

ACI's 2nd National Conference on ....

Developing & Managing

# AMBULATORY SURGERY CENTERS

JULY 29-30, 2004 • CHICAGO, IL • MID AMERICA CLUB

Capitalizing on Ambulatory Surgery Centers to Improve Outcomes,  
Increase Market Share and Exceed Patient Expectations

**A Two-Day Industry Forum Focusing on  
Developing and Operating Ambulatory Surgery  
Centers for Competitive Advantage, Reduced  
Costs and Improved Outcomes, Including:**

- Analyzing hands-on case studies of best practice industry achievements
- Implementing effective ambulatory surgical centers that meet the needs of your organization
- Developing Ambulatory Surgical Centers to improve outcomes and reduce costs
- Lowering overhead expenses by opening specialty surgery centers
- Increasing overall patient volume and market share
- Achieving better profit margins and competitive advantage
- Netting better reimbursements and creating a market niche
- Moving complex cases to the ambulatory setting
- Examining the implications of Physician-Hospital Joint ventures
- Meeting and Exceeding Patient Satisfaction
- Marketing Ambulatory Surgery Centers to your community
- Understanding the financing issues, legal and regulatory compliance

## DISTINGUISHED SPEAKING FACULTY:

Cathleen Hamel, RN, MS, Vice President, Chief Nursing Officer  
**SARATOGA HOSPITAL, Saratoga, NY**

Scott Becker, J.D., Chairman, Healthcare Division  
**MCGUIRE WOODS ROSS & HARDIES, Chicago, IL**

Mike Pankey, RN, Administrator  
**SURGERY CENTER OF SPARTANBURG, Spartanburg, SC**

Franklin Dexter, M.D., Ph.D., Associate Professor and Director,  
Division of Management Consulting, Department of Anesthesia,  
**UNIVERSITY OF IOWA, Iowa City, IA**

Carol Imes, RN, MPA, CNOR, Director of Nursing  
**MENTOR SURGERY CENTER, Mentor, OH**

Cynthia Sponseller, RN, Operations Manager, **THE AULTMAN  
CENTER FOR ONE DAY SURGERY, Canton, OH**

Fred Ortmann, President  
**ORTMANN HEALTHCARE CONSULTANTS, Columbia, SC**

Lolita Jones, President  
**LOLITA JONES CONSULTING GROUP, Fort Washington, MD**

David Guzan, MBA, CASC, CEO  
**FAIRWAY MEDICAL CENTER, Covington, LA**

Ronald L. Ralph, CPA, Executive, Healthcare Services  
**CROWE CHIZEK & COMPANY, LLC, Chicago, IL**

Mary Jones, RN, Administrator, **THE SHREVEPORT SURGERY  
CENTER OF CADDOPARISH, Inc., Shreveport, LA**

Monte Wilson, President, **MERCY OUTPATIENT SURGERY  
CENTER, LLC, Fort Smith, AR**

Cherilyn G. Murer, JD, CRA, President/CEO  
**MURER CONSULTANTS, INC., Joliet, IL**

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**JULY 29-30, 2004 • CHICAGO, IL**

**WHY YOU SHOULD ATTEND?**

Dear Healthcare Executive,

Research states that the market for ambulatory services is projected to increase 6% to 21% between now and 2007. Some services including medical therapies, imaging and major invasive procedures, are experiencing even greater increases due to technological advancements. The revenues generated by non-hospital ambulatory care providers are greater and growing faster than total hospital revenues.

With this growing trend, most hospital executives, physicians, administrators and venture capitalists have started investing money into the industry, building either hospital-based or free-standing ambulatory surgery centers to meet the increasing patient demand and reduce healthcare costs.

Healthcare executives are also challenged with new issues such as possible cuts from Medicare, legal and regulatory compliances, reimbursement policies, competency issues, recruiting & retaining quality talent, state and federal regulations, facility accreditation; new patient safety standards and quality-of-care concerns.

In order to stay ahead in the game and gain a competitive advantage, administrators need to take immediate action to capture the ambulatory care market share and implement their own strategic plans to integrate new surgery centers surrounding their facilities.

Developing and Managing Ambulatory Surgery Centers in Chicago, July 29-30, 2004, will provide you with real world lessons and relevant experiences from industry experts who are facing similar challenges and staying ahead in the game with a win-win situation. This executive forum will identify the best surgical center implementations and case studies that have resulted in cost savings, improved quality of care and patient satisfaction outcomes.

If you are an healthcare executive looking for new strategies to develop and/or operate an ambulatory surgery center, you will want to attend this conference, not only for just networking opportunities, but also to learn what has been done successfully in the ASC industry. We look forward to meeting with you!

**CONFERENCE FEES & REGISTRATION**

**Conference:** **\$1,895\***

**Conference Documentation CD:** **\$615**

*(Documentation CD includes copies of all proceedings on CD, and shipping is included.)*

*(\*Price includes documentation cd, networking breakfasts, luncheons and refreshment breaks.)*

**HOTEL & AIRFARE**

For special rates, call United Airlines at 1-800-521-4041 and mention Meeting ID Code 556FA for discounted airfares. Take Advantage of Special Conference Rates!

MEETING LOCATION:

**Mid America Club (in the Aon Building)**  
 200 East Randolph Dr., 80th Floor  
 Chicago, IL 60601  
 Ph: 312-856-9480  
[www.midamclub.com](http://www.midamclub.com)

HOTEL ROOM BLOCK LOCATION:

**The Fairmont Chicago**  
 200 North Columbus Drive  
 Chicago, IL 60601  
 Ph: 312-454-8000  
[www.fairmont.com/chicago](http://www.fairmont.com/chicago)

**REGISTER  
 3 & GET 1  
 FREE!**

Any organization registering three persons at the same time will be entitled to a fourth registrant FREE of charge! For larger groups call 312-780-0700 for special rates!

**PAYMENT:** ACI must receive payment 5 days after receiving booking form.



**DAY 1: THURSDAY, JULY 29, 2004**

<b>(7:30 AM - 8:30 AM)</b>	<b>REGISTRATION, CONTINENTAL BREAKFAST &amp; EXHIBITS</b>
<b>(8:30 AM - 8:40 AM)</b>	<b>WELCOME AND CHAIRPERSON'S OPENING REMARKS</b> <i>Cathleen Hamel, RN, MS, Vice President, Chief Nursing Officer</i> <b>SARATOGA HOSPITAL, Saratoga, NY</b>
<b>(8:40 AM - 9:30 AM)</b>	<b>ESTABLISHING AN AMBULATORY SURGERY CENTER: FROM CONCEPT TO REALITY: SARATOGA HOSPITAL CASE STUDY</b> <i>Cathleen Hamel, RN, MS, Vice President, Chief Nursing Officer</i> <b>SARATOGA HOSPITAL, Saratoga, NY</b>
<b>(9:30 AM - 10:20 AM)</b>	<b>OVERCOMING THE LEGAL AND REGULATORY ISSUES IN ESTABLISHING A PHYSICIAN/HOSPITAL ASC</b> <i>Scott Becker, J.D., Chairman, Healthcare Division</i> <b>MCGUIRE WOODS ROSS &amp; HARDIES, Chicago, IL</b>
<b>(10:20 AM - 10:50 AM)</b>	<b>MORNING REFRESHMENT BREAK AND EXHIBITS</b>
<b>(10:50 AM - 11:40 AM)</b>	<b>STRATEGIC PLANNING: KEYS TO IMPROVE YOUR ASC'S OPERATIONS AND EFFICIENCY</b> <i>Mike Pankey, RN, Administrator</i> <b>SURGERY CENTER OF SPARTANBURG, Spartanburg, SC</b>
<b>(11:40 AM - 12:30 PM)</b>	<b>HOW TO EFFECTIVELY FINANCE ASCs...</b> <i>Ronald L. Ralph, CPA, Executive, Healthcare Services Group</i> <b>CROWE CHIZEK &amp; COMPANY, LLC, Chicago, IL</b>
<b>(12:30 PM - 1:40 PM)</b>	<b>CONFERENCE LUNCHEON</b>
<b>(1:40 PM - 2:30 PM)</b>	<b>CREATING STRONG FOUNDATIONS UPON WHICH TO GROW: FAIRWAY MEDICAL CENTER SUCCESS STORY</b> <i>David Guzan, MBA, CASC, CEO</i> <b>FAIRWAY MEDICAL CENTER, Covington, LA</b>
<b>(2:30 PM - 3:20 PM)</b>	<b>REWARDING STAFF WITH A TEAM BASED INCENTIVE COMPENSATION PROGRAM</b> <i>Carol Imes, RN, MPA, CNOR, Director of Nursing</i> <b>MENTOR SURGERY CENTER, Mentor, OH</b>
<b>(3:20 PM - 3:50 PM)</b>	<b>AFTERNOON REFRESHMENT BREAK AND EXHIBITS</b>
<b>(3:50 PM - 4:40 PM)</b>	<b>EFFECTIVE MANAGEMENT WITH A HANDS ON APPROACH</b> <i>Mary Jones, RN, Administrator, THE SHREVEPORT SURGERY CENTER OF CADDO PARISH, Inc., Shreveport, LA</i>
<b>(4:40 PM - 5:30 PM)</b>	<b>FIVE REIMBURSEMENT OPPORTUNITIES MOST ASCS ARE MISSING!</b> <i>Lolita Jones, President, LOLITA JONES CONSULTING GROUP</i> <b>Forth Washington, MD</b>
<b>(5:30 PM - 5:40 PM)</b>	<b>CLOSING REMARKS / CLOSE OF DAY ONE</b>



**DAY 2: FRIDAY, JULY 30, 2004**

- (7:30 AM - 8:30 AM) REGISTRATION & CONTINENTAL BREAKFAST**
- (8:30 AM - 8:40 AM) CHAIRPERSON'S OPENING REMARKS**
- (8:40 AM - 9:30 AM) ACHIEVING EXCELLENCE: INCREASING PROFITABILITY AT AMBULATORY SURGERY CENTERS**  
*Franklin Dexter, M.D., Ph.D., Associate Professor and Director, Division of Management Consulting, Department of Anesthesia, UNIVERSITY OF IOWA, Iowa City, Iowa*
- (9:30 AM - 10:20 AM) HOW TO RETAIN SURGEONS AND GAIN OPERATIONAL EFFICIENCIES THROUGH SUPPLY MANAGEMENT: A CASE STUDY**  
*Monte Wilson, President*  
**MERCY OUTPATIENT SURGERY CENTER, LLC, Fort Smith, AR**
- (10:20 AM - 10:50 AM) MORNING REFRESHMENT BREAK AND EXHIBITS**
- (10:50 AM - 11:40 AM) ASC FINANCIAL IMPACTS AND TRENDS**  
*Cherilyn G. Murer, JD, CRA, President & CEO*  
**MURER CONSULTING GROUP, Joliet, IL**
- (11:40 AM - 12:30 PM) FUTURE DEVELOPMENT AND GROWTH OF ASCs - WHAT'S NEXT?**  
*Cynthia Sponseller, RN, Operations Manager*  
**THE AULTMAN CENTER FOR ONE DAY SURGERY, Canton, OH**
- (12:30 PM - 1:40 PM) CONFERENCE LUNCHEON**
- (1:40 PM - 2:30 PM) "MULTI-TASKING" – A NEW APPROACH AND METHOD OF ANALYZING THE DEVELOPMENT AND OPERATION OF AMBULATORY SURGERY CENTERS**  
*Fred Ortmann, President*  
**ORTMANN HEALTHCARE CONSULTANTS, Columbia, SC**
- (2:30 PM - 3:00 PM) CLOSE OF CONFERENCE**