



Georgia Society of Ambulatory Surgery Centers
325 John Knox Rd, #L103
Tallahassee, FL 32303
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Georgia Society of
Ambulatory Surgery Centers *and*
South Carolina Ambulatory Surgery
Center Association
present the
Joint 2008 Semi-Annual Conference:



SCASCA
SOUTH CAROLINA AMBULATORY
SURGERY CENTER ASSOCIATION

“Quality
Through
Innovation”

Renaissance Waverly Hotel
Atlanta Georgia

February
15-16, 2008

GSASC & SCASCA: Quality Through Innovation
February 15 – 16, 2008 | Renaissance Waverly Hotel ~ Atlanta, Georgia

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 & Tradeshow. This year's February meeting will take place in Atlanta, GA at the beautiful Renaissance Waverly Hotel on Friday, February 15th and Saturday, February 16th, 2008.

Our joint conference committee has put together another excellent array of speakers and timely topics including management and efficiency, accreditation standards, reimbursement, Medicare issues, outpatient safety, updates on the Department of Community Health's Transparency Web Site, and legislative updates. You'll 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 return your registration to the GSASC and SCASCA office at 325 John Knox Road Suite L103, Tallahassee, FL 32303. 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 February for this exciting event!

Sincerely,



President
Georgia Society of Ambulatory Surgery Centers



Maria Sample, MSN RN CASC
President
South Carolina Ambulatory Surgery Center Association

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 Networking Reception and Saturday Continental Breakfast

- Registration on or before January 30, 2008 \$275 – Per Person
- Registration after January 30, 2008 \$425 – Per Person

GSASC/SCASCA Non-Member Registration

Includes: All presentations on Friday and Saturday, Friday Continental Breakfast, Friday Luncheon, Friday Night Networking Reception and Saturday Continental Breakfast

- Registration on or before January 30, 2008 \$375 – Per Person
- Registration after January 30, 2008 \$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 Code*

*This is the 3-digit number found on the back of your card (in the signature area).

Name on Card _____

Authorized Signature _____

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 January 30, 2008. Written refund requests received by January 30, 2008 will receive a refund minus a \$25 administrative fee. No refunds will be issued after January 30, 2008.

Special Needs

Please call the GSASC office at (888) 526-9450 by January 30, 2008 if you require any special accommodations or assistance.

Questions

Contact Lauren Asbell at (888) 526-9450 or by email at lauren@executiveoffice.org. For more information on the GSASC/SCASCA Conference and hotel accommodations visit www.gsasc.org or www.scasca.org.

"This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the American Board of Quality Assurance and Utilization Review Physicians, Inc. and Georgia Society of Ambulatory Surgery Centers (GSASC). The American Board of Quality Assurance and Utilization Review Physicians, Inc. designates this educational activity for a maximum of 8 AMA PRA Category 1 Credit(tm). Physicians should only claim credit commensurate with the extent of their participation in the activity.

The American Board of Quality Assurance and Utilization Review Physicians, Inc. is an approved provider of continuing education for nurses through the Florida Board of Nursing. This activity has been approved for 9.6 contact hours through the Florida Board of Nursing, Provider # 50-94."

Friday, February 15, 2008

7:30 a.m. – 8:20 a.m. Continental Breakfast in the Exhibit Hall

8:20 a.m. – 8:30 a.m. Welcome & Introductory Remarks

8:30 a.m. – 9:30 a.m. ASC Management/Efficiency – Presented by:
Gayle Evans, RN, BSN, MBA, CNOR



Evans has more than 25 years of multi-specialty surgery experience, and is president of Continuum Healthcare Consultants. She is a founding member of the Georgia Society of Ambulatory Surgery Centers. Her management expertise includes a twelve room surgery department, mobile lithotripsy services, and a research unit for biliary lithotripsy (first in the U.S.). She has a foundation for JCAHO, AAAHC and NCQA standards for accreditation of healthcare organizations.

Session Description: We often get into a routine managing an ASC. If we are comfortable with profitability and the general operations of the center we maintain a status quo often because of the pace the center functions. In managing the center we will discuss areas where we can benchmark the center against the average and determine opportunities to continue improvement in the center operations.

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

10:00 a.m. – 11:00 a.m. QI for Accreditation Standards – Presented by:

Nancy Jo Vinson, RN, BA, CASC



Nancy Jo Vinson, RN, BA, CASC is the Chief Operating Officer for SCA. She supervises SCA's development projects and directs the project coordinators and their tasks. Ms. Vinson also works with the SCA centers during the planning and development stages and continues in the capacity of a mentor for the Administrators, Governing Body and Medical Staff. She also serves as an AAAHC

Surveyor.

Session Description: Learning how to develop a program of quality management and improvement that links peer review, quality improvement activities and risk management in an organized and systematic format while integrating the program throughout the facility.



11:00 a.m. – 12:00 p.m. CMS Reimbursement – Presented by:
Caryl Serbin, RN, BSN, LHRM

Caryl Serbin, RN, BSN, LHRM is president and founder of Surgery Consultants of America, a development and management

company for ambulatory surgery centers, and Serbin Surgery Center Billing, an ASC billing and coding company. Ms. Serbin has more than twenty-five years of experience in the healthcare industry, with the last eighteen years spent in ambulatory surgery administration and consulting. Her companies provide development, management and billing services for numerous freestanding and hospital joint-ventured ambulatory surgery centers.

Session Description: Description of the final CMS rule and its effect on your reimbursement cycle. The session will address: Cash flow; Accuracy of payments; Timeliness of payments; Implant reimbursement; What should you be auditing?; Modifications in case mix or specialty mix; Ancillary procedures; Difficulties with coding, billing, payment posting; Appeals – increase or decrease; Changes in private payer reimbursement. Other areas that will be discussed include the new Conditions of Coverage and how your center is addressing these requirements: 23-hour stay; PI and Disaster Programs; Patient rights; Patient preoperative assessment; Radiology procedures.



12:00 p.m. – 1:15 p.m. Buffet Lunch in the Exhibit Hall with Vendors

1:15 p.m. – 2:15 p.m. FDA Reprocessing – Presented by:

Doug Jamison

Doug has a professional career that spans over 25 years in the healthcare industry. His healthcare experience includes executive management, operations, and sales positions which allows a unique perspective and insight into the business and financial challenges of today's healthcare provider. His knowledge, experience, and understanding of the internal and external factors that affect efficient facility management position Doug to offer qualified direction towards center cost savings. Doug is a graduate of Virginia Tech with a BS in Business and Marketing and is a licensed healthcare administrator.

Session Description: Single Use Device reprocessing, supplied by a third party FDA compliant reprocessor, allows the potential for significant dollar savings to be added to a surgery center's current cost management program. Under the auspices of the FDA, learn what financial benefit this program can offer to better assist in more efficient operations and cost savings.



2:15 p.m. – 2:45 p.m. Afternoon Refreshment Break in Exhibit Hall

2:45 p.m. – 3:45 p.m. Medicare Payments – Presented by:

Marie Edler

Marie Edler currently serves as FASA's Director of Reimbursement Policy. In her position with FASA, she analyzes ASC reimbursement issues and provides FASA members with information on all areas of Reimbursement Policy. Ms. Edler is also helping to expand the resources the association offers ASCs in reimbursement and health policy issues.

3:45 p.m. – 4:45 p.m. Breakouts –

1) Georgia Legislative Update

2) South Carolina Legislative Update

5:00 p.m. – 6:00 p.m. Networking Reception for Vendors and Attendees

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

Saturday, February 16, 2008

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

8:30 a.m. – 9:30 a.m. Outpatient Safety Goals - Presented by:
Diane Murphy



Diane (Dee) Murphy is currently a Joint Commission Surveyor. She began working with The Joint Commission in 1994 as an Ambulatory Surveyor and Hospital Surveyor. She left in 1997 and returned in 2003. She graduated from East Carolina University in 1976 with a BSN and Northern Illinois University with a MS Ed. Ms Murphy is a member of two of the Standards Improvement Initiatives teams who are working on bringing the Ambulatory Care Manual more applicable to the outpatient settings. Previously she participated in a work group that identified which standards were applicable to Ambulatory Surgery Centers. In addition to her work as a surveyor, Ms Murphy is Director of Quality and Risk for Lovelace Westside Hospital in New Mexico.

Session Description: Applying the 2008 National Patient Safety Goals (NPSG's) in Ambulatory Surgery Settings (ASC's). This presentation will provide insights into implementation of the NPSG's in the various ASC settings through the use of examples. The goals for this presentation are: To review all 2008 NPSG's that apply to ASC's. To provide examples of key NPSG's that may be problematic to ASC's.

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



10:00 a.m. – 11:00 a.m. Transparency Website – Presented by:

Diane Manheim, MSW

Diane is currently the Program Manager at the Georgia Department of Community Health – Health Information Transparency Initiative. She has extensive experience in project management, health intervention strategy development, implementation and evaluation, professional training, continuous quality improvement, grant writing, proposal development and management, budget management, staff supervision, curriculum design, public speaking, volunteer recruitment, conference planning, advocacy and customer service support.

Session Description: Georgia's Health Information Technology and Health Information Exchange initiatives were created at the direction of Governor Sonny Perdue to transform the health care industry. In this session, attendees will learn about Georgia's Health Information Technology and Transparency (HITT) programs including our goal of developing a consumer friendly Healthcare Transparency Website. Attendees will also develop an understanding of how the HITT initiatives relate to Ambulatory Surgery Centers in Georgia, and will have an opportunity to engage in a question and answer session.



11:00 a.m. – 12:00 p.m. Medicare QIO/SCIP – Presented by:
Lynn Martinez-Page, BSN, RN

Lynn Martinez-Page, BSN, RN, is currently a Hospital Improvement Consultant at The Carolinas Center for Medical Excellence, the Quality Improvement Organization for North and South Carolina where she has been since 2001. She is currently the Team Lead for the

Surgical Care Improvement Project. Clinical nursing experiences are in the field of medical-surgical nursing, general surgery, gynecology, telemetry, quality assurance, utilization review, medical and maternity case management and chart review/audit for home health claims.

Session Description: The focus of the session is to provide information on the Centers for Medicare and Medicaid Services (CMS) Surgical Care Improvement Project (SCIP) initiative involving inpatient acute care facilities.

12:00 p.m. Adjourn



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

SEE WHAT YOU ARE MISSING?!

If you aren't a member of the Georgia Society of Ambulatory Surgery Centers (GSASC) you are missing not only a great discount on your meeting registration but all of our other member benefits too!

Member Benefits

Legislative and Regulatory Advocacy

This is our top priority! We maintain an active presence in Atlanta with resources that include a full-time staff and a lobbyist specializing in ambulatory surgical issues. Support from our active and dedicated members has allowed us to establish a sizeable Political Action Committee to support legislators around the state who believe in the ASC industry. Combined with top-notch legal representation before AHCA and other regulatory bodies, we take our primary focus very seriously and have received recognition by ASC regulators. However, our advocacy does not stop in Georgia. Through participation in national associations representing the ASC industry, GSASC is able to monitor and influence decision-making in Washington D.C.

Subscription to the Gazette

The GSASC Gazette is the best resource for Georgia ASCs to keep up with important information about our industry in the state. This quarterly publication provides up-to-date information about state regulations, governmental policies and management issues that are unique to ASCs in the state of Georgia. National news and subjects are also included in each issue, in order to keep readers informed about industry advancements and other important information.

Members Only Discounts at our Meetings

We take great pride in providing members with outstanding meetings at well-known locations throughout Georgia and the best selection of ASC relevant education programs available. Teamed with the South Carolina Ambulatory Surgery Center Association, we hold two conferences per year with one focusing on the business aspects of running an ASC and the other concentrating on clinical issues. Both conferences have a trade show that provides information on the latest medical products and services. Many manufacturers work with us to provide speakers and equipment/product demonstrations as highlights of these sessions. These conferences have great networking opportunities with others in the field which enables you to build and strengthen your colleague and peer relationships. Additionally, we offer physician and nursing continuing education credits to those who attend our meetings. As a member, the entire staff at your ASC is eligible to receive these outstanding services at substantially discounted rates!

For more information regarding GSASC membership please contact GSASC's member services department at (888) 526-9450 or by e-mail at mkosmensky@executiveoffice.org.

Don't miss out on your chance to take advantage of all that GSASC has to offer!



Renaissance Waverly Hotel



2450 Galleria Parkway, Atlanta, GA 30339 (770) 953-4500

Make your reservation on the GSASC website 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. The cut-off date to receive the negotiated rate of \$149.00 is January 25, 2008. After this date the hotel will not offer rooms to GSASC/SCASCA at this low rate.

For more information contact

Lauren Asbell at the GSASC office by phone (888) 526-9450, by email at lauren@executiveoffice.org or visit the GSASC website at www.gsasc.org.

See and Do in Atlanta

Experience all the attractions that Atlanta has to offer. From the historic capitol building to exciting attractions and shopping, Atlanta has it all.

