

Join us on the Gulf Coast!



2018 GULF STATES ASC CONFERENCE

June 13-15, 2018 - Beau Rivage Resort & Casino, Biloxi



CREATING
CONNECTIONS



ADVANCING
ASCs



EXPLORING
OPPORTUNITIES



GULF STATES
ASC CONFERENCE

REGISTRATION BROCHURE

INVITATION TO ATTEND

Join us at the Gulf States ASC Conference this summer for one of the most comprehensive ASC conferences in the South!



WE KNOW WHAT YOU WANT!



Casual setting where you can meet and get to know other attendees in the ASC industry.



Explore new products and technology with prominent vendors and service providers.



Learn from some of the nation's leading speakers and exchange best practices to solve your daily challenges.



And have fun all in the same place!

This conference is sponsored by the ASC associations from Alabama, Arkansas, Louisiana, and Mississippi.

FEATURED SPEAKER

BRETT BRODNAX
PRESIDENT AND CHIEF DEVELOPMENT OFFICER, USPI

FRIDAY, JUNE 15 - 8:45 A.M. - 9:45 A.M.

Brett joined USPI in 1999. Since then, he has served as Senior Vice President (SVP), Executive Vice President (EVP) and Chief Development Officer until most recently when he became President in June of 2011. Prior to joining USPI, Brett was an Assistant Vice President (AVP) at Baylor Health Care System. Brett is a graduate from Texas A&M where he received his bachelor's and master's degrees in industrial engineering. He also received a Master of Business Administration (MBA) from The University of Texas at Dallas.



CONFERENCE HIGHLIGHTS

WELCOME RECEPTION WITH EXHIBITORS

WEDNESDAY, JUNE 13, 2018
5:00 P.M. - 7:00 P.M.

Mix and Mingle! Join us for a welcome reception with food, and drinks. Located in the Exhibit Hall, the reception allows attendees to greet colleagues while taking in the trade show vendors.



CONFERENCE LOCATION



**The Beau Rivage
Resort & Casino
875 Beach Boulevard
Biloxi, MS**

The Beau Rivage Resort & Casino is an internationally acclaimed Casino Resort. The full service upscale hotel features a world-class spa, gorgeous pool deck and exercise room.

To make reservations at the Beau Rivage Resort & Casino, please contact the hotel directly at 888.567.6667 and let them know you are with the Gulf States Conference.

**Make your reservations by
May 22, 2018 to receive the
conference rate of \$169.**



SCHEDULE OF EVENTS

WEDNESDAY, JUNE 13, 2018

4:00 P.M. - 7:00 P.M. **ATTENDEE REGISTRATION**

5:00 P.M. - 7:00 P.M. **NETWORKING RECEPTION AND EXHIBIT HALL OPENING**

THURSDAY, JUNE 14, 2018

7:30 A.M. - 8:15 A.M. **BREAKFAST IN EXHIBIT HALL**

8:15 A.M. - 9:15 A.M. **REVENUE CYCLE BEST PRACTICES FOR ASCS**

Caitlin Zulla and Gail Bowden, Surgical Care Affiliates

Attendees of this session will learn the fundamentals of a well-functioning ASC revenue cycle and gain strategies to improve performance, including people, process and technology. Best practice metrics and other indicators of success will be shared.

9:15 A.M. - 10:15 A.M. **REFRESHMENT BREAK/NETWORKING IN THE EXHIBIT HALL**

10:15 A.M. - 11:15 A.M. **COMPREHENSIVE EMERGENCY MANAGEMENT PLAN**

Patricia Spain, CST, EMT, CPHRM, LHRM, Ambulatory Strategies, Inc.

Whether you need to update your current Comprehensive Emergency Management Plan (CEMP) or are still struggling to complete one, this session will review the new Medicare requirements to help your plan comply and work for your organization, staff, and patients. Review risk assessment options, plan for specific risks, mitigation strategies, coordination with local emergency management authorities, and preparing your facility compliance.

11:15 A.M. - 12:15 P.M. **BREAKOUTS**

KNOW YOUR DATA: THE VALUE THAT OPERATIONAL AND FINANCIAL BENCHMARKING BRINGS TO YOUR GI ASC UNIT

Roger Franck, Endoscopy Center of North Mississippi

This session will analyze trends in operational and financial performance in a GI unit. We will compare key operational, patient, procedure and financial metrics and determine areas for improvement to enhance performance.

DATA TO DRIVE FINANCIAL SUCCESS IN A MULTI-SPECIALTY ASC

Kelly Barker, MBA, CPA, USPI and Ann Shimek, RN, MSN, CASC, USPI

During this breakout session we will provide you with the drivers of financial success in a multi-specialty ASC as well as tools that you can put into place to drive the bottom line. We will address the key areas that impact your financials and show you the areas you need to look at to positively impact your business. We will provide you with tools that you need to benchmark your center with others in the market place.

12:15 P.M. - 1:30 P.M. **BUFFET LUNCHEON IN THE EXHIBIT HALL**

1:30 P.M. - 2:45 P.M.

INVESTIGATION AFTER AN INFECTION

Elethia Dean, RN, BSN, MBA, PhD, ASC Compliance

Investigation strategies to be used once an infection is identified in the ASC will be discussed. It will include detailed data collection and analysis techniques in identification of underlying causes, methods for active surveillance of infections in the ambulatory surgery center and areas of the ASC that should be examined with each reported infection.

2:45 P.M. - 3:30 P.M.

DESSERT BREAK IN EXHIBIT HALL AND DOOR PRIZES

3:30 P.M. - 4:30 P.M.

Q&A PANEL SESSION FROM EXPERT SPEAKERS

Kelly Barker, MBA, CPA, USPI

Elethia Dean, RN, BSN, MBA, PhD, ASC Compliance

Anna Marie Lee, RN, NE, BC, AAAHC , and

Patricia Spain, CST, EMT, CPHRM, LHRM, Ambulatory Strategies, Inc.

As an ASC administrator you are on the receiving end of countless questions. Many are often easy but others are more complicated and tied to risk management, patient safety, or even regulatory compliance. In this session, a panel of ASC experts will answer your questions and share their experience in how they have handled similar scenarios.

4:30 P.M.

INDIVIDUAL STATE PROGRAMMING FOR ALABAMA, LOUISIANA AND MISSISSIPPI

FRIDAY, JUNE 15, 2018

7:45 A.M. - 8:30 A.M.

NETWORKING BREAKFAST

8:30 A.M. - 9:30 A.M.

WHAT'S TRENDING WITH ASCS

Brett Brodnax, President & Chief Development Officer, USPI

Though the healthcare environment is rapidly evolving and full of obstacles to overcome, ambulatory surgery centers continue to thrive and provide excellent care to their patients. Join Brett for this session which discusses the great accomplishments of ASCs, as well as what the future holds for ASCs.

9:30 A.M. - 10:00 A.M.

REFRESHMENT BREAK

10:00 A.M. - 11:00 A.M.

SURVEY READINESS IN THE ASC

Anna Marie Lee, RN, NE, BC, AAAHC

In this session participants will learn steps needed to prepare and be successful during an accreditation survey along with methods for maintaining compliance with accreditation requirements. Emphasis will be on survey specifics and the documentation needed. Survey conduct and organization for successful achievement and identifying specific elements surveyors seek to confirm compliance with accreditation standards will be discussed. The presentation will explore the various factors that lead to deficiencies, along with frequent deficiencies and how to correct them.

SCHEDULE OF EVENTS

FRIDAY, JUNE 15, 2018 CONT'D

11:00 A.M. - 12:00 P.M.

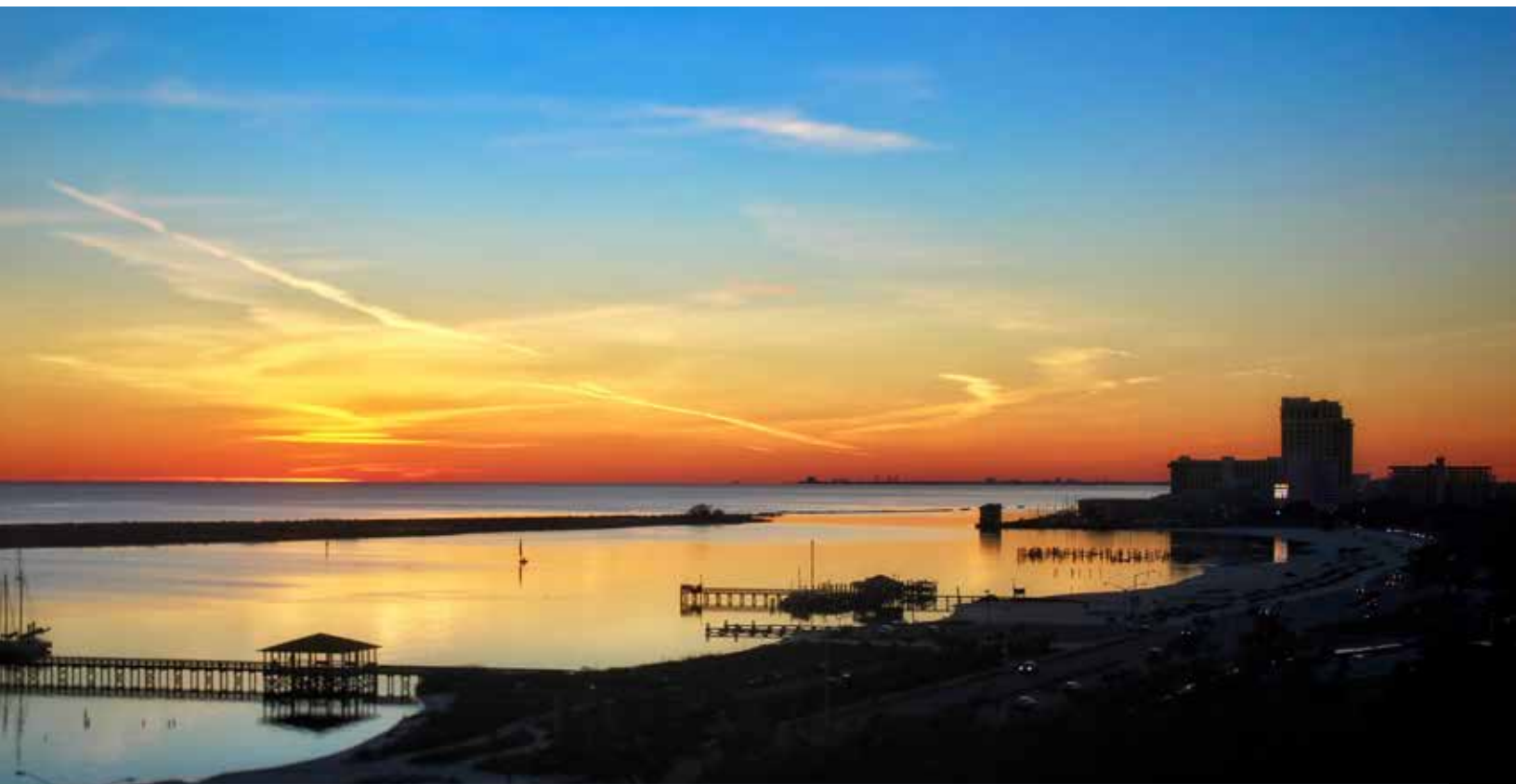
EMERGING ISSUES, BEST PRACTICES AND LEGAL CHALLENGES IN THE WORKPLACE: FOCUS ON SOCIAL MEDIA, INVESTIGATIONS, TERMINATIONS AND DOCUMENTATION

Eve Masinter, JD, Breazeale, Sachse & Wilson, LLP

This session will discuss the varied issues and challenges surrounding the use and abuse of social media in the employment context, its limitations and best practices. We will also cover the importance of supervisor training and the role it plays in workplace investigations, employee discipline and terminations, as well as recommended documentation and record retention. There are legal challenges for every employer, whether local or national, when managing employee relations and the workplace environment.

12:00 P.M.

CLOSING REMARKS



CE INFORMATION

This conference is pending approval for AEU credits and Continuing Education credits.

2018 GULF STATES ASC CONFERENCE

JUNE 13-15, 2018 - BEAU RIVAGE RESORT & CASINO, BILOXI

Name _____

MD RN# _____ Other _____

Company/Center _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

REGISTRATION INFORMATION AND FEES

Gulf States Conference Full Registration Includes:
All presentations on Thursday & Friday, Wednesday Night Reception, Thursday & Friday Breakfast, Thursday Lunch, and Trade Show access.

GULF STATES MEMBER REGISTRATION

Members of the Alabama Association of Ambulatory Surgery Centers (AAASC), Arkansas Ambulatory Surgery Association (AASA), the Mississippi Ambulatory Surgery Center Association (MASCA) or the Louisiana Ambulatory Surgery Center Association (LASCA)

Registration on/by May 22, 2018 \$475/person

Registration after May 22, 2018 \$525/person

GULF STATES NON-MEMBER REGISTRATION

Centers who have not yet joined their state association qualify for this registration.

Registration on/by May 22, 2018 \$600/Person

Registration after May 22, 2018 \$650/Person

PAYMENT INFORMATION

If you would like to pay with a credit card (Visa, MC or AMEX), please register online at www.gulfstatesasc.com. If paying by check, please make checks payable to the Gulf States Conference and mail the form with a check to: GSC, 1400 Village Square Blvd. #3-175, Tallahassee, FL 32312.

REFUND POLICY

Written notification is required for all refunds and must be received at the GSC office by May 22, 2018. Written refund requests received by May 22, 2018 will receive a refund minus a \$25 administrative fee.

No refunds will be issued after May 22, 2018.

SPECIAL NEEDS

Please call the GSC office at 888.526.9450 by May 22, 2018 if you require any special accommodations or assistance.

QUESTIONS?

Contact the GSC office at 888.526.9450 or by email to tammy@ascmember.org.

Register online at www.gulfstatesasc.com





GULF STATES ASC CONFERENCE

1400 Village Square Blvd. #3-175

Tallahassee, FL 32312

Phone: 888.526.9450

Fax: 850.907.1288

www.gulfstatesasc.com

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(AS OF 1/31/2018)



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