

GSASC



Leading the Way to Success

February 24-25, 2006

Renaissance Waverly Hotel ✦ Atlanta, GA

Don't Miss Out On...

- Continuing education credits
- Peer/Colleague interaction with other ASC industry professionals
- Networking with leading suppliers in the exhibit hall
- Friday night sponsor & exhibitor reception

Who should attend?

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

Offering nursing contact hours and applying for physician CME credits.



GSASC *Leading the Way to Success*

February 24-25, 2006 • Renaissance Waverly Hotel • Atlanta, GA

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 Friday, February 10, 2006 \$275 – Per Person
- Registration after Friday, February 10, 2006 \$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, February 10, 2006 \$375 – Per Person
- Registration after Friday, February 10, 2006 \$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 February 10, 2006. Written refund requests received by February 10, 2006 will receive a refund minus a \$25 administrative fee. No refunds will be issued after February 10, 2006.

Special Needs: Please call the GSASC office at (850) 224-0711 by February 10, 2006 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.



11th Semi-Annual GSASC Conference & Tradeshow

Schedule of Events

Friday, February 24, 2006

7:30 a.m. – 8:15 a.m. **Registration & Continental Breakfast in Exhibit Hall**

8:15 a.m. – 8:30 a.m. **Welcome & Introductory Remarks**
— *GSASC President*

8:30 a.m. – 9:30 a.m. **Keynote: “Walking Together In The Same Direction — Building Your Team”**
— *Presented by: Cynthia Watts, Darton College*

This exciting, educational, and interactive session will lead the participants to examine their role as a team member as well as evaluate the status of the team in their workplace. They will discuss and practice effective communication skills for internal and external customers. At the end of this session, the learner will have a better understanding of their role in customer relations, team building and communication and have specific ways to implement these skills in their healthcare profession.



Cynthia Watts is a writer, conference leader, trainer and speaker. Cynthia is a native of Alabama, and a graduate of Samford University in Birmingham. In her 17 years in healthcare and 35 years as a trainer and speaker, she has become a frequently requested speaker for local, county, state, and regional organizations. She brings her sense of humor, understanding of people and her subject, and deep caring for her audience wherever she travels.

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

10:00 a.m. – 11:00 a.m. **“Federal Update: What’s on the Horizon for ASCs?”**
— *Presented by: Kathy Bryant, FASA*

With Medicare payments to ASCs scheduled to change drastically in 2008, ASCs need to begin preparing for the transition. In this session, ASCs will learn about the development of the new system, the status of legislation on the new payment system, and how ASCs can be involved in the debate. In addition to discussing the new Medicare payment system, Bryant will highlight new regulatory interpretations of interest to ASCs.



As the Executive Vice President of the Federated Ambulatory Surgery Association (FASA), **Kathy Bryant** leads the activities of the nation’s largest ambulatory surgery center (ASC) membership association. FASA represents the interests of multi- and single-specialty ASCs and the health care professionals that deliver health care in these centers before the media, insurers, and federal and state governments.

11:00 a.m. – 12:00 p.m. **Break Out 1: “Nuts and Bolts of Surgery Center Financial Management”**
— *Presented by: Stephen Earnhart, Earnhart & Associates*

This course is primarily intended to educate surgeons and ASC owners about the nuts and bolts of surgery center financial management. The course will focus on how to read a financial Profit & Loss statement and to discover where the money is going. Emphasis will also be placed on the most effective use of time and on what to focus on in managing the assets of a surgery center. Issues such as financial benchmarks, proper staffing levels, and decreasing expenses will be covered and expanded upon.



Stephen Earnhart is the founder and owner of Earnhart & Associates, a surgery center consulting company that has provided their services to over 300 surgery centers across the country. In addition to the consulting company, Mr Earnhart is also the President & CEO of ClearView Health Systems, Ltd.; a firm that provides management services to hospitals and surgery centers. Mr. Earnhart has authored over 120 articles in various professional publications covering a wide range of topics relating to all aspects of the management and business operations of outpatient surgery centers and ambulatory care centers.

11:00 a.m. – 12:00 p.m. **Break Out 2: “CASC Exam — When Will I Find Time To Study?”**
— *Presented by: Ann Geier, ASCOA*

This course will discuss a plan of attack for studying for the CASC exam. It will provide a timeline that will allow you to keep your sanity, items to review and accounting tips for you to consider. By the end of the presentation you will:

1. Understand how much time to devote to preparing for the exam and how to prioritize the time available.
2. Determine the books, articles, standards and regulations that Administrators must know and that are covered on the exam.
3. Identify accounting principles, financial reports, etc. that are required knowledge in an ASC.



Ann Geier, RN, MS, CNOR, CASC joined ASCOA in November 2004 as Vice President of Operations. She oversees development and management of ambulatory surgery centers that are partnered with ASCOA. She lectures in the AORN Ambulatory Managers Certification course, serves on the board of directors for AAASC, the editorial board of Same Day Surgery Magazine and contributes a monthly column to Outpatient Surgery Magazine. Ann was named to Today’s Surgicenter’s Who’s Who in the Ambulatory Surgery Industry for 2005.

12:00 p.m. – 1:15 p.m. **Buffet Lunch in Exhibit Hall**

1:15 p.m. – 2:30 p.m. **“Using Aviation’s Best Practices to Dramatically Improve Quality.”**
— *Presented by: Richard Clark, LifeWings Partners LLC*

This seminar will provide specific error catching team skills that will improve performance, reduce error, increase patient safety and improve quality of care. At the conclusion of the course, participants should be able to:

1. List the benefits of an effective team
2. State other team members’ expectations
3. Recall specific team formation skills
4. State the 4 parts of the cross-check process
5. State the 4 steps in the communication process
6. State the 4 parts of the assertive statement



Richard Clark is Vice President of Business Development for LifeWings Partners, LLC. In addition, he is a LifeWings patient safety program instructor and Project Lead. He has taught aviation-based skills building workshops for over 3000 healthcare professionals, and has conducted many aviation-based Safety Tools workshops with multiple healthcare clients to create system processes, protocols, and checklists that support the use of error-reducing team skills. Prior to joining LifeWings, Richard was a pilot for Delta Air Lines and spent 11 years as a U.S. Navy fighter pilot.

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

3:00 p.m. – 4:00 p.m.

“Physician Compensation as it Relates to Physician Owners”

— Presented by: Rebekah Plowman

Attendees come away from this presentation with a basic understanding of the Compensation Prohibitions under the Stark rules and the Rules governing Productivity Bonuses and Profit Sharing; Distribution of Overall Profits under Phase II of the Stark rules; and the implications of personal productivity.



Rebekah Plowman focuses her litigation practice on various health care matters affecting providers, including fraud and abuse, false claims, and OIG/DOJ investigations. In addition, Rebekah’s practice also focuses on health care regulatory issues, including, fraud and abuse analysis and due diligence reviews of target companies. Prior to law school, Rebekah was a registered nurse in the Cardiac Intensive Care Unit at Indiana University Medical Center.

4:00 p.m. – 5:00 p.m.

“Legislative Update”

— Presented by: Lasa Joiner

What is happening in the ASC legislative arena statewide that you should be aware of? Lasa Joiner will discuss the upcoming 2006 General Assembly and any anticipated legislation that the ASC industry should watch out for. She will also give an update on the latest happenings of the CON Commission.



Lasa Joiner is GSASC’s governmental affairs consultant and has represented clients in the health care and education arena as a lobbyist and public affairs consultant. 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.

5:00 p.m. – 6:00 p.m.

Networking Reception

6:00 p.m. – 8:00 p.m.

Board of Director’s Dinner/Meeting

Saturday, February 25, 2006

7:30 a.m. – 8:30 a.m.

Registration & Continental Breakfast

8:30 a.m. – 9:20 a.m.

“Quality Improvement Made Simple”

— Presented by: Gayle Evans, Continuum Healthcare Consultants

The ability to demonstrate Quality is all around us. In order to take advantage of the opportunities to “improve” we must understand the tools that can be used and how to effectively use them no matter what size the center is.



Gayle 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.

9:20 a.m. – 9:45 a.m.

President’s Message & Refreshment Break

9:45 a.m. – 10:35 a.m.

“Credentialing, Privileging and Peer Review”

— Presented by: Sandra Jones, Woodrum/ASD – Ambulatory Strategies

Credentialing, privileging and peer review are requirements for state licensing, Medicare certification, and accreditation. The presentation will cover methods to demonstrate verification of credentials and justification for the awarding of privileges and compare the methods. You will learn peer review options and evaluate which option works best in different situations. Learning objectives of this session include:

- Discover the credentialing and privileging components.
- Explain verification of credentials and awarding of privileges.
- Recognize peer review options and resources.
- Explain why peer review options and resources may change based upon the situation.



Sandra Jones is Director of Management Services and a development consultant with Woodrum/ASD and President of Ambulatory Strategies, providing regulatory compliance, quality improvement, and risk management services to surgery centers. Sandra is a Certified Administrator Surgery Center; Fellow in the Health Care Financial Management Association; Certified in Healthcare Quality Management; and a licensed risk manager. She is a contributor on regulatory compliance and operational issues for several professional publications.

10:35 a.m. – 11:25 a.m.

“Optimize Insurance Reimbursement Utilizing The Georgia Statutes, Federal ERISA Regulations and Other Denial Management Tools”

— Presented by: Karlene Dittrick, Advanced Obesity Surgery

Those who attend this presentation will gain knowledge of and suggestions on how to use specific denial management tools, Georgia Statutes and Federal ERISA regulations to optimize insurance reimbursement and minimize insurance company denials for covered services.



Karlene Dittrick is a consultant who specializes in medical insurance reimbursement. She works as an office manager for Advanced Obesity Surgery, a Bariatric Surgical Practice in Marietta. She also does medical billing for two general surgery providers, as well as commercial insurance reimbursement training. She is certified as a Billing and Coding Specialist and Advanced CPAR with over 26 years experience in both hospital and medical office settings.

11:25 a.m. – 11:30 a.m.

Break

11:30 a.m. – 12:20 p.m.

“Managed Care & Reimbursement: Strategy & Direction”

— Presented By: Sean Rambo, USPI

This session will discuss the following:

- Overview of Reimbursement Trends
- Overview of Commercial Payer Landscape
- Maximizing your position with Commercial Payers
 - Understanding your financial position
 - Understanding your financial needs as an ASC
 - Rate Strategy
 - Language
- Alternative Thoughts & Strategies
 - Creating Leverage
 - Understanding your position in the healthcare marketplace
 - OON Strategies

Sean Rambo has been serving as the Vice President of Managed Care, East for USPI since 2003. He has approximately 10 years of healthcare financial and business development experience in many US markets. Prior to USPI, he worked with Perot Systems’ Revenue Cycle Strategies Group focused on business office turn around efforts for large hospitals and health systems, and also with HCA’s Ambulatory Surgery Division in various capacities. Sean holds a Bachelor of Science degree in Finance, and a dual Master’s degree (MBA/MHA) specializing in Finance, both from the University of Florida.

12:30 p.m.

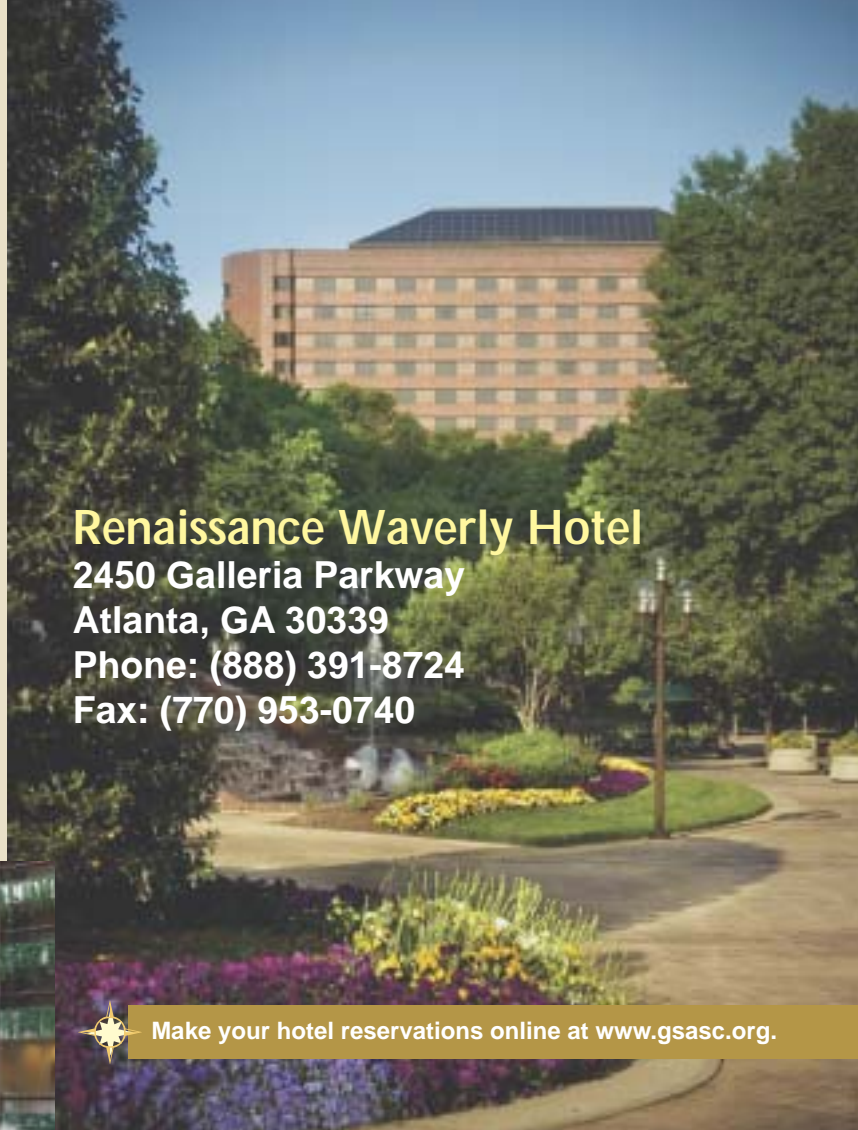
Adjourn

Hotel Information

Renaissance Waverly Hotel


Hotel Reservations

Make your reservation on the GSASC website by going to www.gsasc.org and click on the meetings page. You can also make reservations by calling the hotel directly at (770) 953-4500. 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 **Monday, January 30, 2006**. After this date the hotel will not offer rooms to GSASC at this low rate.



Renaissance Waverly Hotel
2450 Galleria Parkway
Atlanta, GA 30339
Phone: (888) 391-8724
Fax: (770) 953-0740



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

Thank You For Your Generous Support

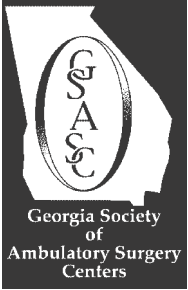
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Georgia Society of Ambulatory Surgery Centers

325 John Knox Rd, #L103
Tallahassee, FL 32303
Phone: (850) 224-0711
Fax: (850) 222-3019

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GSASC Membership Information

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

Educational Opportunities

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

Three Ways To Register For the 11th Semi-Annual GSASC 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