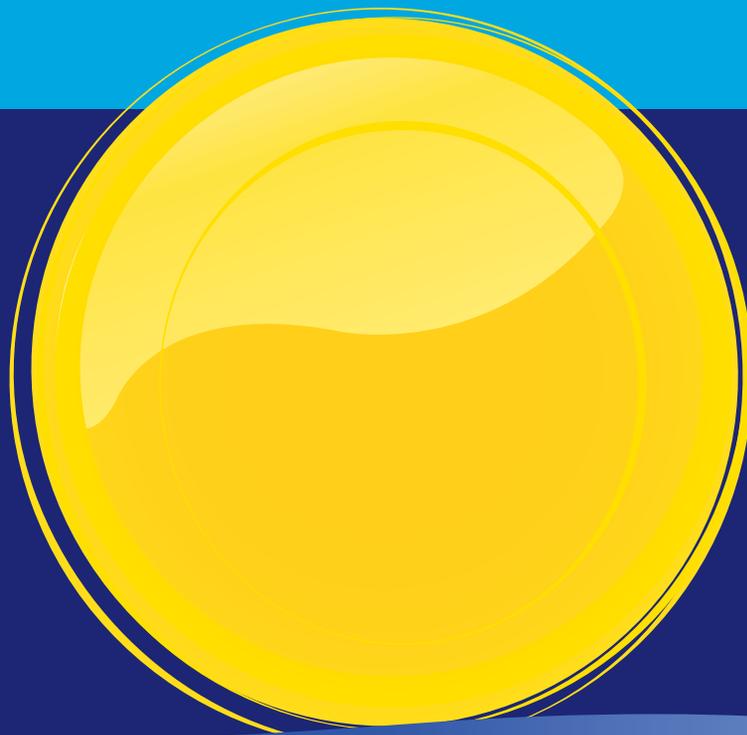


JUNE 28-30, 2023

GULF STATES

ASC CONFERENCE

presented by ASC Excellence



GRAND HOTEL MARRIOTT RESORT, GOLF CLUB & SPA
POINT CLEAR, ALABAMA

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.



KEYNOTE SPEAKER

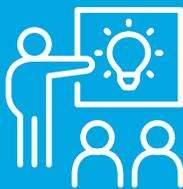
Monica Wofford, Contagious Companies

Friday, June 30 8:30 a.m. – 9:30 a.m.

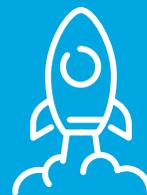
Monica founded her training career and company on the premise that a leader does not have to be born, but can be developed. Since that time she has expanded leadership to include working with employees, colleagues and even the voices in your head. Monica has led talented employees and teams for more than 20 years and now serves as CEO of Contagious Companies, Inc. She is the author of *Contagious Leadership* as well as four other books and numerous Contagious learning tools. With an MBA, numerous training certifications, and CORE® Coach certification, Monica's greatest joy comes from helping others catch their own sense of Contagious Confidence™ and teaching them how to apply it to leading themselves more effectively, as well as other team members who will become future leaders.



Join your ASC peers in a casual setting where you can actually 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!

SPECIAL EVENTS

WELCOME RECEPTION WITH EXHIBITORS

Wednesday, June 28, 2023
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 trade show vendors.



HOTEL INFORMATION



Grand Hotel Marriott Resort, Golf Club & Spa

Located at One Grand Blvd in Point Clear, AL, The Grand Hotel Golf Resort & Spa is a hidden jewel surrounded by beautiful Mobile Bay. Set on 550 acres of stunning natural beauty, the Grand is a modern sanctuary of golf, tennis, beach, pools and spa. Enjoy the quaint village of Fairhope and the fresh gulf air.

To make reservations at The Grand, please call (800) 544-9933 and let them know you are with the Gulf States Conference. Make your reservations by June 6, 2023 to receive the conference rate of \$219.



AGENDA



WEDNESDAY, JUNE 28, 2023

4:00 p.m. – 7:00 p.m.

ATTENDEE EARLY REGISTRATION

5:00 p.m. – 7:00 p.m.

NETWORKING RECEPTION AND EXHIBIT HALL OPENING

THURSDAY, JUNE 29, 2023

7:30 a.m. – 8:15 a.m.

BREAKFAST IN EXHIBIT HALL

8:15 a.m. – 9:15 a.m.

REGULATORY AND QUALITY MEASURE REPORTING UPDATE FOR ASCS

Gina Throneberry, RN, MBA, CASC, CNOR

Ambulatory Surgery Center Association

This session will discuss regulatory updates as well as updates to the CMS Quality Measure Reporting Program for ASCs. Learn what quality reporting measures are required and get key definitions and answers to frequently asked questions.

9:15 a.m. – 10:15 a.m.

REFRESHMENT BREAK/NETWORKING IN THE EXHIBIT HALL

10:15 a.m. – 11:15 a.m.

CREDENTIALING, PRIVILEGING, AND PEER REVIEW IN THE ASC

Gayle Evans, RN, MBA, CNOR, CASC

Continuum Healthcare Consultants, Inc.

Credentialing, privileging and peer review are the foundations for governance oversight of all medical professionals providing care in the ASC. Completion of the cycle every two years provides the governing body the documentation to carry out the credentialing and privileging process.

11:15 a.m. – 12:15 p.m.

ALL ABOUT LEADERSHIP: HOW YOU LEAD AND WHAT YOUR TEAM NEEDS FROM YOU.

Heather Lambert, Valiant Integrated Services

The last four years have seen fundamental changes in the healthcare space. The impact of these changes has resulted in an acceleration of nursing dissatisfaction, moral injury, and resignation. There has never been a more critical time for nurse leaders to engage, transform, heal, and lead. But figuring out what to do and how to do it can be confusing. In this conversation, we will define your leadership style. We will examine the data and identify the skills today's leaders must embrace. Finally, we will discuss situations in your centers and workshop which leadership skills can make a difference in your team culture, dynamics, and retention.

AGENDA



12:15 p.m. – 2:00 p.m.

BUFFET LUNCHEON IN THE EXHIBIT HALL AND DOOR PRIZES

2:00 p.m. – 3:00 p.m. | **BREAKOUT SESSIONS**

QUALITY MANAGEMENT AND IMPROVEMENT ESSENTIAL ELEMENTS

Gayle Evans, RN, MBA, CNOR, CASC

Continuum Healthcare Consultants, Inc.

Quality Improvement is present in our daily patient care activities. Sometimes it is in front of us and we fail to realize the simple tools that allow us to measure improvement. Discussion of real time examples and results bring these to the forefront of our thoughts in the real world of ASC patient care.

BAD DEBT MANAGEMENT STRATEGIES

David Linhares, USPI

In this session we will unpack different approaches and methodologies for monitoring bad debt, as well as key elements to building a bad debt management program. We will review five key focus areas for enhancing your bad debt prevention program. Lastly, we will review what we can (or should) learn from bad debt write-offs.

3:15 p.m. – 4:15 p.m. | **BREAKOUT SESSIONS**

HOW TO HAVE AN EFFECTIVE INFECTION CONTROL PROGRAM

Debra Ledak, RN, USPI

This presentation will help the ambulatory surgery center infection preventionist to gain a better understanding of their role and responsibilities. The presentation will cover the activities that need to be carried out by the infection preventionist to not only provide safe care to patients but also meet regulatory and accreditation requirements.

ASC FINANCIAL MANAGEMENT: A DEEP DIVE INTO SURGERY CENTER FINANCIALS

Leah Ethridge, Surgical Management Associates, LLC

The goal of this session is to educate and review the financial management responsibilities of an Administrator, regardless of financial management experience. We will review the Profit and Loss statement, budgets, operating statistics and reports that will help you succeed in making your center financially healthy. You will be given tips for reporting to the board, managing statistics and trending that works for both business and clinical backgrounds.

4:15 p.m.

INDIVIDUAL STATE PROGRAMMING FOR ALABAMA, LOUISIANA AND MISSISSIPPI

AGENDA



FRIDAY, JUNE 30, 2023

7:45 a.m. – 8:30 a.m.

NETWORKING BREAKFAST

8:30 a.m. – 9:30 a.m.

KEYNOTE: WHEN LEADING LEAVES THE BUILDING...BRINGING IT BACK IS THE MISSION

Monica Wofford, CSP, Contagious Companies

The landscape of leading is changing. How we lead, who we lead, and what they need is also changing. At the same time, employees and bosses are literally leaving the brick-and-mortar building or in some cases, even quitting but remaining in a position. We are at risk of the skills long associated with leadership, since the industrial revolution, also leaving the building. Without a real leader, progress appears absent and unattainable. Enter the value-filled, actionpacked, and engaging keynote *When Leading Leaves the Building™*. What got us here will no longer get us to the next level and bringing back leadership in a new and improved approach, with methods for addressing the issues of entitlement, diversity, accountability and performance, IS the mission.

9:30 a.m. – 10:00 a.m.

REFRESHMENT BREAK

10:00 a.m. – 11:00 a.m.

LIFE SAFETY BACK TO BASICS

Jeremy Ralston, CLSS-HC, CST, SCA Health

With all the EOC/Life Safety codes and standards for it can be a bit confusing. This course will help you start from the basics of EOC/Life Safety and will help you understand the codes and standards in basic human understanding versus engineering complex code.

11:00 a.m. – 12:00 p.m.

HOT TOPIC EXPERT PANEL

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.

CLOSING REMARKS

REGISTRATION

2023 GULF STATES ASC CONFERENCE

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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), the Mississippi
Ambulatory Surgery Center Association (MASCA)
or the Louisiana Ambulatory Surgery Center
Association (LASCA)

Registration on/by June 6, 2023 \$500/person

Registration after June 6, 2023 \$575/person

GULF STATES NON-MEMBER REGISTRATION

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

Registration on/by June 6, 2023 \$650/Person

Registration after June 6, 2023 \$725/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 June 6, 2023.
Written refund requests received by June 6, 2023 will
receive a refund minus a \$25 administrative fee.

No refunds will be issued after June 6, 2023.

SPECIAL NEEDS

Please call the GSC office at 888.526.9450 by June 6,
2023 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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GRAND HOTEL MARRIOTT
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POINT CLEAR, ALABAMA

THANK YOU SPONSORS & EXHIBITORS

PREMIER

(as of 2/15/23)



SILVER



Special Thanks to our Exhibitors

Agile Consulting Group
Alliance Consumer Solutions, Inc.
Biomed Plus
Care Plus Anesthesia Management
Gebauer Company
HST Pathways
ImageFirst Healthcare Laundry Specialists
LAMMICO
McKesson

Medical Disposal Systems
Medline
ONE TRAY
Physicians' Pharmaceutical Corporation
Polkinghorn Group Architects, Inc.
Premier Imaging Medical Systems, LLC
Prescotts Inc.
Provista
Shilston & Associates

Soothing Scents
Surgical Care Associates
Surgical Information Systems
Surgical Notes
Tektone Healthcare Communications
Willow Anesthesia
ZOLL Medical Corporation