

THE HISTORIC DOWNTOWN GOVERNOR HOTEL
614 SW 11TH AVENUE, PORTLAND, OR 97205

“BRIDGING THE WATERS IN TURBULENT TIMES”

AGENDA MONDAY SEPTEMBER 27, 2010

7:00 am - 8:00 am	Registration - Continental Breakfast
8:00 am - 8:15 am	Opening Remarks & Awards
8:15 am - 9:00 am	<u>A Realistic Overview of the ASC Industry.</u> William H. Wilcox, Chief Executive Officer, USPI. Bill Wilcox is the CEO of USPI. USPI is a leader in the ASC industry, headquartered in Dallas, Texas. USPI operates and owns ASCs globally. Bill will give an incisive and realistic appraisal of issues impacting the ASC industry and how to be prepared for changes and challenges.
9:00 am - 10:15 am	<u>A Road Map to Quality Assurance Performance Improvement (QAPI) Planning.</u> Dawn McLane, RN, MSA, CASC, CNOR, Chief Development Officer, Nikitis Resource Group. Dawn will deliver a distinct plan of how to develop, implement and manage a quality assurance, performance improvement program (QAPI) to meet the regulatory and accreditation standards.
10:15am - 10:45 am	Break with Sponsors & Vendors
10:45 am - 11:30 am	<u>ASC Issues in a Post-Health Reform Environment.</u> Marian Lowe, Executive Director, ASC Advocacy Committee. Partner of Strategic Healthcare, Washington, DC. Marian Lowe brings years of Washington, DC healthcare policy experience to her present responsibilities leading the ASC industry's federal lobbying efforts. She will examine a number of ASC initiatives underway including changing the reimbursement methodologies for ASCs. She has worked very closely with Senator Wyden and his staff. She will also discuss grassroots lobbying efforts.
11:30 am - 12:15 pm	<u>Reform That Will Assist Patients and ASC Providers.</u> Dr. Allan Bates, Senator D-Ashland District Co-chair of the Ways & Means Subcommittee on Human Services. A Powerful State Senator, Allan Bates, who is a physician from Medford, is introducing 2 pieces of legislation which have great promise for ASC patients and the ASC industry. Senator Bates will explain the legislation. He has been selected by OASCA as 2010 Legislator of the Year.
12:15pm - 1:15 pm	Lunch with Sponsors & Vendors - Legislator of the Year Award Presentation
1:15 pm - 2:00 pm	<u>State Health Department Regulatory Panel: Issues Impacting ASCs.</u> **Panel Presentation - Sean Kolmer, Deputy Administrator, Oregon Health Policy and Research Pamela R. Triplett, Health Facilities Planning & Safety, Consultant Amy Carl, Oregon Patient Safety Commission, Field Coordinator for ASCs These 3 key state officials will be addressing in detail new state requirements that will impact clinical, facility, and business operations issues.
2:00 pm - 2:45 pm	<u>Oregon ASCs Compliance Update.</u> Emily Studebaker - OASCA Legal Counsel, Garvey Schubert Barer. Emily Studebaker is recognized as one of the top healthcare lawyers in the Northwest. She will present in detail critically important issues for ASCs to address in order to effectively comply with state and federal regulations, with an emphasis on recently leveled criticisms against ASCs.
2:45 pm - 3:15 pm	Break with Sponsors & Vendors
3:15 pm - 4:15 pm	<u>Key Clinical and Business Issues for Medical Directors: A Comprehensive Training Session.</u> Dawn McLane, RN, MSA, CASC, CNOR; Chief Development Officer, Nikitis Resource Group. Dawn McLane receives national recognition for developing and presenting quality training programs. Significant responsibility is placed upon a Medical Director; Whether a new or seasoned Medical Director, you will come away with new ideas to meet increasingly tough regulatory demands.
4:15 pm - 5:00 pm	<u>Hot Topics Panel for Administrators.</u> **Panel Presentation - Jesseye Arrambide, Moderator, RN, BSN, CNOR, Oregon Outpatient Surgery Center Tina Caster, Executive Director, Center for Specialty Surgery Neal Maerki, RN, CASC, Administrator, Bend Surgery Center Michael Westmiller, Executive Director, Surgery Center of Southern Oregon These four administrators and board members of OASCA will be addressing key issues impacting all ASCs on a state and federal level. This important roundtable discussion will afford attendees an opportunity to raise any and all issues. <ul style="list-style-type: none"> o How to engage your physicians on key issues. o Effectively sharing issues to gain physician buy-in. o Peer to Peer accountability: policing themselves.
5:00 pm - 8:00 pm	Sponsor & Vendor Reception

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AGENDA TUESDAY, SEPTEMBER 28, 2010

7:00 am - 8:00 am Breakfast with Sponsors & Vendors

8:00 am - 8:15 am Opening Remarks

8:15 am - 9:15 am **The Holy Grail: Finding and Retaining Great Employees.** **Bill Bergstrom, National Recognition Manager, Terryberry Company.** Bill Bergstrom will speak to us about one of the more fundamental requirements of any successful business endeavor; How to motivate, inspire, and retain good employees.

9:15 am - 10:15 am **EMR Selection and Implementation: Keys to Success.** ****Panel Presentation -**

Business Track

Robert Brown, Sales & Business Development, Surgical Notes
Sarah Jones, Product Marketing Manager, ProVation Medical
Kevin McDonald, Vice President Account Management, Source Medical

The panel of presenters represent key companies that conduct business with ASCs nationwide. The real experiences these presenters have with EMR selections and implementations will outline successes and help you chart your course. All ASC leadership recognizes EMR is in their future but most are uncertain as to how to proceed given the cost and complexity of the endeavor. These presenters will provide a projection of what EMR will mean to ASCs in 2014.

9:15 am - 10:15 am **What Every Surgeon Should Know from an Administrators Perspective.**

Doctor Track

Jean Day, RN, BSN, CNOR, Director of Education, Pinnacle III.

Jean Day brings 30 years of management experience in the ASC industry. Her tenure with Pinnacle III has placed her in six Colorado surgery centers primarily serving as Director of Clinical Operations. She will outline the importance of accurate information, time management, standardization of supplies, the impacts of disruptive behavior, block time efficiencies, filling blocks, timely and effective dictation, appropriate cases for the center, and dealing with the uninsured and high deductibles.

10:15am - 10:45 am Break with Sponsors & Vendors - Prize Drawings - Introduction of 2011 OASCA Officers

10:45 am - 11:30 am **Oregon Health Authority: How ASCs Fit into the Picture.**

Business Track

Barney Speight, Director of Healthcare Purchasing, Oregon Health Authority.

Barney Speight has been a part of the Oregon healthcare landscape for a number of years. The new Oregon Health Authority will have a major impact on all providers. Barney will provide an overview of where the Oregon Health Authority is going with a particular focus on the ASC industry.

10:45 am - 11:30 am **Significant Valuation Issues in ASC Transactions.**

Doctor Track

Curtis Bernstein, CPA/ABV, ASA, CVA, MBA Director, Sinaiko Healthcare Consulting

Curtis Bernstein was listed in the July/August 2009 Becker's ASC Review as one of the "Top 127 People to Know in the ASC Industry," and sits on the advisory board for the National Association of Valuation Analysts' Healthcare Practice Group. Together Curtis and Gregory will review how to value your center, operating procedures value, and recent trends in the ASC industry.

11:30 am - 12:30 pm **Optimize Revenue and Level the Playing Field Using Powerful Denial Management Tools.**

Karlene Ditrach, Founder & CEO of MedRevenue Solutions, LLC, Revenue Recovery & Appeal Specialist. ASCs face major challenges to dealing with payors who use denial tactics to delay reimbursement. Karlene will give new insight in how to challenge denials.

12:30 PM Meeting Adjourns

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Tentative Agenda: Speakers and Times May Vary

Visit us at www.oregonasc.com. Registration forms and Hotel information are available on the website.