



**Texas Ambulatory Surgery Center Society  
2010 Annual Meeting**



# Welcome to Houston!

**November 11-12, 2010**

Four Seasons Hotel  
Houston, TX



**Texas Ambulatory  
Surgery Center Society**

*The United Voice of the Texas ASC Industry!*

## Dear Texas ASC

I am pleased to share with you details regarding the agenda and registration information for this November's TASCs Annual Conference in Houston, our biggest and best event ever. Over 25 of the industry's top speakers will examine the latest trends impacting clinical, business, and operations issues in Texas ASCs.

Continuing education credits will be available for nurses, ASC administrators and billers/coders. In addition, great hotel rates at the Houston Four Seasons will be available for attendees.

This year's annual meeting will be of great value to Texas ASCs. Not only is this a great way to learn more about the state of the industry, but it's also a great avenue for meeting your colleagues in the industry. This is a rare unique opportunity to bring the Texas ASC industry under one roof.

If you haven't already done so, please make plans now to join many of your colleagues at this year's largest ASC event in Texas and the Southwest. We hope to see you at the Houston Four Seasons on November 11th and 12th.

Sincerely,  
Bobby Hillert  
Executive Director



## Important Dates

**October 20, 2010 –**  
Hotel Reservation Deadline

**November 1, 2010 –**  
Early Bird Registration Deadline

**Attendee Information –**  
You will be e-mailed any schedule changes.

Continuing education credits for nurses, ASC administrators, and billers/coders to be announced soon.



## Hotel Accommodations

### Four Seasons Houston

1300 Lamar St  
Houston, TX 77010-3017  
(713) 650-1300  
[www.fourseasons.com/houston](http://www.fourseasons.com/houston)

### \$195.00 – Room Rate

(single/double occupancy)

Check-in: 3:00pm

Check-out: 12:00pm

Hotel reservation deadline is

**WEDNESDAY, OCTOBER 20, 2010.**

Please identify yourself as an attendee of the TASCs Annual Meeting when making your reservation. Reservations must be made by Wednesday, October 20, 2010 to guarantee room rates and availability. To make housing reservations, please call (713) 650-1300.

### Early Departure

In the event that you check out prior to the reserved checkout date, an early departure fee of one night's room and tax will be charged to your individual account. If you wish to avoid this fee, you must advise the hotel at or before check-in of any change in the scheduled link of stay.

### Cancellation and No Shows

Reservations must be cancelled 24 hours prior to arrival to avoid any cancellation charges. Reservations not canceled 24 hours prior to arrival will incur room charges and all applicable taxes for one night's stay, and will be charged to the credit card on file. No shows will also incur room charges and all applicable taxes for one night's stay, and will be charged to the credit card on file.

### Be Our Guest at the Four Seasons Houston

In the heart of downtown's financial and business districts and just steps from many internationally renowned cultural destinations, Four Seasons resonates with the cosmopolitan elegance and refined Southern charm that characterise Houston.

Rising within the downtown skyline, the 20-storey tower of Four Seasons Hotel Houston features 404 well-appointed guest rooms, including 12 suites. The residential atmosphere mixes traditional and contemporary décor to reflect the urban elegance and easy Southern charm of the city. Extra-large bay windows showcase city and pool views.

Designed to ensure complete peace of mind, all accommodations feature comfortable furnishings, a signature Four Seasons bed, a flat-panel television and a CD/DVD player. Pampering marble bathrooms include a tub and shower combination. To ensure maximum productivity, all rooms are equipped with a spacious executive desk, wireless Internet access, dual-line telephones, and connections for fax machine and computer equipment.

### Weather

Average temperatures range between 45° F to 65° F.

### Attire

Business casual attire is recommended for all functions.

## Things to do Around Houston

### Downtown area

The downtown skyscrapers are alive with vibrant, festive activity both day and night. Catch a performance in Houston's renowned Theater District, which spans 17 blocks.

Visit the Bayou Place, which features restaurants, nightclubs, theaters, and concert houses all under one roof. Catch an art film at the Angelika Film Center.



### Buffalo Bayou Park

With downtown's skyline as its back drop, Houston's premier greenbelt winds from Shepherd Drive on the west to Bagby Street on the East End. Eleanor Tinsley Park, located within this greenway (Taft-Sabine), is the site of major Houston festivals and events, including the city's Fourth of July Fireworks.

**Underground tunnels:** A trip through this "city under the city" is an interesting experience that should not be missed.

### Sam Houston Park

The Heritage Society, a museum complex at Sam Houston Park, collects, preserves, exhibits, and celebrates the diverse history of the Houston region. Nestled in ten acres of beautiful green parkland in the heart of downtown Houston, Texas, The Heritage Society operates nine historic structures that date from 1823 to 1905. The Heritage Society exists not just to educate visitors about Houston's interesting history but also to celebrate the diversity of the people who came together to build this world-class city.

### For additional questions, contact:

#### Texas Ambulatory Surgery Center Society

401 W. 15th Street, Austin, TX 78701 •

Phone: 512-469-7900 • Fax: 512-370-1626

[Kristina.Haley@texmed.org](mailto:Kristina.Haley@texmed.org)

[www.texasascociety.org](http://www.texasascociety.org)

## Mission Statement

To provide Texas ASCs with an opportunity to interact with each other and learn more about public policy, economics, and other issues impacting their business.

## Theme

Successful Principles for Ambulatory Surgery

## Attendees

All types of people affiliated with the ASC industry will be attending. This includes physicians, ASC employees, health care systems, and vendors from Texas and the surrounding states.

## Exhibitors and Sponsors

(as of September 27, 2010)

### Gold Sponsors

AccessMediQuip

CNA HealthPro

Genascis

Physician Supply Company Limited

### Silver Sponsors

Surgical Notes

VHA Inc.

### Bronze Sponsors

IntelliSound

### Member Exhibits

Admiral Linen and Uniform Service

BBVA Compass

Covidien

Dembny Pharmacy Consultants

GHN-Online

Image First

mdStrategies

National Medical Billing Services (NMBS)

Nueterra Healthcare

Soma Technology, Inc.

Source Medical Solutions

Veritas Medical Properties

ZirMed

### Non-Member Exhibits

Accreditation Association for Ambulatory Health Care

AmeriPath, Inc

ARC Medical, Inc.

AVEC Scientific Design

CBL Path, Inc.

Coding Network, LLC

Compression Solutions

Experior Healthcare Systems

Fluroscan Imaging

Gulfpoint Medical

Harlee Medical Technologies Inc

LMA North America

Metrex Research Inc

New England Compounding Center (NECC)

OmniPath Diagnostics

Pall Medical

Precision Products, Inc

Surgical Management Professionals

The Joint Commission



Texas Ambulatory  
Surgery Center Society

401 West 15th Street  
Austin, TX 78701

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# Schedule

**Track A** - Specialty Track - The latest clinical and business opportunities within special specialties.  
**Track B** - Business/Operations Track - A look at the latest business and operations issues impact ASCs.  
**Track C** - ASC Trends - A closer examination of trends in Texas ASCs.

	Topic	Speaker
Thursday, November 11	9:00 a.m. - 10:00 a.m. <b>GENERAL SESSION &amp; WELCOME</b>	State of the Industry & State of the Texas Legislature Stephen Blake, Bobby Hillert & Jaime Capelo
	10:00 a.m. - 11:00 a.m. <b>GENERAL SESSION</b>	The Latest from The Joint Commission & AAAHC Michael Kulczycki, The Joint Commission and Michon Villanueva, AAAHC
	11:00 a.m. - 1:00 p.m.	Infection Control Training - Optional <i>There is an additional fee to attend the Infection Control Training. Sign up on the Registration page.</i> Brought to you by AORN
	1:00 p.m. - 2:00 p.m.	
	<b>Track A</b>	Billing & Coding Seminar, Part 1 Pain Management Billing/Coding Issues and Coding Errors That Cost Revenue Paul Cadorette will present this popular 2 hour seminar. (Billing/coder credits available) Sponsored by mdStrategies
	<b>Track B</b>	Managed Care Contracts: A Round Table Discussion Moderator: Creg Parks, Alliance Managed Healthcare Panelists: Bill Ashcraft, AmSurg; Robert Cates, National Surgical Care; and Stephen Kinsley, SCA
	<b>Track C</b>	Electronic Surveillance & Data Mining for Infection Prevention Jennifer Steinhausen, Department of State Health Services
	2:00 p.m. - 3:00 p.m.	
	<b>Track A</b>	Gastroenterology Panel Panelists: Susan Storman Cheek & Robert Rodriguez, Dallas Endoscopy Ctr
	<b>Track B</b>	Don't get caught in HIPAA's Net! How the New HITECH Regulations Have Expanded and What Those Changes Mean to ASCs. Deborah Hiser, Brown McCarroll, LLP
	<b>Track C</b>	Implant Outsourcing John Seitz, Ambulatory Surgical Group and Pat McCaffrey, Access MediQuip
	3:00 p.m. - 4:00 p.m.	<b>EXHIBIT HALL BREAK</b>
	4:00 p.m. - 5:00 p.m.	
	<b>Track A</b>	Ophthalmology Panel Panelists: Steve Blom, Specialty Surgery Center (San Antonio); Treasure Hickman, OCS; and Dr. Fiaz Zaman
	<b>Track B</b>	How to Prepare Your ASC for an Acquisition Joan Dentler, ASC Strategies; and Diane Carter, Brown McCarroll, LLP
	<b>Track C</b>	Reimbursement Trends for Medical Devices in ASCs Kathy Palmer, Boston Scientific
	5:00 p.m. - 6:00 p.m.	
	<b>Track A</b>	Pacemakers in the ASC Terry Bohlke, Nueterra Healthcare
	<b>Track B</b>	Health IT in the ASC Setting Faris Zureikat, North Texas Surgery Center; and Leslie Warren, Electronic Medical Records Advisory Group
<b>Track C</b>	Valuation Roundtable Pat Simers, Principle Valuation; and Chris David, HealthValue Group	
6:00 p.m. - 7:30 p.m.	<b>EXHIBIT HALL RECEPTION</b>	
Friday, November 12	8:00 a.m. - 9:00 a.m.	
	<b>GENERAL SESSION 1</b>	State of Texas Healthcare-Associated Infections Reporting Neil Pascoe, Department of State Health Services
	<b>GENERAL SESSION 2</b>	Pain Management Billing/Coding Issues & Coding Errors That Cost Revenue Paul Cadorette will present this popular two-hour seminar. (Billing/coder credits available) Sponsored by mdStrategies
	9:00 a.m. - 10:00 a.m.	
	<b>Track A</b>	Pain Management in the ASC Panelists: Mark Hood, Spine Team Texas; Christy Mosqueda, Spine Team Texas; and Dr. Anthony Berg
	<b>Track B</b>	From Flatline to Flourishing: Taking an ASC Through Chapt 11 John Seitz, Ambulatory Surgical Group
	<b>Track C</b>	ASC-Hospital Joint Ventures & HOPD Trends Joan Dentler, ASC Strategies; and Diane Carter, Brown McCarroll LLP
	10:00 a.m. - 11:00 a.m.	<b>EXHIBIT HALL OPEN</b>
	11:00 a.m. - 12:00 p.m.	
	<b>Track A</b>	Orthopaedics in the ASC Setting Jack Jensen, MD
	<b>Track B</b>	Ten Ways to Keep Your Employees Happy Joe Zasa, ASD Management
	<b>Track C</b>	Materials Managers - Cost Savings Practices Scott Benglen, Via Novus Medical
	12:00 p.m - 12:15 p.m.	<b>EXHIBIT HALL PRIZES</b>
	12:15 p.m. - 1:00 p.m. <b>KEYNOTE LUNCH</b>	Future Trends in Health Care Ipsita Smolinski, Capitol Street
	1:00 p.m. - 2:00 p.m.	
<b>Track A</b>	Bariatrics in the ASC Setting Jamie Carr, The Davis Clinic	
<b>Track B</b>	The Latest ASC News from TrailBlazer Health Sherrie Varner, TrailBlazer Health	
<b>Track C</b>	Financing & Real Estate Considerations for Medical Facilities Doug Demiano, PM Realty; Gary West, BB&T; and Kevin Morley, BBVA Compass	



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## REGISTRATION FORM

ASC: \_\_\_\_\_ TASCs Member?  YES  NO

Name: \_\_\_\_\_  Attending Infection Control Email: \_\_\_\_\_

Name: \_\_\_\_\_  Attending Infection Control Email: \_\_\_\_\_

Name: \_\_\_\_\_  Attending Infection Control Email: \_\_\_\_\_

Name: \_\_\_\_\_  Attending Infection Control Email: \_\_\_\_\_

Name: \_\_\_\_\_  Attending Infection Control Email: \_\_\_\_\_

Phone #: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

### TASCs MEMBER

Additional (same facility)

### NON-MEMBER

#### On or before November 1

\$200 \_\_\_\_\_

\$165 x \_\_\_\_\_

\$400 x \_\_\_\_\_

#### After November 1 /On-Site

\$250 \_\_\_\_\_

\$215 x \_\_\_\_\_

\$450 x \_\_\_\_\_

#### On or before Oct. 25

\$140 x \_\_\_\_\_

#### After Oct. 25/On-Site

\$160 x \_\_\_\_\_

Infection Control Training (TASCs Members only)

Registration Total:

\$ \_\_\_\_\_

Check Enclose (Check # \_\_\_\_\_ ) or  Visa  MC  AmExp

Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_ / \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

3 Digit Code from Back of Card: \_\_\_\_\_ (4 digit on front of AmEx)



Mail Registration to TASCs or Fax to (512) 370-1626