

Georgia Society of Ambulatory Surgery Centers &
South Carolina Ambulatory Surgery Center Association
2007 Joint Semi-Annual Conference and Tradeshow

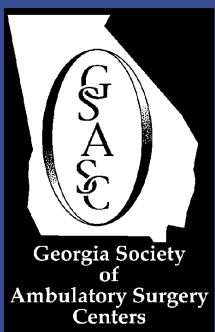
Unlock Your Potential

with GSASC and SCASCA

August 10-11, 2007

**Renaissance
Waverly Hotel**

Atlanta, GA



Don't Miss Out On...

- Peer interaction with other ASC industry professionals
- Networking with leading suppliers during the tradeshow
- Receiving CME credits and nursing contact hours



Hotel Information

Renaissance Waverly Hotel

2450 Galleria Pkwy SE, Atlanta, GA 30339

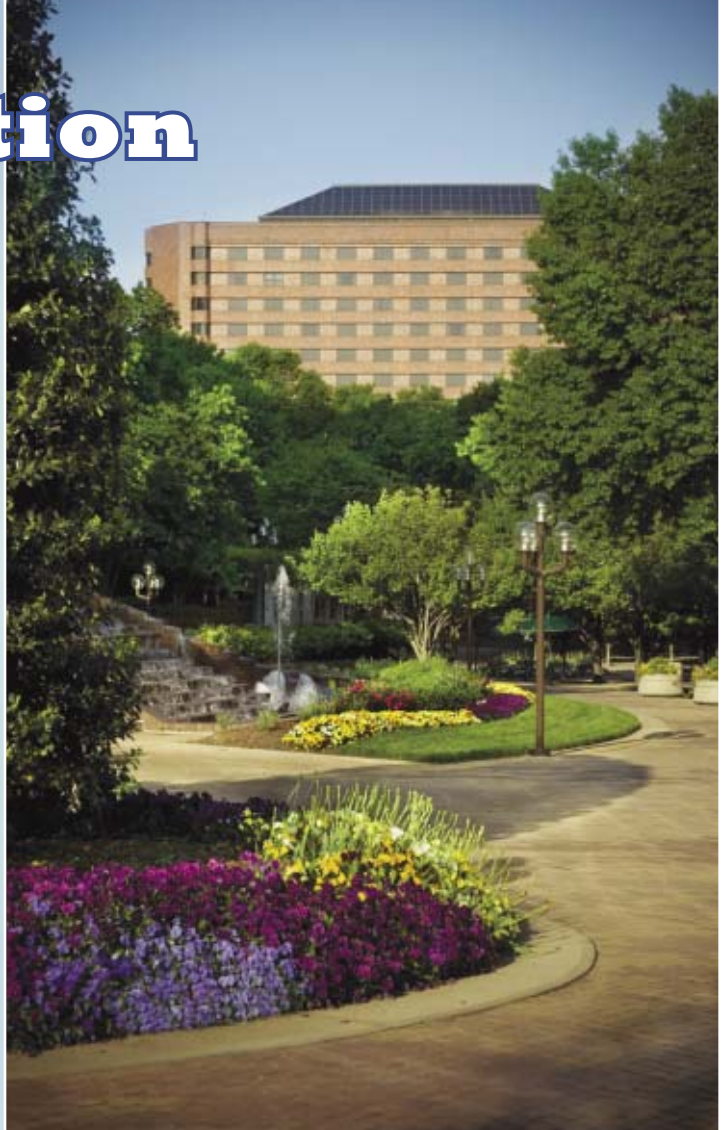
Reservations: (770) 953-4500

Discover a beautiful Atlanta luxury hotel offering sophisticated accommodations including a dramatic 14-story atrium at the Renaissance Waverly Hotel in Atlanta, Georgia. Guests can enjoy the exclusive boutique shops of Vinings Jubilee and the Cumberland Mall located across the street, while downtown Atlanta and Hartsfield Jackson International Airport are just a short drive away. With superior accommodations, high speed Internet access, and innovative dining options, this luxury hotel is the preferred destination for business, group, and leisure travelers. Experience an Atlanta area hotel featuring sophisticated elegance at the Renaissance Waverly.



Hotel Reservations

Make your reservation on the GSASC Web site by going to www.gsasc.org and click on the accommodations page. You can also make reservations by calling the hotel directly at (770) 953-4500. Let them know you are with the Ambulatory Surgery Center Meeting to receive the special room rate of \$149.00 single/double occupancy. After **July 20, 2007** the hotel will not offer rooms at this low rate to GSASC & SCASCA.



Things to See and Do in the Atlanta Area



Don't miss out on all that Atlanta has to offer:

- Historic Capitol
- Georgia Aquarium
- World of Coca-Cola
- Atlanta Underground
- Nightlife
- Recreation
- Legendary Shopping
- Fine Dining
- And Much More



Attraction photos,
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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 _____

GSASC/SCASCA Member 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 August 1, 2007 \$275 – Per Person
 Registration after August 1, 2007 \$325 – Per Person

GSASC/SCASCA Non-Member 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 August 1, 2007 \$375 – Per Person
 Registration after August 1, 2007 \$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. _____ CCV* _____

Billing Address _____

Billing City _____ State _____ Zip _____

Name on Card _____

Authorized Signature _____

* This is the 3 digit number that appears on the reverse side of your credit 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 August 1, 2007. Written refund requests received by August 1, 2007 will receive a refund minus a \$25 administrative fee. No refunds will be issued after August 1, 2007.

Special Needs: Please call the GSASC office at (888) 526-9450 by August 1, 2007 if you require any special accommodations or assistance.

Questions: Contact GSASC at (888) 526-9450. For more information on the GSASC & SCASCA Joint Conference and for information on hotel accommodations visit www.gsasc.org.

2007 Schedule of Events

Friday, August 10, 2007

- 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 and SCASCA Presidents
- 8:30 a.m. – 9:30 a.m. **Keynote: Unlock Your Potential — Take This Job and Love It**
Presented by: Dr. Iwana Guess Ridgill, Midlands Technical College

Are you beginning to sing the “Monday moanin’ blues” when you think about your job? Are you experiencing professional burnout? This session will challenge you to reevaluate your attitude towards your job, and will review the warning signs of stress overload. You’ll hear some suggestions for encouraging enthusiasm and a more positive attitude towards your job. This one-hour program focuses on the causes and symptoms of workplace burnout and suggests ways to cope with burnout and stress on the job.



Iwana Guess Ridgill, Ph.D.

Ridgill is an adjunct faculty member in the Center for Leadership and Employee Development at Midlands Technical College in Columbia, South Carolina and an oft-requested motivational speaker at professional conferences and conventions, association meetings, staff development programs, and civic and community organizations. An honors graduate of the University of South Carolina, she is a frequent keynote speaker

and corporate trainer for private and public agencies, organizations, and companies. She speaks frequently on the topics of customer and client services, projecting professionalism to the public, and job motivation. Her practical suggestions and enthusiastic presentation combine to provide relevant information and inspiration.

- 9:30 a.m. – 10:00 a.m. **Refreshment Break in Exhibit Hall**
- 10:00 a.m. – 11:00 a.m. **Out of Network Billing**
Presented by: Debbie Shapiro

Out of network strategies can vary greatly, with some facilities offering in network benefits to all patients whether or not a contract is in place, and some opting to not accept those patients. This session will discuss what to consider before making these decisions and how to monitor and manage the process should your facility choose to provide services to out of network patients.

Debbie Shapiro

Shapiro has been in the ASC industry for the past twenty years. She is currently working as an independent consultant offering financial and business office related advice and support to ASCs. She previously served as the Senior VP of Financial Operations for Surgis with twenty-five surgery centers, and headed the Business Office Operations department for Surgical Care Affiliates with 90+ surgery centers.

- 11:00 a.m. – 12:00 p.m. **Breakouts — Legislative Updates for GA & SC**
- 12:00 p.m. – 1:15 p.m. **Buffet Lunch in Exhibit Hall**
- 1:15 p.m. – 2:15 p.m. **Impact of Rebased Fee Schedule for 2008**
Presented by: Caryl Serbin, RN, BSN, LHRM, Surgery Consultants of America

A description of the ASC Modernization Act, the areas changed, and the dates of planned implementation will be discussed. This will include the

change to APCs, the new reimbursement plan, the added procedures, the deleted procedures, the change in implant coverage, etc. Case studies will be presented showing the impact of the reimbursement changes on different specialties. Possible solutions will also be suggested. Preparations in multiple areas of the surgery center will be outlined such as fee schedules, billing and collections, managed care negotiations, budgeting and case costing.



Caryl Serbin, RN, BSN, LHRM

Serbin 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. She has more than twenty-five years of experience in the healthcare industry, with the last eighteen years spent in ambulatory administration and consulting. Her companies provide development, management and billing services for numerous freestanding and hospital joint-ventured ambulatory surgery centers. As a recognized leader in the industry, Ms. Serbin presents extensively at ASC national seminars and association meetings, authors articles on ASC-related topics, writes a monthly column for a leading ASC journal and serves on the board of several industry publications.

- 2:15 p.m. – 2:45 p.m. **Afternoon Refreshment Break in Exhibit Hall**
- 2:45 p.m. – 3:45 p.m. **Patient Selection Criteria for the ASC**
Presented by: Dr. Stan Plavin, Ambulatory Anesthesia of Atlanta, PC.

This presentation is designed to enlighten the audience as to the various types of sedation performed for operative and non operative procedures. It will touch on the pitfalls and advantages of providing this service to your patients. The lecture will be a source of knowledge about the various types of sedation and appropriate level of professional care needed to provide a safe and satisfying experience both for the patient and also the surgeon/physician. It will raise the concerns about patient safety and the use of propofol in ASCs and who should be delivering that care. The attendees should be prepared for an interesting and controversial topic.



Stan Plavin, MD

Plavin has been practicing in the Atlanta area since 1997. He is currently the Medical Director of the Atlanta Outpatient Surgery Center and the President & Managing Partner at the Ambulatory Anesthesia of Atlanta, PC. Dr. Plavin also serves on the Georgia Society of Ambulatory Surgery Centers Board of Directors.

- 3:45 p.m. – 4:45 p.m. **Marketing your ASC from A-Z**
Presented by: Terry Barron, United Surgical Partners International

At the end of this session attendees will have the knowledge along with the confidence to market their ASC successfully. You will be provided the essential steps to implement into your routine to rise to the top of the growing medical field. This session will provide attendees with the step by step tools needed to make marketing your ASC a fun and exciting adventure!



Terry S. Barron

Barron joined United Surgical Partners International, in July 2001 as Vice President of Sales. He began his career in sales and marketing at FedEx where he held numerous management positions in product management, new product development, international marketing, advertising and promotion. In 1991, Barron joined Medical Care International, which later became

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HCA Ambulatory Surgery Division as Senior Vice President of Sales. Prior to joining United Surgical Partners, Barron was Vice President of Sales and Marketing at Johnson & Johnson Health Care Systems with responsibility for the consulting and services division. A native of Kingsport, Tennessee, Barron earned both his bachelor's degree and his master's degree in marketing from The University of Memphis.

5:00 p.m. – 6:00 p.m. **Networking Reception**

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

Saturday, August 11, 2007

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

8:30 a.m. – 9:30 a.m. **Inspection Time — Are You Ready?**
Presented by: Gayle Evans, RN, BSN, MBA, CNOR, Continuum Healthcare Consultants

This session will give attendees the tools to identify the elements required to be successful and prepared for unannounced inspections of their ASC by an accrediting body. You will be provided with tools to develop a structure to include participation by all staff in this potentially nerve-racking process. You cannot afford to miss this!



Gayle Evans RN, BSN, MBA, CNOR

Evans is a nationally recognized expert on the development and redesign of ambulatory care facilities, networks, and physician groups. She 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 a founder and president of Quality Surgery Centers, a firm that buys and manages ambulatory surgery centers.

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

Three Ways to Register for the GSASC/SCASCA 2007 Joint Semi-Annual Conference & Tradeshow:



Register Online

at www.gsasc.org



Fax

this registration form along with your credit card information to: (850) 222-3019



Mail

this registration form along with your check or credit card information to: GSASC, 325 John Knox Rd., L103, Tallahassee, FL 32303

10:00 a.m. – 11:00 a.m. **Disasters — Our Responsibility to the Community**

Presented by: Dr. Jane Richter, University of South Carolina, Center for Public Health Preparedness

After this session participants will be able to describe the significance of the State Emergency Health Powers Act for licensed healthcare professionals, identify the three barriers to reporting during a mass casualty event and strategies to overcome them, list potential disaster roles and discuss the Incident Command System and tools available to assist with assuming a new position/role.



Jane V.E. Richter, DrPH, MSN, MA, RN, CHES

Richter is Director of the University of South Carolina Center for Public Health Preparedness, part of a network of centers funded by CDC to enhance preparedness capacity among public health stakeholders. Dr. Richter brings to her position extensive academic and clinical experience in community health care, public health nursing and health education practice. She has most recently served as a district

public health nursing director and a clinic-based services director for the South Carolina Department of Health and Environmental Control (SC DHEC). Dr. Richter is experienced in developing and conducting trainings on a variety of topics related to emergency preparedness, public health readiness and nursing practice. Dr. Richter is involved with planning and training committees at the local, state and national level devoted to enhancing public health emergency preparedness. She also serves on the South Carolina 1 Disaster Medical Assistance Team (DMAT) and as an adjunct instructor for the Texas Engineering Extension Service of Texas A & M University.

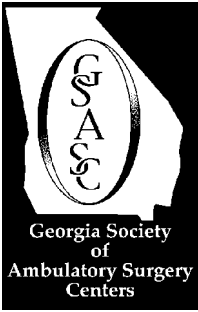
11:00 a.m. – 12:00 p.m. **Dealing with Difficult Patients**

Presented by: Dr. Iwana Guess Ridgill, Midlands Technical College

Everyone has had difficult patients and clients to deal with in the workplace. Whether you label them angry, frustrated, unhappy, or hard to satisfy, they can be a challenge to respond to professionally. This program will review some basic reminders about keeping cool under pressure and maintaining a professional attitude while dealing with the "hard cases."

CE Information

An application has been submitted to the Georgia Nurses Association for approval of 6 contact hours. Please call the GSASC office at (888) 526-9450 for more information.



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Who Should Attend?

- Administrators
- Nurses
- Physicians
- ASC Owners
- Medical Directors
- Business Office Managers
- ASC Consultants
- Professionals affiliated with the ASC community

Become a Member of **GSASC!**

Visit www.gsasc.org for a membership application today!

Dramatic changes are reshaping the Ambulatory Surgery Center Industry!

It is critical that ASCs protect their business rights by maintaining a watchful eye on governmental regulations and new industry trends. The Georgia Society of Ambulatory Surgery Centers is your complete source for this important information.

*Don't take the risk of having adverse policy passed...participate in the protection of your surgery center by joining **GSASC** today!*

Educational Opportunities

GSASC takes great pride in providing members with superb meetings at well-known locations throughout the state of Georgia and the best selection of ASC relevant educational programs available.

Communication

As the only statewide organization exclusively representing the ASC industry, GSASC has amassed a wealth of industry relevant knowledge. This information is readily

available to all GSASC Members through the semi-annual newsletter, frequent membership updates via fax and email, by contacting the fulltime GSASC staff at the toll free number (888/526-9450) or through the Web site at www.gsasc.org.

Regulatory Liaison & Legislative Representation

The Society maintains an active presence in the State Capitol with an array of resources, including an Atlanta based lobbyist with a great deal of knowledge on issues relevant to the ASC industry.

