



2022

CASA

ANNUAL CONFERENCE
& EXHIBITS

SEPTEMBER
7-9, 2022

Hyatt Regency Indian Wells
Resort & Spa

The CASA 2022 Annual Conference is a must-attend meeting for those in the ASC market. Join us as we address the most current topics affecting California ASCs including finance, human resources, clinical and quality oversight.



CHOOSE FROM TWO PRE-CONFERENCE SESSIONS

WEDNESDAY, SEPT. 7 | 8:30AM TO 12:30PM

Pre-Conference requires a separate registration fee (not included with General Conference)

ASC Survey Readiness Course

Chris Gallagher, Independent Consultant
Jeremy Ralston, EOC/Life Safety Manager
Enterprise, SCA

Surveys are critical to quality of care, patient safety and the overall success of ASCs. Whether they are performed by surveyors from an accrediting organization or the California Department of Public Health (CDPH), poor survey performance can jeopardize a center's ability to operate or lead to poor patient outcomes. An ASC administrator needs to understand essential survey preparation, the survey process and appropriate plans of correction. This in-depth session will walk through these vital steps. The faculty of ASC experts and seasoned surveyors will draw from their experience, providing crucial knowledge and tools to improve survey performance.

Financial Bootcamp

John J Goehle, MBA, CASC, CPA
COO, Ambulatory Healthcare Strategies

Having a clear understanding of financials is required for your ASC to enjoy sustained success. This requires a disciplined and measured approach to all fiscal matters. In this focused 4-hour session, acclaimed ASC operations and finance expert John Goehle will provide a strategy for both beginners and experts discussing revenue cycle management, crucial financial analysis and benchmarking, budgeting and financial projections. Attendees will walk away with important tools and knowledge, allowing them to deploy the proper ASC business strategies to develop the stamina for a successful operation.

CONFERENCE PROGRAM FORMAT STARTS WEDNESDAY AT 3:00 PM

WEDNESDAY OPENING SESSIONS | FEATURED SPEAKERS



WEDNESDAY 3:00PM How to Succeed in 2023 as an ASC Administrator

Caitlin Zulla

*Chief Executive Officer
SCA Health*

Leading as a successful ASC administrator takes vision and the ability to pivot your strategy. ASCs will need to align with their physicians, developing deep relationships, while always driving the needs for the patient first. They will need to incorporate innovative payment models, driving optimum patient outcomes. As the Chief Executive Officer of SCA Health, Caitlin Zulla is leading this successful vision throughout the industry across the nation. She will share the critical components that ASC leaders will need to incorporate into their strategic plans and daily practices for success and thriving in the coming years.



WEDNESDAY 4:00PM Pitch Perfect - Giant Courage

Dave Dravecky

*Former Professional Baseball
Player, Motivational Speaker
and Author*

The cancer battle that ended Dave Dravecky's career on the mound in a dramatic fashion, set the stage for his new life calling. In his address, Pitch Perfect - Giant Courage, he will share very personal challenges of his battle with cancer. Dave will inspire as he reveals how he has overcome adversity, depression, physical and mental challenges to live his best life as an encourager to others. He will impart how to handle burnout and other obstacles to success in this ever changing and challenging healthcare environment.

CONFERENCE SESSIONS

- Federal and State Legislative Update
- Crucial/Difficult Conversations
- Workers' Comp - Common Pitfalls
- Articulating the Bonus/Benefit Package for Staff Retention/Recruitment
- ASC Construction Consideration
- Admissions Criteria/Patient Selection for ASCs
- Credentialing/Peer Review
- Guide on How to Become a Total Joint Center of Excellence
- Choosing Meaningful QAPI Studies: Four that Work, One to Avoid
- Optimizing the Processes that Drive Experience
- CMS Price Transparency/No Surprises Act
- Payor Trends
- Inventory Optimization & Case Costing
- Staff Recruitment - Bending the Trend
- Regulatory and Accreditation Update

THURSDAY FEATURED SPEAKER



THURSDAY 9:45AM The Connected Leader

Colette Carlson, CSP, CPAE

*Human Behavior Expert and
CPAE Hall of Fame
keynote speaker*

Successful, effective leaders recognize the need to authentically connect on a human level, whether virtually or in-person, to create influence and impact. Connected leaders model courageous behaviors that create a culture of clarity, transparency, inclusion, and accountability, even in the most challenging times. In this engaging, uplifting, and research-based program, attendees will master their ability to communicate and connect on deeper levels, creating an environment where people thrive.

registration/reservations

CONFERENCE REGISTRATION AND PROGRAM DETAILS

casurgery.org/CasaCon22

Early-bird discounted registration ends
Friday, August 5, 2022

HOTEL RESERVATIONS

Visit casurgery.org/CasaCon22
for reservation information

ROOM RATE AND DEADLINE

Discounted group room rate of \$175
(single/double occupancy)
Reservations must be made by
Wednesday, August 3, 2022

Your registration includes:

- CASA 2022 Annual Conference Syllabus
- Conference attendee tote
- Entry to general and break-out sessions
- Entry to the Wednesday evening's Welcome Reception
- Entry to the exhibit hall with over 90 industry vendors
- Entry to Thursday Evening Special Event
- Breakfast Thursday and Friday
- Lunch & Refreshment Break Thursday

Pre-Conference Registration

	Early Bird Rate through Aug. 5	Rec'd After Aug. 5
Member Discounted Rate	\$195	\$245
Full Price (non-member)	\$345	\$395

General Conference Registration

	Early Bird Rate through Aug. 5	Rec'd After Aug. 5
Member Discounted Rate	\$550	\$650
- Additional person(s)	\$465	\$565
Full Price (non-member)	\$715	\$795
- Additional person(s)	\$715	\$795

FRIDAY FEATURED SPEAKER



FRIDAY 9:00AM

**Why Leaders Fail: 7 Prescriptions for
Executive Leadership Success**

Commander Mary Kelly, PhD, CSP, CPAE

*US Navy (ret), Leadership Speaker, Author
and Business Professor*

Can great leaders become even better? Do you know the 7 critical mistakes leaders often make that cause them to falter? Why do good people so often struggle in leadership roles? Through analysis of over 100,000 employee surveys, Mary uncovers the 7 reasons many professionals are not as effective as they could be in leadership positions. Based on the book, "Why Leaders Fail and the 7 Prescriptions for Success", Mary shares principles of executive leadership success. Mary provides attendees with actionable insights they can apply immediately to be more successful in their leadership roles.

Please visit
casurgery.org/CasaCon22
For updated

- AMA PRA and AEU Credits Info
- Conference Program
- Conference Registration
- Hotel Rates and Information
- Sponsors and Exhibitors
- Social Distancing Protocols
- Special Events

**EARLY BIRD DISCOUNT
REGISTRATION ENDS
AUGUST 5, 2022**

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CASA
CALIFORNIA
AMBULATORY SURGERY
ASSOCIATION
PO Box 292698
Sacramento, CA 95829

*Thursday
Evening*

**SPECIAL
EVENT**

**Join us for an evening of
retro fun and excitement!**

Your paid conference registration includes admission to this event.

**CONTINUING HEALTH
PROFESSIONS EDUCATION**

Continuing Education Units will be provided. Please check our conference webpage for updated information.