



2014 MICHIGAN AMBULATORY SURGERY CONFERENCE

EFFECTIVE ■ EFFICIENT ■ ENGAGED



Soaring Eagle Casino & Resort • October 9 - 10, 2014 • Mt. Pleasant, MI



August, 2014

Dear Friends,

It's almost time for MASA Education Day! MASA's Annual Education Day, EFFECTIVE • EFFICIENT • ENGAGED, will be held on October 9 & 10, at the Soaring Eagle Resort, Mt. Pleasant, Michigan. We encourage your involvement in this educational opportunity.

Enclosed is event information including conference and hotel information. Please take a moment to review the different sessions available for you this year – we are sure you will be pleased. Please note that we have completed and sent in applications to offer CEU's for all sessions.

We are excited about the tremendous speakers scheduled for this year's Education Day. Our keynote speaker at our Friday luncheon is Mr. Scott Becker, Partner, McQuire Woods, who will present "10 Key Issues for ASC's". MASA is pleased to announce that Mr. William Prentice, CEO, ASCA, will present our breakfast keynote with a National ASC Update! Our breakout session speakers and topics this year are exceptional, be sure to check out the attached schedule.

This year, we will again offer breakout sessions for Administrators, Clinical, Billing, Coding & Materials Management staff. If you are looking for an inexpensive way to keep up on ever changing rules and regulations for ASC's, this is an opportunity you don't want to miss. Not only does MASA have something for everyone, but your attendance at our meeting will also support MASA programs.

MASA is pleased to once again offer a "pre" event for our Materials Managers, Billers & Coders and Clinical staff. This event will be held on Thursday, October 9th – you can find this information within this packet.

The deadline for conference and hotel registration is October 4, 2014. You can register three ways:

- Complete all forms and return in self-addressed envelope
- Fax or email completed forms to (517) 485-4045 **OR** laym@krkm.com
- Online registration with credit card processing – www.michiganasc.com

Please note there will be a late fee for registrations made after the October 4th deadline. **All hotel reservations must be made directly with the Soaring Eagle Resort** by using the reservation information enclosed.

Please take a moment and consider attending the MASA Annual Education Day, EFFECTIVE • EFFICIENT • ENGAGED. If you have any questions regarding the event, please feel free to go to www.michiganasc.com, or call Marcy Lay, Executive Director, at (517) 485-4044.

On behalf of the MASA board – we hope to see you in October!!

Sincerely,

A handwritten signature in black ink that reads "Rick Brochu".

Rick Brochu, President

Agenda At A Glance
MASA 2014 Education Day
October 9-10, 2014

Thursday, October 9, 2014

BILLERS & CODERS

- | | |
|---------------------|--|
| 10:00 am -11:30 am | ICD-10 Update – Pat Schmitter, CPC, CPC-I, VEI Consulting |
| 11:30 am – 12:30 pm | Lunch |
| 12:30 pm – 1:45 pm | Keeping A/R on Target While Maintaining Your Sanity – Tracey Erbert, In2itive Business Solutions |
| 2:00 pm – 3:30 pm | Payer Hot Topics – Ken Walker, MSA, FAHM, Howard Kellicut, BCBSM, Rose Zidzik, BCBSM, Kris Kloc, RN, BSN and Craig Boyce, MDCH |

MATERIALS MANAGERS

- | | |
|---------------------|---|
| 10:00 am – 11:30 am | Life Safety Codes for ASC's – Cathy Montgomery, RN
Excellentia Group |
| 11:30 am – 12:30 pm | Lunch |
| 12:30 pm – 1:45 pm | Role of MM in Effectively Managing Cost, Innovation & Technology and Just-In-Time Inventory Management – Karl Bendy, Lakes Surgery Center |
| 2:00 pm – 3:30 pm | The Four Keys to Success in Every Negotiation – Michael Bohon, HealthCare Solutions Bureau |

CLINICAL

- | | |
|---------------------|--|
| 10:00 am – 11:30 am | Life Safety Codes for ASC's – Cathy Montgomery, RN
Excellentia Group |
| 11:30 am – 12:30 pm | Lunch |
| 12:30 pm – 1:45 pm | OSHA Regulations and Updates – Jerry Cuthbert, Steri-Cycle |
| 2:00 pm – 3:30 pm | Understanding Medication Compounding and Utilizing Best Practice, Cynthia Moore, CphT and Tina L. Piotrowski, RN, BSN, Northwest Michigan Surgery Center |

ALL REGISTRANTS

7:00 pm – 9:00 pm

MASA Vendor Showcase Welcome Reception & Treasure Hunt

**Please note additional time for exhibits plus an additional exhibitor event*

“Run for the Money “on Friday morning

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Friday, October 10, 2014

7:00 AM – 8:20 AM	MASA Networking Breakfast & <i>Run for the Money with Exhibitors</i>
8:20 AM – 8:30 AM	MASA General Membership Update
8:30 AM – 9:30 AM	National ASC Update Keynote: Mr. William Prentice, ASCA CEO
9:30 AM – 9:45 AM	Break
9:45 AM – 11:00 AM	Breakout Session (1)
11:00 AM – 11:15 AM	Break
11:15 AM – 12:30 PM	Breakout Session (2)
12:30 PM – 1:10 PM	MASA Networking Luncheon
1:10 PM – 2:10 PM	10 Key Issues for ASCs Keynote: Mr. Scott Becker, Partner, McQuire Woods
2:10 PM – 2:30 PM	MASA Treasure Hunt, Run for the Money & Exhibitor Drawings
2:30 PM – 3:45 PM	Breakout Session (3)

BREAKOUT SESSIONS

ADMINISTRATION

- (1) Leadership 101 – Managing Your Center - Lara Jordan, VP Operations and Susan Liggett, Director of Clinical Support, Physicians Endoscopy
- (2) HIPAA, HITECH & You – Ann Carter, Coverys
- (3) Is your Center Ready for an OCR HIPAA Audit? – Debra Geroux, Butzel Long

BILLING

- (1) The ACA – Where are We Now? – Cathy Cooper, Health Care Alliance
- (2) Using Excel Like a Pro- How to Turn Data into Something You Can Use – Shirley Moy, MCA, SpringSoft Medical
- (3) Fraud & Abuse Issues for ASC Professionals -Stephanie Ellis, RN CPC, Ellis Medical Consulting, Inc.

CLINICAL

- (1) Infection Control- Cathy Montgomery, Excellentia Group
- (2) Immediate Use Steam Sterilization – Lorri Calabrese, Steris
- (3) Survival Guide to Sterile Processing – Lorri Calabrese, Steris

CODING

- (1) Medicare Coding/Billing Issues for ASC Facilities - Stephanie Ellis, RN, CPC, Ellis Medical Consulting, Inc.
- (2) Refreshers on ASC Facility Coding Guidelines & Modifier Usage for ASC Facilities – Stephanie Ellis, RN, CPC, Ellis Medical Consulting, Inc.
- (3) Fraud & Abuse Issues for ASC Professionals -Stephanie Ellis, RN CPC, Ellis Medical Consulting, Inc.

MATERIALS MANAGEMENT

- (1) Tips, Tools and Tactics for Better Negotiations – Michael Bohon, HealthCare Solutions Bureau
- (2) Managing Perioperative Supply Processes with Surgical Precision – Rich Setzer, Medline Industries
- (3) Mission Critical: Cost Containment and Fostering a Culture of Accountability – Karen Stoychoff, RN, BSN, Lakes Surgery Center

CE Credits:

For more information on continuing education sessions with objectives and further information, please refer to

<http://michiganasc.com/masameetings/2014educationday.html>

EARLY BIRD
Special



All paid registration forms received prior to September 15, 2014 will be entered in a drawing for a \$50 Visa Gift Card – get your registration in today!

MASA PROUDLY WELCOMES 2014 KEYNOTE SPEAKERS



William M. Prentice

Chief Executive Officer, Ambulatory Surgery Center Association

Bill Prentice is the chief executive officer of the Ambulatory Surgery Center Association (ASCA) and Ambulatory Surgery Foundation (ASF). ASCA is the national organization representing the approximately 5,400 ambulatory surgery centers in the US, and provides advocacy, education, benchmarking and staff training for its many members.

Under his tenure, ASCA has achieved record membership numbers, significantly increased revenue while reducing expenses, developed a number of new membership programs and services and dramatically strengthened its advocacy efforts on Capitol Hill and with relevant federal agencies.

Before joining ASCA, Mr. Prentice was a senior executive at other national and state associations, a lobbyist at both the federal and state levels and vice president of a contract lobbying and public affairs firm in New Jersey. He started his career on Capitol Hill, where he worked for both a member of congress and on the staff of a House Committee.

Bill holds an undergraduate degree in political science from The George Washington University, a master's degree in government administration from the University of Pennsylvania and a law degree from Rutgers School of Law-Newark.



Scott Becker

Partner, McGuire Woods

Scott has been on the Board of Partners since 2008 and is the chairman of the firm's healthcare department. He practices exclusively in the healthcare regulatory and transactional area. He provides counsel on healthcare transactional and regulatory matters to hospitals, health systems, hospital chains, ambulatory surgery centers, ambulatory surgery center chains, private equity funds and lenders, and healthcare industry entrepreneurs.

During the past several years, Scott has devoted a majority of his time and efforts to ambulatory surgery centers and ASC chains, hospitals and health systems, private equity funds and healthcare industry entrepreneurs. He provides advice and counsel on a broad range of business and legal issues. Scott is a Harvard Law graduate and a certified public accountant in Illinois.

EDUCATION

- Harvard Law School, JD, 1989
- University of Illinois at Urbana-Champaign, BS, Finance and Accounting, 1986