

# Hilton Easton - Columbus, Ohio

3900 Chagrin Drive | Columbus, OH 43219



**OAASC**  
Ohio Association of  
Ambulatory Surgery Centers



Wednesday, September 14 (*preconference*)

Thursday, September 15

Friday, September 16

Special thanks to this year's sponsors:



## **FELLOW ASC COLLEAGUES,**

On behalf of my fellow members of the Board of Trustees of the Ohio Association of Ambulatory Surgery Centers (OAASC) and the OAASC Education Committee, I am pleased to invite you to join us for the eighth annual multi-disciplinary ASC educational conference being held this year at the Hilton Hotel at Easton in Columbus, OH.

Our ASC industry and in fact the whole healthcare industry is facing incredible challenges and changes.

There could not be a better time for us to come together, get informed and educated, and plan for the challenges facing our centers.

This year's annual Ohio ASC conference is designed to assist you and your staff to "Navigate the Changes" for your center during these challenging times.

As always, the OAASC Annual Conference provides a distinctive program – the only one of its kind in Ohio – that is designed exclusively to meet today's challenges for Ohio's ASC leadership, clinical, billing and finance staff.

### **WE'RE EXCITED THAT THIS YEAR'S CONFERENCE WILL FEATURE SESSIONS ON:**

- **MULTIGENERATIONAL WORKFORCES**
- **RECYCLING IN THE OR**
- **TOP HR ISSUES FOR ASC MANAGERS**
- **MALIGNANT HYPERTHERMIA UPDATES AND PRINTED RESOURCES**
- **LEGAL ISSUES AND NURSING STANDARDS**
- **MAXIMIZING REIMBURSEMENTS**
- **MEDICARE CONDITIONS OF COVERAGE UPDATES**
- **ACCOUNTABLE CARE ORGANIZATIONS AND ASCs – WHAT DOES IT MEAN**
- **ASC ADVOCACY – WHAT CAN BE DONE TO IMPROVE YOUR ASC**
- **CASE COSTING FOR ASC BUSINESS PERFORMANCE**

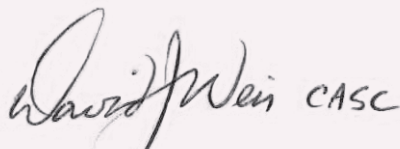
### **PLUS WE'LL FEATURE:**

- **TWO FULL DAYS OF CLINICAL SESSIONS WITH CONTINUING EDUCATION;**
- **TWO FULL DAYS OF ASC ADMINISTRATOR SESSIONS; AND**
- **ONE FULL DAY OF CODING, BILLING AND BUSINESS OFFICE SESSIONS.**

Additionally, we will host an exclusive half-day preconference infection prevention training for key staff members. This economical, Ohio-based conference will give you the tools that are necessary to continue meeting your center's infection prevention needs and the CMS Conditions of Coverage.

And of course, we have a stellar group of keynote speakers and plenty of opportunities for you to network with our colleagues and catch up with friends.

Please join us in September for what promises to be another outstanding conference for Ohio ASC professionals.

A handwritten signature in black ink that reads "David Weir CASC". The signature is fluid and cursive, with the letters "CASC" written in a slightly larger, more distinct font than the name.

**DAVID WEIR, CASC**

*Chair, Ohio Association of Ambulatory Surgery Centers  
Administrator, Mentor Surgery Center*



THURSDAY  
SEPTEMBER

15

8:00 – 9:00

Registration, Vendor Visits, Continental Breakfast, and Networking sponsored by Image First

9:00 – 9:15

Welcome Address: OAASC Chair David Weir

9:15 – 10:45

**Building Leaders Around You/ Getting the Most Out of Employees**

*Tracy Spears, Director, Transworld Systems*

A team leadership and development workshop equipping you with skills to recognize leaders in your center and identify personality temperaments for proper work placement to achieve optimal performance.

**Session 1 11:00 – 12:00**

Leadership

(1A)

**Negotiating an Effective EHR Contract**

*Kevin McDonald, VP Account Management  
SourceMedical*

Is an EHR right for your center? Where do you start with getting the good contract? This session features an insider look at negotiating an effective contract for EHR in the facility.

Clinical

(1B)

**Malignant Hyperthermia – Latest treatment updates to ensure the safety of your center's patients.**

*Dr. Cynthia Wong, Malignant Hyperthermia Association of the United States*

This session will explain the pathophysiology of Malignant Hyperthermia and how to treat a Malignant Hyperthermia episode in an ASC setting. Also hear updated information on the new transport recommendation for patients with Malignant Hyperthermia episodes. You will receive MH specific take-home materials for use in your center.

**12:00 – 2:00 Lunch & Vendors**

**Session 2 2:00 – 3:30**

Leadership

(2A)

**HR Issues for ASC Employers – What you don't know might cost your center's bottom line and reputation.**

*Stefanie Morrow, Sequent*

Employers of all types face a multitude of HR challenges and this is no less the case for health care employers. Workers comp claims, health insurance, absenteeism, claims of discrimination or even inappropriate use of social media can be costly on your center's finances and reputation. This session explores the HR issues that impact ASCs and how to address them.

Clinical

(2B)

**Going Green in the OR - Learn how a top notch, safe recycling program operates in both a Hospital and ASC**

*Lori Hepler CST/CFA, BA Sterile Processing Coordinator, St. Lukes Hospital; Kathy Kolodzaik, Quality Risk, Infection Coordinator, Wildwood Surgery Center; Ted Ransburg technical Sales Representative, working with Lott Industries; Jeff Neichin, Vice President of Clinical Resource Management, SterileMed;*

Learn what and how others are Incorporating the "Green Concept" in their Operating Room by utilizing recycling and reprocessing. This session will use relief examples of how ASCs can implement this in their facilities.

**3:30 – 3:45 Break - Sponsored by Paragon Services**

**Session 3 3:45 – 5:15**

Leadership

(3A)

**Hot Topics – Addressing Liability Risks**

*Nancy Sulzberg, CNA*

Ambulatory Surgery Centers - front page news, changing regulatory requirements, and liability risks. This session is a call to action with strategies to manage risk and reduce patient harm.

Clinical

(3B)

**Standards of Practice: Fitting the Puzzle Pieces Together**

*Jan Lanier, RN, Esq.*

This session will meet the requirements for nursing legal continuing education needs and will explain how the law and nursing rules work together to set expectations for your practice. Also we'll describe how one practice standard applies to the participant's own area of practice.



*Evening Out  
on the  
Town!*

**5:15 – 6:30**

**Appetizers  
Hilton Easton**

Easton Town Center is a destination in itself. Join your ASC colleagues after our last session of the day for some cocktails and appetizers and then hit the "town" for shopping, dining or even a movie.

**9:00 – 10:30**

**Dessert  
Cheesecake Factory**

At the end of the evening join us at the Cheesecake Factory for a "nightcap" and desserts.

# FRIDAY SEPTEMBER 16

7:00 – 8:15  
8:15 – 8:30  
8:30 – 9:30

## Registration, Vendor Visits, Continental Breakfast, and Networking

**Day 2 Welcome Address:** *OAASC Vice Chair, Kelly Shirer*

## Understanding the Generational Differences

*Michael Kachilla – Assistant Professor of Business, Mount Union College*

Today, we have four different generations in our workforce that are influenced by different heroes and major events in their lives. One generation works to live while another generation lives to work. The key to leading this diverse workforce is understanding what is important to each generation and what motivates the employees and why. This presentation will explore how to better understand how we can establish an environment where the employees can reach their potential and describe different tools to assist at each level of an organization to achieve top performance.

### Session 4 9:45 – 11:15

Leadership

(4A)

#### The effect of the Medicare Conditions of Coverage on ASCs

*Elethia Charoo, CEO, ASC Compliance LLC*

This presentation reviews deficiencies from recent ODH surveys and outlines actions to take to ensure a successful outcome for your ASC's next survey.

Billing, Coding and Finance

(4B)

#### Maximizing Your Insurance Reimbursements

*Karlene Ditrlich*

Understand what you are up against with insurers and learn relevant laws and appeal processes that reverse challenging Medicare Plan and Commercial Payor denials.

### 11:15 - 1:30 Lunch - Sponsored by Mobile Instrument Repair

## The Impact of National Politics and Policies on your Center and How to Take Action

*Steve Miller, VP Public Policy ASC Association*

What happens nationally with Medicare and health care reform has a tremendous impact on how ASCs perform and what your center is reimbursed, even by commercial payers. Steve Miller, the newly appointed VP of Government Affairs for ASCA will share the latest developments from Washington, D.C and discuss proactive steps that you, your center staff and surgeons can take with policy makers to support your industry and your job.

### Session 5 1:30 – 2:30

Leadership

(5A)

#### Health Care Reform, ACO's and Where are We Now

*Don Antrim, Attorney, Dinsmore and Shohl, LLP.*

Accountable Care Organizations are one of the cornerstones of the Health Care Reform Act. They are the "new" integrated delivery system. Where do ASC's fit in the delivery of services under an ACO and how are ASC's to be reimbursed.

Billing, Coding and Finance

(5B)

#### Optimizing Business Office Performance

*Paul Davis, CEO, Ambitel*

A Business Office Assessment is a detailed examination of your business operations and can help your ASC achieve financial success based on your volume of services. This session will help to reveal many opportunities to improve business office performance leading to a significant positive impact on cash flow and earnings.

### Session 6 2:45 – 4:15

Leadership

(6A)

#### Quality and Performance Benchmarking – Are you doing everything you can do to improve your center's performance?

*Randy Leffler, Executive Director, Ohio Association of Ambulatory Surgery Centers*

Quality and performance is not just something nice to do, soon it will be required by CMS and your center's reimbursement can be impacted if you are not collecting and reporting the data.

This session will discuss various aspects of quality and performance measures, what to do with the data you collect and tools available to you to truly benchmark yourself with your colleagues across the state and your region.

Billing, Coding and Finance

(6B)

#### Case Costing

*Ronald W. Cousino, Jr. Director of Client Relations/Consulting, Experior Healthcare Systems*

Today, more than ever, case costing is a vital component of your Ambulatory Surgery Center's success kit. Learn the essentials of case costing and how to incorporate them into your work routine. The class will cover who should be involved in developing your case costing program, what to include in case costing, the benefits of case costing, and the analysis of the data.



# KEYNOTE SPEAKERS



**TRACY L. SPEARS**

Back at the OAASC conference by popular demand, Tracy Spears is a national business consultant with over 20 years of sales and training experience with Transworld Systems, one of the largest profit recovery agencies in the country with over 60,000 clients nationwide. She has served in many capacities, including Director of Association Business Development and National Sales Trainer.

She has advised, trained and consulted with thousands of representatives to improve individual performance and to develop solid business relationships. She has been a featured guest speaker of numerous national and state meetings, including the National MGMA Conferences.

In addition to her speaking engagements, Tracy has had the article "Ways to Maximize Effective Collections" published in the May/June 2009 edition of The Journal of Medical Practice Management, and "Top Ten Ways to Improve Collections" in the November/December 2005 edition of MGMA Connexion magazine.



**MICHAEL KACHILLA**

Mike is a faculty member and Internship Coordinator in the Business Department for the University of Mount Union College since August 2009. Prior to his current position, he served as President of the Cambridge Area Chamber of Commerce and a member of the Downtown Revitalization Grant Planning Committee, the Mayor's Guernsey County Community and Economic Development Planning Committee, and as Chairman of the Education Committee of the Human Services Comprehensive Community Plan Committee.

He has a long and distinguished military career including service overseas, instructional positions at the Landing Force Training Command and served as Senior Marine Social Aide to the President of the United States and the First Lady.

He was born and raised in Cumberland, Ohio, graduated from The Ohio State University B.A. and received a Master of Business Administration from Ohio University.

Mike resides in Alliance, Ohio with his wife, children, seven dogs, five cats, one horse, four goats, and other animals that find their way to the family property.



**STEVEN MILLER**

The newest member of the ASCA's government affairs team, Steve joined ASCA's staff in March 2011 and immediately introduced weekly email and online government affairs reports for members, began making Capitol Hill visits with ASCA members and introduced new mechanisms for reaching ASC advocates and ASC-PAC supporters across the country. Before joining ASCA's staff, Miller served as director of OPHTPAC and political affairs for the American Academy of Ophthalmology and director and senior director of legislative affairs for the American Health Care Association. Miller has seven years of Capitol Hill experience that includes serving as a special assistant to Senator Harry Reid (D-NV) and a legislative assistant to Representative James Bilbray (D-NV). Miller graduated from Westmar College in LeMars, Iowa with a degree in political science and minors in computer science and economics.

VISIT OUR VALUED EXHIBITORS THAT WILL FEATURE THE LATEST, MOST INNOVATIVE PRODUCTS AND SERVICES FOR ASCs.

## EXHIBIT HOURS:

Thursday, September 15th . . . . . 8:00 a.m. – 5:15 p.m.

**Social Networking Opportunity/  
Reception on Thursday,  
September 15th . . . . . 5:15 p.m. – 6:30 p.m.**

Friday, September 16th . . . . . 8:00 a.m. – 1:00 p.m.

## Our valued exhibitors who have already registered:

- Paragon Service
- Hylant Group
- Mobile Instrument
- ImageFirst
- CBL Path
- Amkai
- md Strategies
- Surgical Care Affiliates
- Morrison Kattman Menze
- Seibert Keck Insurance
- AVEC Scientific Design
- Seneca Medical
- CNA HealthPro
- American Biomedical Imaging
- Blue & Co.
- Med Draft
- Sequent
- Adrian Medical/GE
- GHN Online
- Experior Healthcare
- Economy Linen
- McKesson
- Scioto Services

MANY OF THE EXHIBITORS WILL BE GIVING AWAY GREAT DOOR PRIZES.  
VISIT EACH EXHIBITOR FOR YOUR **CHANCE TO WIN!**

## AN EVENING ON THE TOWN

Easton Town Center is a destination in itself. On Thursday evening, join your ASC colleagues right after our last session of the day for some cocktails and appetizers, then hit the "town" for shopping, dining or even a movie.

Afterwards join us at the Cheesecake Factory for a "nightcap" and desserts. .

## PRE-CONFERENCE PROGRAM

### Exclusive Pre-Conference Program Infection Prevention for Ambulatory Surgery Centers

Wednesday, September 14th  
at 12:00 noon – 3:00 p.m.

This half day pre-conference program on Infection Prevention in the ASC will feature nationally known speakers, Gail Bennett and Linda Spaulding addressing effective IP program, sterilization and disinfection, organisms of concern in ASC patients, and other issues of importance to you and your center. This fast paced, informative program will provide excellent, evidence-based information to enhance your current IP program.

Attendance will meet CMS requirements for infection prevention continuing education. All participants will receive a certificate of participation, electronic version of power points for in-service training and continuing education (nursing and BASC – see disclaimer).

#### Pre-conference session:

\$249 - members

\$299 - non members

## REGISTRATION FEES

The Early Bird deadline is August 26, 2011.

OAASC Member Full Conference (received by 8/26/2011)	\$349.00
Non-Member Full Conference (received by 8/26/2011)	\$479.00
OAASC Member Full Conference (received after 8/26/2011)	\$394.00
Non-Member Full Conference (received after 8/26/2011)	\$534.00
One Day Only: OAASC Member	\$239.00
One Day Only: Non-Member	\$314.00
Each Additional OAASC Member Full Conference	\$269.00
Each Additional Non-Member Full Conference	\$394.00

Walk-in Registrations are welcome!

## ACCOMMODATIONS

All rooms (1 King or 2 Doubles) will be available for the rate of \$169.00/night at the Hilton Easton Hotel. Reserve by Aug 23, 2011 to ensure this rate.

If you want to make reservations, please call 1.800.HILTONS or the local Reservations Department Monday through Friday 8:00 a.m. – 5:30 p.m. at 614.414.5000 and use the group code: BUL or visit [www.hiltoncolumbus.com](http://www.hiltoncolumbus.com) to make reservations online.

## CONFERENCE ATTENDANCE CANCELLATION

Cancellations received in writing at the OAASC office by 5 p.m./eastern on September 2nd will be entitled to a refund, less a \$25 administrative fee. Cancellations received after September 2nd will be subject to a 50% penalty. Conference "no-shows" forfeit their entire registration fee. Substitutions are welcome with advance notice, in writing to the OAASC office before September 2nd. Telephone and email cancellations will not be accepted. Please mail cancellations to OAASC: P.O. Box 340225 Columbus, OH 43234-0225 or fax to 614.467.2071.

## DIRECTIONS

The Hilton Easton Hotel is located at 3900 Chagrin Drive Columbus, Ohio 43219

From 270, take exit #33 (Easton). From the south, make a left at the top of the ramp onto Easton Way. From the north, make a right at the top of the ramp onto Easton Way. Go through two lights. Take first right after second light onto Chagrin Drive. From there, you will go right into the hotel front entrance. Parking surrounds front of building and hotel has a covered garage at the north end of the parking lot.

## PARKING

The Hilton Easton offers free parking in their lot in front of the hotel. You may also valet park your vehicle for \$10/day.



PO Box 340225 | Columbus, OH 43234-0225

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