

Join us in New Orleans!



GULF STATES ASC CONFERENCE

presented by  ASC
EXCELLENCE

2025 Gulf States ASC Conference

June 11-13, 2025

The Ritz-Carlton, New Orleans

ATTENDEE REGISTRATION BROCHURE

Let's Meet!

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

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



Join your ASC peers in a casual setting where you can network & 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

Monica Wofford, CSP,
Contagious Companies
Friday, June 13
8:30 a.m. – 9:30 a.m.



For more than ten years, Monica has served in a leadership coaching capacity. She is a former corporate executive, successful business owner, professional speaker, author, and Master Certified Coach in an EQ assessment, the skills you need to be a successful and effective leader are Monica's specialty. In her background, Monica has both appeared on CNN and Fox, as well as authored six books. She's delivered leadership guidance to more than half a million people as a keynote speaker and was recently invited to become a member of the Forbes Coaches Council. With a successful role in leadership and leadership development since 1989, Monica is a powerful asset to your leadership guidance.

Special Event

Welcome Reception with Exhibitors

Wednesday, June 11, 2025
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 and Pre-function area, the reception allows attendees to greet colleagues while taking in the expansive trade show.



Conference Location

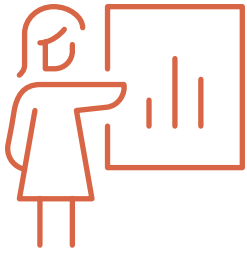
Located at 921 Canal Street, New Orleans, LA, The Ritz-Carlton, New Orleans offers guests a luxurious retreat in the heart of the city. From its premier location on the edge of the French Quarter, the hotel's location provides guests easy access to most of the city's popular and unique attractions.

The hotel features a world-class spa, a signature restaurant, impeccable service and exceptional amenities. To make reservations please call 1-800-826-8987 and let them know you are with the Gulf States ASC Conference.

Make your reservations by May 16, 2025 to receive the conference rate of \$269h, unless the block is full.



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Agenda

WEDNESDAY, JUNE 11, 2025

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 12, 2025



7:30 a.m. – 8:15 a.m.

Breakfast in Exhibit Hall

8:15 a.m. – 9:15 a.m.

Federal Focus

Stephen Abresch, Director of Government Affairs, ASCA

This session will review current activities and efforts that 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.

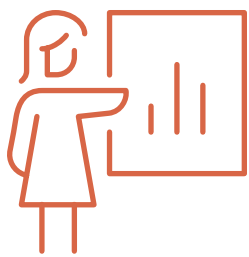
Refreshment Break/Networking in the Exhibit Hall

10:15 a.m. – 11:15 a.m.

How to Have Difficult Conversations in the ASC

Rena Courtay, MBA, BSN, RN, CASC, Trinity Health and Leah Ethridge, MBA, Surgical Management Associates

This session will give several vignettes about common HR issues in the healthcare setting. Both ineffective and effective examples of current and common HR scenarios will be presented.



11:15 a.m. – 12:15 p.m.

Patient Financial Management, Scheduling and Discharge for Maximum Efficiency

Gayle R. Evans, RN MBA CNOR CASC, Continuum Healthcare Consultants, Inc.
This session is designed to provide valuable insights into enhancing the patient's journey through a surgical facility, focusing on touchpoints outside of the procedure itself. We will explore best practices and practical strategies to improve communication, streamline administrative processes, and elevate patient satisfaction.



12:15 p.m. – 2:00 p.m.

Buffet Luncheon in the Exhibit Hall

2:00 p.m. – 3:00 p.m.

BREAKOUT SESSIONS

A. Understanding Financial Analytics and KPIs as They Relate to HR

Daren Smith, RN, BSN, Surgical Information Systems

ASCs nationwide are struggling with various staffing challenges, from recruitment to retention to delineation of roles and responsibilities. In this session, we will look at operational assessments and key performance indicators (KPIs) for one of an ASC's highest expense line items: staffing. Attendees will gain a better understanding of how to assess staff processes in key areas to produce indicators for process improvement. We will also discuss automation opportunities to address staffing inefficiencies.

B. Building a Culture of Clinical Excellence

Dare Meeks, MSN, RN, CASC, Surgical Care Affiliates

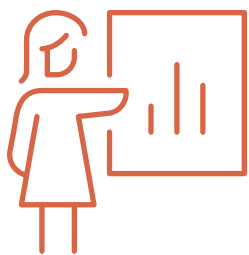
Becoming a High Reliability Organization: This session will present real life principles and application to develop and cultivate a Culture of Clinical Excellence and Patient Safety in your ASC.

3:00 p.m. – 4:00 p.m.

Future of ASCs

Tammy Burnett, Mississippi Ambulatory Surgery Center Association and
Jeff Hayes, Alabama Association of Ambulatory Surgery Centers

Join state leadership for a candid discussion about the future of ASCs. We will review the numerous factors that impact their viability and discuss real-world solutions.



FRIDAY, JUNE 13, 2025

7:45 a.m. – 8:30 a.m.

Networking Breakfast



8:30 a.m. – 9:30 a.m.

Keynote- Let's Talk Leadership, Monica Wofford

Have you ever asked how to lead? Ever questioned if, on any given day, you actually were leading? And if you have, did you ever wonder who was following or if they knew you were the leader? If you are nodding your head and hoping no one's looking, let's talk! This session is packed with humorous quips, examples, exercises, and for many, a new way of looking at leading.



9:30 a.m. – 10:00 a.m.

Refreshment Break

10:00 a.m. – 11:00 a.m.

QAPI Studies

Gayle R. Evans, RN MBA CNOR CASC, Continuum Healthcare Consultants, Inc. Quality Improvement studies provide an opportunity for enhancing the patient experience while improving the overall revenue of the surgery center organization. It is important to know the "what" and "how" to measure to create effective studies that can change the center's clinical and financial operations.

11:00 a.m. – 12:00 p.m.

Surveying a Sterile Processing Department

Cody Troutt, MBA, CRCST, CHL, CIS, CER, STERIS

This session will review infection prevention challenges specific to ASC's and identify areas for improvement that focus on decreasing health care infections.

12:00 p.m.

Closing Remarks

CE INFORMATION

This program is approved for 8 hours of AEU credit and 1 IPCH by BASC Provider #1201.

Provider approved by the California Board of Registered Nursing, Provider Number 17648, for 8 contact hours

Registration

2025 GULF STATES ASC CONFERENCE & TRADESHOW

June 11-13, 2025, The Ritz-Carlton New Orleans

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 and Friday,
Wednesday Night Reception, Thursday and Friday
Breakfast, Thursday Lunch and Trade Show access.

GULF STATES MEMBER REGISTRATION

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

Registration on/by May 16, 2025 \$525/person

Registration after May 16, 2025 \$600/person

GULF STATES NON-MEMBER REGISTRATION

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

Registration on/by May 16, 2025 \$725/Person

Registration after May 16, 2025 \$800/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 16, 2025**.
Written refund requests received by **May 16, 2025**
will receive a refund minus a \$25 administrative fee.

No refunds will be issued after **May 16, 2025**.

SPECIAL NEEDS

Please call the GSC office at 888.526.9450 by **May
16, 2025** if you require any special accommodations
or assistance.

QUESTIONS?

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



Gulf States ASC Conference
1400 Village Square Blvd. #3-175
Tallahassee, FL 32312
888.526.9450

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The Ritz-Carlton New Orleans

THANK YOU SPONSORS & EXHIBITORS

(as of 3/17/2025)

GOLD



SILVER



Special Thanks to our Exhibitors

Aspen Surgical/ Metrex/MedPro
Associates
Biomedical Concepts, Inc.
Cardinal Health
CAREstream America
Crown Health Care Laundry Services
DocBuddy
DRE Med
Gebauer Company/ Pain Ease
Henry Schein, Inc.
Hikma Pharmaceuticals USA Inc.

HST Pathways
J.L. Morgan & Associates, Inc.
LAMMICO
McKesson
Medical Application Repair & Sales
Medline Industries, LP
Nimble Solutions
Pacira BioSciences, Inc.
Performance Medical Group
Polkinghorn Group Architects, Inc.
Prescott's, Inc.

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Zephyr Anesthesia, LLC
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