



2021

CASA

ANNUAL CONFERENCE
& EXHIBITS

SEPTEMBER 8-10, 2021

Hyatt Regency Huntington Beach Resort & Spa

PRE-CONFERENCE

September 8 | 8:30AM - 12:30PM

Cal/OSHA and Ambulatory Surgery Providers

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

Join us on Wednesday, September 8 as we kick off our Pre-Conference

Adam Wojciehowski, MA, CEM®, CPP®, MEP, HEM, CHSP
SHEMS Planning Section Chief, Enterprise Environmental Risk Consultant
Integrated Resiliency Management Dept.; Office of General Counsel

Pete Plessas
Enterprise Environmental Risk Consultant
Integrated Resiliency Management Dept.; Office of General Counsel

2020 required ASCs to further evaluate the safety of their environment for the ASC patient and their staff. ASCs faced new challenges as they implemented respiratory protection plans, pandemic policies and confronted the effects of wildfires and prevalent smoke. As we move through the pandemic, providing a safe environment for employees and patients is of the utmost importance. ASCs have a responsibility to follow Cal/OSHA guidelines to protect health care workers from injury and illness in the workplace. This highly interactive seminar will review several timely Cal/OSHA topics and their applicability as well as operational methods of compliance that attendees can immediately implement.

“Have you ever been lost
in all the rules and regulations
around life/environmental safety?”

I know I have. Pete and Adam are our life/environmental superheroes and their depth and breadth of life/environmental safety (esp. for ASCs) is truly outstanding, especially over this past year. I wholeheartedly recommend Pete and Adam to anyone that feels lost, when there is a life/environmental safety question that needs to be answered. ”

Chad Smith, MSN, BSN, RN, PHN, NE-BC
Director of Clinical Services, Valley Region
Sutter Surgery Center Division

**This Pre-conference is approved for up to 4.0
contact hours of AEU and IPCHs by BASC Provider
#7990 and 4.0 contact hours of California Board of
Registered Nursing provider #CEP9344.**

FOR CONFERENCE DETAILS, PLEASE VISIT casurgery.org/CasaCon21

CONFERENCE PROGRAM FORMAT STARTS WEDNESDAY AT 3:00 PM

OPENING WEDNESDAY SESSION | SEPTEMBER 8 | 3:00PM

Tribal Leadership

As we come out of this pandemic and the events of 2020, healthcare teams are exhausted and mental health is fragile. This session is a must as we address our work culture through Dr. Dave Logan's "Tribal Leadership." Every organization is a tribe or has a network of tribes that form naturally, in which everyone knows everyone else or at least knows of them. In this highly interactive session, Dr. Logan will show participants how to upgrade their organization one tribe at a time. **The result is unprecedented impact, innovation, and success.** At the heart of this session is the principals' ten-year study on 24,000 people that mapped, for the first time, five stages of corporate culture and the unique leverage points to nudge a group forward. Dr. Logan will wrap up the session by leading a panel of diverse ASC representatives to further drill down on the challenges ASCs are experiencing and how the Tribal Leadership principles can be implemented for success.



Dr. Dave Logan
Chief Transformation
and Innovation Officer
P3 Health Partners

THURSDAY BREAKOUT SESSIONS

FINANCIAL

1:00 PM to 2:00 PM

AR Management Issues for ASCs

Angela Mattioda

*Vice President of Revenue Cycle Management Services
Surgical Notes*

When ASCs effectively monitor and analyze their accounts receivables (AR), they can positively influence revenue cycle performance by quickly identifying problems. There are several reasons why days in AR can go awry. Factors can include medical policies, pre-auth (AIM) requirements; high percentages of litigation, workers' compensation, and/or out-of-network cases. This session will review best practices to improve a center's AR performance.

2:05 PM to 3:05 PM

Managing Fraud and Abuse

Raja Sekaran, Partner

Nossaman LLP San Francisco

The revenue cycle is critical to the financial success of the ASC. Having adequate controls is the beginning of success, starting with your front desk check-ins to coding compliance, claim submission, physician recruitment, distributions and other revenue cycle processes. Utilizing these proper checks and balances while conducting regular audits can help in avoiding fines, penalties, RAC audits and ultimately avoiding payer take-backs. The end result leads to improved revenue and a legally compliant ASC.

4:00 PM to 5:00 PM

Optimizing Success with Establishing a New Service Line and Accessing New Cases in Your ASC

I. Naya Kehayes, Principal

ECG Management Consultants

As ASCs recover from the financial challenges of the pandemic, it is critical to explore all potential new and or expanding service lines. Bringing in a new service line can be motivating to staff, create new marketing possibilities, and be financially rewarding. However, not all service line opportunities may prove to be the right fit for an ASC. It requires a thoughtful analysis and meticulous preparation. This session will focus on how to determine if adding a new service line makes sense, and how to successfully execute a new program.

HUMAN RESOURCES

1:00 PM to 2:00 PM

Effective Meeting Structures

Aashi Arora, MHA, ACC

iRISE Executive Coaching

Time and space are often difficult to find in an ASC to conduct effective meetings necessary to keep the team engaged and informed. This session will offer examples and options to communicate to the entire team often and offer the opportunity for staff to provide suggestions and feedback.

2:05 PM to 3:05 PM

Delegating Effectively

Heather Lambert

*Senior Manager of Talent Development
AMSURG*

Often an Administrator/Director is promoted into a leadership role and delegating may seem foreign coming from a role of performing all assigned duties. In this session, you will learn the keys for effective delegation along with the "trust, but verify" process.

4:00 PM to 5:00 PM

Nurse Recruitment and Retention

Tamala Norris, DHA, BSN, RN, CPHQ, HACF, LSSGBC
*VP Clinical Operations, Group Chief Nursing Officer
USPI*

Today's competitive staffing environment has led to higher nursing turnover and greater difficulty recruiting new nurses. As the COVID surge subsides, we will look at opportunities to offer relief to weary staff. This session will equip you with how to assess what is driving your employee turnover and the latest key satisfiers for nursing retention. Gain new ideas to implement: Staff referral bonuses, 30-60-90 day check-ins for new hires, career path development programs, peer interviewing, exit interviews.

CLINICAL

1:00 PM to 2:00 PM

Drug Diversion Identification and Prevention Strategies

Kristi McCarthy, RN, BSN, MHL, CPHQ, HEM
*Director of Clinical Services, Bay Region
Sutter Health*

Tonya Wagner, BSN, RN

*Senior Director, Clinical Services & Infection Control
AMSURG*

The key components of a drug diversion program are essential to any ASC. This program will provide critical information on the risks of drug diversion, how to identify common methods used in drug diversion, diversion behaviors and signs, methods in conducting an investigation, and diversion prevention strategies.

2:05 PM to 3:05 PM

Developing a Cardiovascular Program in your ASC

Kara Hoffman, BSN, RN

*Chief Executive Officer
MemorialCare Surgical Center at Orange Coast*

This program will help you gain the knowledge to successfully develop a Cardiovascular Program in your ASC. It will review California-approved Cardiovascular ASC cases, equipment, and ROI. In addition, we will discuss how to empower, prepare, and educate your ASC teammates and physicians.

4:00 PM to 5:00 PM

Verbal Judo and Active Shooter Training

Dana Martyn, Senior Clinical Director

AMSURG

Tonya Wagner, BSN, RN

*Senior Director, Clinical Services & Infection Control
AMSURG*

Workplace violence and shootings are up, and ASCs are not exempt to this volatility. This program will provide the necessary information to ASCs and ASC staff in preparing and responding to workplace violence and/or an active shooter event to include how to identify escalating situations and how to deescalate them.

CONTINUING HEALTH PROFESSIONS EDUCATION

The annual conference is approved for up to 11 contact hours of AEU's by BASC Provider #7990 and 11 contact hours of California Board of Registered Nursing provider #CEP9344. This conference has been approved for CME credit. To learn more visit the [CASA Conference website at casurgery.org/2021CasaCon](https://casurgery.org/2021CasaCon).

CONFERENCE PROGRAM CONTINUED

THURSDAY MORNING

8:30 AM to 9:30 AM

Legislative and Regulatory Update

Panel

This popular session will discuss recent national and state legislative and regulatory activities. As we move forward from the pandemic and with new Presidential leadership, this session explores the healthcare implications ASCs can anticipate on both the national and state level.

THURSDAY BREAKOUT SESSIONS

QUALITY

1:00 PM to 2:00 PM

Decreasing Post Procedure ER Visits & Improving the Patient Experience

Peggy Manning, MHAL, BSN

Clinical Director, North State Surgery Centers, USPI

Shawnee Nielsen, BSN

Team Leader, North State Surgery Centers, USPI

This session is aimed at helping ASCs analyze and mitigate one of the most common undesirable outcomes our patients experience: unplanned admissions to the emergency department. We will be focused on post-operative urinary retention and provide a easy to use tool to assist your center in reducing your ER visits.

2:05 PM to 3:05 PM

Improving Patient Communications

Sarah Lancara, RN

Clinical Consultant Sutter Surgery Center Division Sutter Health

The number one reason for patient complaints and negative reviews isn't clinical competence or disappointing medical outcomes. Studies show that most complaints in healthcare are the result of a breakdown in communications between patients and their healthcare teams. During this session we will discuss how small changes can move a center beyond the illusion of communication and instead provide patients with meaningful connections and impactful communications.

4:00 PM to 5:00 PM

Diversity, Inclusion & Belonging – Developing Cultural Competency in your ASC

Jenna Ramesh, MBA

Group Vice President, Surgical Care Affiliates

Inclusion is a sense of belonging & connection in the workplace community. When there is inclusion, individuals feel welcomed, known, valued, and encouraged to bring their whole, unique selves to work. This not only translates to the healthcare worker but also creates an environment of cultural competency for their patients. This environment responds appropriately to people of varying backgrounds, while acknowledging those differences, fostering inclusion and a sense of respect and value. This session will discuss principles and provide tools for ASC staff to bridge gaps and successfully build a strong community of respect and connection.

THURSDAY AFTERNOON

ACCREDITATION 4-1-1

5:05 PM to 6:05 PM

CASA invites you to hear about changes, opportunities, and challenges from experts representing the accrediting agencies during concurrent sessions. You are encouraged to ask questions, share your thoughts, and participate in an open dialogue during these informal agency-specific sessions. This is an excellent chance to improve your understanding of the regulations that are vitally important to your center.

FRIDAY SESSIONS

8:00 AM to 9:00 AM

Improving your Executive Process

Heather Lambert

Senior Manager of Talent Development AMSURG

How do you show up to your team, coworkers, and patients? Often cited as a indefinable quality, Executive Presence is the collective term for a group of skills necessary for leaders to instill confidence and credibility in others. Leadership or Executive presence is the missing link between merit and success. Utilizing three pillars, gravitas, communication and professional image; a high level of Executive Presence will allow you to carry a room and still be your authentic self. This presentation will explore what Executive Presence is, why you need it, and most importantly how to get it.

9:00 AM to 10:00 AM

Quality Improvement Hacks: Four proven steps to making sustainable improvements to your quality metrics

Stephen Harden

Lifewings

The “motor” that drives high-quality care is the combination of “process” (e.g. evidence-based practice, checklists, algorithms, and standard work) and “organizational culture.” In this interactive presentation, Capt. Harden, a former military and airline pilot, shares his experience leading over 250 patient safety and quality improvement projects to reveal four powerful and proven steps guaranteed to sustainably move the needle on your performance improvement metrics.

10:20 AM to 12:00 PM

Regulatory Update

Regulatory Panel

Navigating through the various regulating bodies in California can be difficult. This popular session will review and provide the latest updates by ASC regulators in California, including the California Department of Public Health (CDPH) and the Medical Board of California. This session will review their oversight, common questions and whose authority the oversight falls to. This will be an interactive session allowing the audience to pose questions to the panel on common issues, reporting, requirements and accreditation.

Keynote Speaker September 9 | 9:45am

Connie Merritt

BSN, RN, PHN

Award Winning Author



Conquering Raiders of the Lost Spark - Your Spark Determines Your Success

Are multitasking and busyness scrambling your priorities and causing stress? Too often, a hectic schedule slowly extinguishes your special spark for accomplishing your purpose. Mid-course corrections can help us manage the demands of work, home and community. When you learn how to achieve balance, you'll be fully charged for life's joys and demands, and you'll keep your spark alive. This session offers essential skills to maintain your balance, as well as steps to reignite your focus, courage, goals, passion and purpose.

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Program & Exhibit Schedule

EXHIBITORS

WEDNESDAY, SEPTEMBER 8, 2021

7:30 AM to 8:30 AM	Pre-Conference Registration
8:30 AM to 12:30 PM	Pre-Conference: Cal/OSHA and Ambulatory Surgery Providers

CONFERENCE BEGINS ON WEDNESDAY

2:00 PM to 5:00 PM	Conference Registration
3:00 PM to 5:00 PM	Tribal Leadership
5:00 PM to 7:00 PM	Welcome Reception with Exhibitors

THURSDAY, SEPTEMBER 9, 2021

7:00 AM to 8:00 AM	Conference Registration
8:00 AM to 8:30 AM	CASA Business Meeting
8:30 AM to 9:30 AM	California and National Legislative Update
9:30 AM to 9:45 AM	Break
9:45 AM to 11:00 AM	KEYNOTE: Connie Merritt, BSN, RN, PHN, Award Winning Author Conquering Raiders of the Lost Spark - Your Spark Determines Your Success
11:00 AM to 1:00 PM	Lunch with Exhibitors
1:00 PM to 2:00 PM	Track 1 - AR Management Issues for ASC Track 2 - Effective Meeting Structures Track 3 - Drug Diversion Identification and Prevention Strategies Track 4 - Decreasing Post Procedure ER Visits & Improving the Patient Experience
2:05 PM to 3:05 PM	Track 1 - Managing Fraud and Abuse Track 2 - Delegating Effectively Track 3 - Developing a Cardiovascular Program in your ASC Track 4 - Improving Patient Communications
3:05 PM to 4:00 PM	Break with Exhibitors
4:00 PM to 5:00 PM	Track 1 - Optimizing Success with Establishing a New Service Line and Accessing New Cases in Your ASC Track 2 - Nurse Recruitment and Retention Track 3 - Uptick in Patient & Family Volatility in the ASC Track 4 - Diversity, Inclusion & Belonging – Developing a Cultural Competency in your ASC
5:05 PM to 6:05 PM	Accreditation 4-1-1
7:00 PM to 9:30 PM	Thursday Special Event

FRIDAY, SEPTEMBER 10, 2021

8:00 AM to 9:00 AM	Improving your Executive Process
9:00 AM to 10:00 AM	Quality Improvement Hacks: Four proven steps to making sustainable improvements to your quality metrics
10:00 AM to 10:20 AM	Break
10:20 AM to 12:00 PM	Regulatory Update

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Surgical Information Systems
Surgical Notes
Sutter Health
The Alternative Source Medical
The Coding Network
The Joint Commission
US World Meds
Zulu Health

Registration Fees

Pre-Conference Registration	Early Bird Rate through August 2nd	Received August 2nd through September 3rd
Member Discounted Rate	\$195	\$245
- Additional person(s)	\$145	\$195
Full Price (non-member)	\$345	\$395
- Additional person(s)	\$345	\$395

General Conference Registration	Early Bird Rate through August 2nd	Received August 2nd through September 3rd
Member Discounted Rate	\$550	\$650
- Additional person(s)	\$465	\$565
Full Price (non-member)	\$715	\$795
- Additional person(s)	\$715	\$795

Hotel Accomodations

Hyatt Regency Huntington Beach Resort & Spa

21500 Pacific Coast Highway | Huntington Beach, California | 92648
714-698-1234 | Reservations 1-877-803-7534

\$240 - Room Rate (single/double occupancy)*

Check-in: 4:00 pm • Check-out: 11:00 am

Hotel reservation deadline: Wednesday, August 4, 2021

<https://www.hyatt.com/en-US/group-booking/HUNRH/G-CAAM>



RESERVATIONS

All reservations must be made, modified, or canceled individually through Hotel's Reservation Department by calling (714) 698-1234 or 877-803-7534 or by logging on to Hyatt.com and in each case referring to Group, Event name or Event code. Reservations for rooms accessible to guests with disabilities may be made in the same manner. Reservations must be made on or before Weds., August 4, 2021. Reservations must be guaranteed for late arrival with a deposit or guaranteed by one of the following credit cards; Visa, MasterCard, American Express, Diner's Club, Carte Blanche, Discover, or JCB. Advance deposits or credit card guarantees will be refundable if the reservation is canceled 72 hours prior to arrival. If cancellation occurs within 72 hours, an amount equal to one night's room and tax will be charged to the guaranteed credit card or the deposit will be non-refundable.

CHECK-IN/CHECK-OUT

The Hotel's check-in time is 4:00 p.m and checkout is 11:00 a.m. Room assignments prior to that time are on a "space availability" basis only Any attendees staying in their rooms beyond check-out time without Hotel's authorization will be charged for an additional room night at the best available rate. Late checkout is provided based on availability through authorization from our Front Desk.

RESORT FEE

A Resort Fee (e.g. Resort, Destination) of \$10.00 (per room per day plus applicable tax) applies and provides for an enhanced stay experience for guests which includes: Guestroom Internet, 2 bottled waters per day, 2 for 1 half-day bike rental, Surf board & Golf bag storage, In room refrigerator and safe, 24-Hour Fitness center access, Beach Service (chairs, towels, umbrellas), Local & 800 number calls, "Print Me" guest room access, Incoming/outgoing faxing, Disneyland Shuttle (seasonal).

CUT-OFF DATE

The "Cut-Off Date" is Weds., August 4, 2021. After the Cut-Off Date, all rooms within Group's contracted Guest Room Block that have not been reserved will be returned to Hotel's general inventory. Reservation requests for rooms within the Guest Room Block received after the Cut-Off Date will be based on availability at Hotel's prevailing rates and will be credited to achieving Group's Contracted Guest Room Revenue Commitment. Only actual reservations for Event attendees will be considered valid room reservations. After the Cut-Off Date, cancelled guest rooms will be returned to Hotel's inventory. Name changes on, or other transfers of, room reservations will not be accepted after the Cut-Off Date.

EARLY DEPARTURE PROCEDURES

Prior to/or at time of arrival at the Hotel, we require notification of any changes in your departure date, so that you will not be assessed an early departure fee.



Please visit
casurgery.org/2021CasaCon
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
DEADLINE 8/6/2021**

CASA Is Committed to Your Safety

Your safety is our first priority.

The CASA team has a plan to follow local, state, federal and CDC guidelines when we're together. Our host location, the Hyatt Regency Huntington Beach Resort & Spa, is an accredited GBAC STAR™ facility.

Thursday Evening Special Event

**Honoring our
FRONT LINE WORKERS
in the ASC community.**

*Please join us for an evening of reflection
and acknowledgment.*