization and an ambulatory surgery center. He is the developer of OutSurgCare, an IPA network of ASCs in Georgia. He is a past President of the Georgia Medical Group Management Association (GMGMA) and currently serves as Chair of the GMGMA Governmental Relations Committee. He is a member of the First United Methodist Church in LaGrange and serves on the Church Council. Keener is an Eagle Scout and currently serves as Chairman of the Yellow Jacket District of the Boy Scouts of America.

David B. Mandell, JD, MBA

David is a principal of the nationally-known financial consulting firm O'Dell Jarvis Mandell, LLC (www.ojmggroup.com). Mr. Mandell is an author of a number of books in his areas of specialty, including his fifth book for doctors entitled *For Doctors Only: A Guide to Working Less and Building More*. He has also co-authored *Wealth Protection, M.D.* and *The Doctor's Wealth Protection Guide*, and the Category I CME Monograph *Risk Management for the Practicing Physician* which has gone through four editions since 1998.

Victor Moldovan

Mr. Moldovan has practiced law since 1986 primarily for health care clients including ambulatory surgery centers, physician clinics, hospitals, radiation therapy centers, imaging providers, home health companies, hospice agencies, and independent physician associations. The scope of his practice includes compliance with federal and state statutes and regulations, litigation before administrative bodies and state and federal courts, medical peer review issues, drafting and commenting on legislation and regulations, testimony on health care laws, certificate of need applications and appeals, employment related issues, managed care, contract preparation and negotiation, trademark and trade name disputes.

Barton C. Walker

In his current position with McGuireWoods LLC, Mr. Walker concentrates on mergers, acquisitions, sales, private offerings of securities, and related transactions, including debt and private equity financing. His practice includes advising health care providers as well as life sciences companies. In connection with representing health care providers, he works with hospitals, ambulatory surgery centers, specialty hospitals, large physician group practices, and end-stage renal disease facilities on various regulatory and transactional matters. He has represented both lenders and borrowers in various health care-related financing transactions, including asset-based lending and restructuring. He has assisted in the re-syndication and start-up of numerous ambulatory surgery centers and hospital-physician joint ventures. He regularly lectures and writes on legal and regulatory issues affecting a wide range of health care providers and life sciences companies. Mr. Walker received a bachelor's degree in History from the University of North Carolina at Chapel Hill and his J.D. from the University of Notre Dame Law School.

Tami Shea, RN, CNOR, CASC

Tami Shea is a Regional Vice President with United Surgical Partners Intl, Inc. (USPI) and oversees the business and clinical operations of their 6 Atlanta ambulatory surgery centers. She has been a perioperative nurse for 18 years and a surgery center Administrator for the past 10 years. As an Administrator she was responsible for the financial and clinical oversight for both multi-specialty and orthopaedic ambulatory surgery centers, state licensure, CMS, JCAHO, and AAAHC accreditations. She has been a member of AORN for 17 years and is both CNOR and CASC certified.

The GSASC/SCASCA 2010 ■ Joint Semi-Annual Conference & Trade Show

March 4-5, 2010 ■ Intercontinental Buckhead Atlanta ■ Registration Information

Please make copies of this form for additional registrants.

Name _____ MD Other _____ RN # _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

GSASC/SCASCA Member Registration

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

- Registration on or before February 19, 2010 \$300 – Per Person
 Registration after February 19, 2010 \$350 – Per Person

GSASC/SCASCA Non-Member Registration

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

- Registration on or before February 19, 2010 \$400 – Per Person
 Registration after February 19, 2010 \$450 – Per Person

Payment Information

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

CC# _____ Exp. _____ Security Code * _____

*For Visa and MC, this is the 3-digit number that appears on the reverse side of your card. For Amex, this is the 4-digit number that appears on the front of your card.

Name on Card _____

Authorized Signature _____

Billing Address _____

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

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

Refund Policy: Written notification is required for all refunds and must be received by the GSASC office by February 19, 2010. Written refund requests received by February 19, 2010 will receive a refund minus a \$25 administrative fee. No refunds will be issued after February 19, 2010.

Special Needs: Please call the GSASC office at (888) 526-9450 by February 19, 2010 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 Center
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



FIRST CLASS
US Postage
PAID
Tallahassee, FL
Permit # 906

Celebrating 10 Years GSASC/SCASCA and Your ASC... a Winning Team

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



Special Thanks to our Sponsors and Exhibitors

Sponsors:

Silver



Exhibitors:

- ARC Medical, Inc.
- CE-Tech of Jacksonville, Inc.
- Essensa
- GI Pathology, PLLC
- ICU Medical, Inc.
- McKesson Medical-Surgical
- Metro Anesthesia Services, Inc.
- Mobile Instrument Service & Repair, Inc.
- Zanardo Architects, PC

(as of 12/03/09)