AN 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.

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

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

And have fun all in the same place!

KEYNOTE SPEAKER

Kay Frances, MBA
Friday, June 12 – 8:30 a.m. – 9:30 a.m.

Motivational Humorist, Kay Frances, has shared her message to “lighten up, stress less and take care of ourselves” in 40 states and Canada for over 30 years. She holds a Master’s Degree in Business Administration, a degree in Health and Physical Education and a 4th degree black belt in karate. She was also a family caregiver for 7 years. Kay is the author of “The Funny Thing about Stress: A Seriously Humorous Guide to a Happier Life.” When it comes to humor, Kay is the “real deal” having performed as a professional standup comedian for many years and appearing on a number of national television and radio programs including Lifetime Cable’s “Girls Night Out” and NBC’s “America’s Funniest People”. She also lived and performed in New York City where she appeared at the nation’s top comedy clubs such as “The Improvisation” and “Catch a Rising Star.”
Welcome Reception with Exhibitors

Wednesday, June 10, 2020
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.

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

CE INFORMATION
This program is approved for 10.2 hours of continuing education through The Surgery Center which is an approved provider of continuing education by the Alabama Board of Nursing ABNP1303. This program is approved for 8.25 hours of AEU credit and 1 hour of CAIP by BASC Provider #1201.

CONFERENCE LOCATION

The Grand Hotel Golf Resort & Spa
Point Clear, Alabama

Located at One Grand Blvd, Point Clear, AL, The Grand Hotel Golf Resort & Spa offers guests opportunities for both relaxation and entertainment. Challenge yourself at one of two renowned golf courses at the Lakewood Club, or spend the day finding balance at the 20,000 square foot Spa at the Grand. Enjoy the stunning pool complex, break a sweat at one of the ten tennis courts, or explore the white sand beaches of Alabama’s famed Gulf Coast.

To make reservations, please call 800-544-9933 and let them know you are with the “Gulf States Conference” to receive the conference room rate of $215. Rooms are available on a first come, first served basis and must be reserved prior to May 19, 2020 to receive the conference rate.
WEDNESDAY, JUNE 10, 2020

4:00 p.m. – 7:00 p.m.
Attendee Early Registration

5:00 p.m. – 7:00 p.m.
Network Reception and Exhibit Hall Opening

THURSDAY, JUNE 11, 2020

7:30 a.m. – 8:15 a.m.
Breakfast in Exhibit Hall

8:15 a.m. – 9:15 a.m.
Federal Update
Larry Taylor, CASC
President, ASCA Board of Directors

This session will review current activities and efforts to impact change for ASCs at the national level. Attendees will also hear about the new rules as well as other issues on the horizon.

9:15 a.m. – 10:15 a.m.
Refreshment Break/Networking in the Exhibit Hall

10:15 a.m. – 11:15 a.m.
Enforcing Confidentiality and other Employment Policies without Violating the Law.
Anne Yuengert, J.D.
Bradley Arant Boult Cummings, LLP

Everyone in the medical industry worries about protecting confidential information as well as their reputation. In our world of social media, this is getting more and more difficult. What can you do if an employee tweets about a patient or posts a rant on Facebook about coworkers or providers? This session will talk about real life examples and what employers can and can’t do to address them.
SCHEDULE OF EVENTS

11:15 a.m. – 12:15 p.m.
Breakout Session: Business Office Management
Leah Ethridge, MHA
Surgical Management Associates

This session will go through each step of the Revenue Cycle, review the process and give indicators so you can manage it through indicators/stats.

Infection Control Program Challenges in the ASC – Maintaining Compliance with Accreditation Standards and Regulatory Requirements
Lee Anne Blackwell, BSN, RN, EMBA, CNOR, CAIP
Practice Partners in Healthcare

Participants will explore the elements of the IC Plan and role and responsibilities of the Infection Control Professional to comply with accreditation standards and regulatory authorities.

12:15 p.m. – 2:15 p.m.
Buffet Luncheon in the Exhibit Hall and Door Prizes

2:15 p.m. – 3:30 p.m.
Performance Improvement Projects - Methodology Steps In Preparing Meaningful and Actionable QAPI Projects
Lee Anne Blackwell, BSN, RN, EMBA, CNOR, CAIP
Practice Partners in Healthcare

Participants will explore the elements of an ASC QAPI plan and will identify opportunities for improvement based on high-risk and problem prone areas within the ASC setting. As a group exercise, the participants will discuss and prepare a QAPI project.

3:30 p.m. – 4:30 p.m.
Branding Your ASC: From Basics to Hypertargeting
Reed Hogan, M.D.
GI Associates & Endoscopy Center

This session will discuss how to approach marketing from the very basic concepts to the cutting edge pinpoint marketing. Learn how to get outside the box to increase your bottom line revenues.

4:30 p.m.
Individual State Programming for Alabama, Louisiana and Mississippi
FRIDAY, JUNE 12, 2020

7:45 a.m. – 8:30 a.m.
Networking Breakfast

8:30 a.m. – 9:30 a.m.
Keynote: The Funny Thing About Stress
Kay Frances, MBA

Feeling stressed? Worried about change? It’s Kay Frances, “America’s Funniest Stress Management Specialist” to the STRESS-cue! In this motivational and hilarious keynote, Kay’s humor combined with her expertise in stress management will not only offer useful information, but will show you a rollicking good time in the process. With Kay’s energetic, upbeat presentation, you’ll laugh while you learn without straining your brain. In this frenzied world we need to be reminded of the importance of managing our stress, keeping our sense of humor and taking care of our health. Kay does this in a way that is second to none! She doesn’t preach from an ivory tower, but rather relates her personal story as she found her way back to good health. It’s clean, relatable “humor-with-a-message” at its funniest.

9:30 a.m. – 10:00 a.m.
Refreshment Break

10:00 a.m. – 11:00 a.m.
Medication Diversion and Your ASC
Lea Schilit, Pharm.D., C.Ph., M.S., R.D., LD/N
HCA Ambulatory Surgery Division

This session will explore current trends in diversion among healthcare professionals and the most commonly diverted medications. Discussions will include the financial implications related to diversions and recent settlements and strategies for diversion prevention that can be applied to your center. Recent diversion cases in surgery centers will be focused on to help prevent or recognize diversion in your surgery center.

11:00 a.m. – 12:00 p.m.
Power Hour with ASC Experts

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.

12:00 p.m.
Door Prizes and Closing Remarks
2020 Gulf States ASC Conference
June 10-12, 2020 - The Grand Hotel Marriott Resort, Golf Club & Spa

Name __________________________________________ Title ____________________________

○ 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 19, 2020 $475/person
○ Registration after May 19, 2020 $525/person

Gulf States Non-Member Registration
Centers who have not yet joined their state association qualify for this registration.

○ Registration on/by May 19, 2020 $625/Person
○ Registration after May 19, 2020 $675/Person

Payment Information
If you would like to pay with a credit card (Visa, MC or AMEX), please register online at www.gulfstatesasc.com. Please note your credit card charge will show payment to ASC Excellence. If paying by check, please make checks payable to ASC Excellence and mail the form with a check to: GSC/ASC Excellence, 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 19, 2020. Written refund requests received by May 19, 2020 will receive a refund minus a $25 administrative fee.

No refunds will be issued after May 19, 2020.

Special Needs
Please call the GSC office at 888.526.9450 by May 19, 2020 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
SAVE THE DATE!
2020 Gulf States ASC Conference
June 10-12, 2020
Grand Hotel Marriott Resort, Golf Club & Spa
Point Clear, AL

SPECIAL THANKS TO OUR EXHIBITORS
(AS OF 1/22/2020)

Exhibitors

Acton Corporation
Cantel
Care Plus Anesthesia Management
DRE Medical/Avante Health Solutions
Heartland Medical Sales & Services LLC

HST Pathways
Medline Industries
Polkinghorn Group Architects, Inc.
Soma Technology, Inc.
The Alternative Source Medical LLC