

Administrator Skills Course

ALL the vital information and resources necessary to run a successful ASC

Who should attend

- RNs, physicians, administrators, facility owners - anyone with responsibility for regulatory compliance, cost containment, patient safety - everyone who wants to run a successful ambulatory surgery center.
- Whether you're a new administrator or a seasoned professional seeking to strengthen your skills – this course is designed for you.

Topics include:

- Achieving ASC quality reporting requirements
- Understanding budgets - assets/liabilities, balance sheet, pro forma statements
- Achieving regulatory compliance
- Preparing for an accreditation survey
- Controlling costs in ambulatory settings
- Marketing your facility effectively

3-day intensive course
supported by a 4-month
online program.



SEATING IS LIMITED

Find the next available class today

<http://www.aorn.org/events/administrator-skills-course>



THIS COURSE PROVIDES SOLUTIONS NEEDED TO SUCCESSFULLY MANAGE THE DAY-TO-DAY OPERATIONS OF YOUR ASC

BENEFITS OF ATTENDING

The comprehensive program blends the benefits of a live seminar with online learning:

- Unique blended curriculum that includes a 3-day face-to-face intensive course that provides the foundation for a 4-month online course to follow
- One full-day dedicated specifically to ASC finances
- Opportunity to network with nationally recognized speakers and your peers
- Includes 11 online modules that cover the essential topics needed to effectively manage a successful ASC
- Provides information on the latest advances in ambulatory surgery through engaging and interactive learning

COURSE FEES

- AORN member \$2,650
- Non-member = \$2,900

COURSE REGISTRATION

To register, call AORN Experience Services at 800-755-2676

Or visit us online at:

<http://www.aorn.org/events/administrator-skills-course>

The online course consists of discussion questions and post-tests that cover the material presented in each module.

Upon successful completion of the entire course, participants will receive a "Certificate of Completion" and earn 57 contact hours.

Attendance at the face-to-face event is mandatory. The post-tests can be taken as many times as necessary to achieve a passing score.



REVIEWS FROM PAST ATTENDEES

"This was the best investment of my career."

"Speakers are very experienced and influential people in the ASC world."

"This is an excellent program for both new and seasoned ASC professionals."



COURSE DESCRIPTION

Face-to-Face Seminar topics include:

- Accreditation readiness
- Physician credentialing
- Contract compliance
- One full day of financial management specific to an ASC
- Supply chain management (cost containment)
- How to work effectively with your board of directors
- The importance of strategic planning in the long-term success of your facility
- Legislative updates
- Infection prevention

ONLINE TOPICS INCLUDE:

Module 1: Leadership and Management

- Delineate the differences between leadership and management
- Identify leadership styles and characteristics
- Describe organizational structures
- Discuss business ethics

Module 2: Human Resources (HR)

- Identify the basic roles of the governing body, medical director and administrator
- Identify federal and state laws regarding human resources
- Identify the human resources requirements of accreditation agencies
- Delineate the administrator's duties related to managing the human resources aspect of a business
- Identify tasks related to recruiting qualified staff members
- Identify requirements for overseeing staff development

Module 3: Professional Improvement

- Explain the administrator's role in assuring competence in an ASC
- Discuss accreditation and professional standards for assessing competence
- Use a five-step process for developing a competency-based framework
- Explain how credentialing can be used as a risk management strategy
- Discuss key issues related to staffing requirements and delegation

Module 4: Quality Management

- Define health care quality
- Discuss national health care quality improvement initiatives
- Use a six-phase process for improving performance in an ASC
- Use the Plan, Do, Check, Act cycle to improve quality and performance

Module 5: Medical Records Management

- Describe the ASC administrator's role in medical records management
- Discuss how electronic health records could be used in the ASC
- Explain how regulatory bodies and accreditation agencies affect medical records management
- Discuss key components for medical records management
- Describe security safeguards for protected health information as defined by HIPAA and the HITECH Act

Module 6: Risk Management

- Explain the role of risk manager in an ASC
- Describe the basic components of an effective risk management program
- Assess current risk management practices in their facility
- Identify risk management program goals for their facility

Module 7: Facility Management

- Identify federal and state agencies and accreditation organizations that affect facility management
- Explain the six essential categories of a facility safety plan
- Discuss requirements of the NFPA's Life Safety Code
- Describe the information required in an emergency preparedness plan

Module 8: Anesthesia Services

- Identify regulatory and accreditation requirements for ambulatory anesthesia services
- Identify issues governing the delivery of anesthesia
- Identify anesthesia documentation
- Identify the role of the perioperative nurse in anesthesia
- Identify parameters to monitor when giving moderate sedation

Module 9: Intraoperative and Diagnostic Services

- Delineate the three stages of patient care
- Identify federal, state, and accreditation agencies that affect intraoperative and diagnostic services
- Delineate the administrative framework for intraoperative and diagnostic services
- Locate resources to assist in developing the administrative framework.

Module 10: Pharmacy Identify mechanisms for pharmacy services to the Ambulatory Surgery Center

- Identify DEA requirements
- Understand the role of the pharmacy consultant in an ASC
- Identify the most common types of adverse drug reactions
- Identify aspects of documentation and reporting of adverse drug reactions.

Module 11: Marketing

- Delineate the crucial role physicians and physician's office staff play in marketing efforts
- Identify the development and essential elements of a marketing plan
- Identify how to find marketing resources and the questions and considerations for outsourcing
- List strategies to find new markets and develop new business
- Identify budget items for successful marketing
- Identify compliance with the Stark law and the anti-kickback statute with regard to marketing



ADMINISTRATOR SKILLS COURSE SPEAKER BIOS

Peggy Camp, MSN, BSN, RN

Margaret “Peggy” Camp is currently an independent perioperative consultant. Previously she was the clinical resource director for the Continental Division of HCA, the Healthcare Company. Camp is responsible for providing clinical support and expertise to the division facilities in identifying and implementing supply cost savings initiatives. Prior to joining Supply Chain Services, she was the director of surgical services at North Suburban Medical Center in Thornton, Colorado. A perioperative nurse for over 30 years, Camp has practiced as a staff nurse, manager, and administrative director in surgical services. She is a former director of perioperative education at AORN. She earned her diploma in nursing from St. Peter’s Hospital in Albany, New York, her BSN from Metropolitan State College in Denver, and her master’s in nursing administration from the University of Colorado Health Sciences Center in Denver. She has been a member of AORN since 1980 and has spoken at conferences locally, regionally, and nationally on various perioperative nursing topics, including ambulatory surgery, reimbursement, performance improvement, patient education, and preparing for accreditation. Camp has published various articles on perioperative nursing and has been a contributing author for several nursing texts on perioperative nursing.

Ann Geier, MS, RN, CNOR, CASC

Ann Geier has been involved in the ambulatory surgery industry in management roles since 1985. She has worked in all areas of freestanding ASCs and HOPDs, including pre-assessment, pre-op, OR, and PACU. Her training is in the Operating Room, and she obtained her CNOR certification in 1992. She is also CASC certified in ASC administration. Ms. Geier speaks frequently at national meetings on topics relating to case costing, financial topics for ASCs, human resources, quality, staffing, clinical issues, such as infection control and regulatory requirements affecting ambulatory surgery centers. For many years, she taught the credentialing portion for the AORN ASC Administrator Skills Course, which included Peer Review. She contributes regularly to *Outpatient Surgery Magazine* on staffing issues. She served on the Board of Directors of the Ambulatory Surgery Foundation (2008-2010), and is currently on the editorial boards of *Outpatient Surgery* and *Same-Day Surgery* magazines. She is a member of the expert group of the ASC Quality Collaboration, which has proactively initiated a quality reporting mechanism for ASCs to report NQF-approved measures that allow centers across the country to benchmark themselves against others, thus improving patient safety and quality of care. Ann is currently the Chief Nursing Officer for Source Medical. She serves on the Board of Directors for AAAHC and is also an accreditation surveyor for them.

Raymond Grundman, MSN, MPA, FNP-BC, CASC

Ray Grundman has been involved in ambulatory health care for over 30 years in a variety of roles as a clinician, administrator, educator, and consultant practicing as a board certified Family Nurse Practitioner, medical group practice administrator, and founder and Executive Director of several surgery centers. He is currently the Chief Business Development Officer and Vice President & General Manager of the Ambulatory Accreditation Operations for AAAHC. An active member of MGMA for many years, he has twice served as President of its Ambulatory Surgery Management Society specialty assembly and is currently a Nominee for Fellowship. He is the founding President of the Wisconsin Surgery Center Association. In 2010 he completed 13 years representing the ASC Association on the Board of Directors of AAAHC, having served in all of the Board officer positions of President, Vice President, Secretary, Treasurer and Chair of both the Standards Committee and the Surveyor Training Committee. He is an active surveyor and member of the surveyor training faculty. Mr. Grundman earned his undergraduate degree in nursing from the University of Wisconsin at Oshkosh, and also completed his Master’s in Nursing (Family Nurse Practitioner) and his Master’s in Public Administration (Health Care Administration) from the same institution. He is a Board Certified Family Nurse Practitioner and Surgery Center Administrator (CASC).

Beverly A. Kirchner, BSN, RN, CNOR, CASC

Beverly A. Kirchner is recognized internationally for her leadership in improving workplace safety standards for patients as well as medical personnel. In collaboration with AORN, Beverly currently leads research on incidents of violence in the nursing workplace. Already receiving national attention in professional journals, final research findings and recommendations will be published in a forthcoming book. Long engaged in writing and teaching, Beverly extends AORN’s educational reach through three prominent health care appointments. She serves on the Ambulatory Surgery Center Quality Collaboration—a collection of health care organizations and companies joining with the Centers for Medicare and Medicaid Services and the National Quality Forum to develop improved quality indicators for ambulatory surgery centers. She has authored AORN manuals on policies and procedures, performance improvement, patient safety, and infection control. Honoring her commitment to perioperative nursing, Beverly mentors a graduate-level nursing student each semester at the University of Texas at Arlington. Since 1985, Beverly has been engaged in design, development, and management of ambulatory surgery centers. As owner and CEO of Genesee

Associates, she collaborates with physicians, architects, contractors, equipment and supply vendors, lenders, and accrediting organizations to develop and manage ambulatory surgery centers throughout the nation. She is one of the first health care executives to pass the Federation of Ambulatory Surgery Associations certification exam (CASC). On the national front, Beverly serves on the Med Assets Advisory Board for Ambulatory Care and on the Board of Directors of Celebrity Medical. She is a graduate of Texas Woman's University.

Terri D. Link, MPH, BSN, CNOR, CIC

Terri Link is currently the Product Manager for the Guideline *Essentials* suite of online tools. She has over 15 years in ambulatory surgery experience and prior to working at AORN was perioperative patient safety specialist at University of Colorado Hospital. While at University of Colorado Hospital, Terri interned with the infection prevention department while completing her MPH. Terri obtained her diploma in nursing at Clarkson in Omaha, Nebraska, her BSN from Regis University, Denver, Colorado, and her MPH in 2008 from the University of Northern Colorado. Terri is a liaison to the Recommended Practice Advisory Board and partners with Nursing Practice in developing the ambulatory supplement for AORN's Perioperative Standards and Recommended Practices. Terri is board certified in infection control (CIC).

David Shapiro, MD, CASC, CHC, CPHRM, FABQAURP, FAIHQ, LHRM

David Shapiro, M.D. is an anesthesiologist from Florida who has had extensive experience serving as a department chair, medical director and board member of several ambulatory surgery centers. In addition, Dr. Shapiro has served as the national medical director on behalf of ASC management corporations prior to establishing his consulting practice. His areas of expertise encompass a wide range of disciplines including clinical quality, regulatory compliance and medical liability in the ambulatory surgery arena. He is an active participant in numerous surgery center industry activities, and is a frequent speaker at both state and national ambulatory surgery industry functions.

Dr. Shapiro serves as a Board member of both the Ambulatory Surgery Center Association (ASCA) and the Foundation (ASCAF), as well as on the Board of the Florida Society of Ambulatory Surgery Centers (FSASC). Currently, he is also a Board member of the Ambulatory Surgery Center Quality Collaboration, which develops, measures and publically reports national ASC quality data. In that capacity he has worked closely with organizations such as the Centers for Disease Control (CDC) and the National Quality Forum (NQF) to promote ASC quality measure reporting. Dr. Shapiro serves on the Board of Nova Medical Centers, a healthcare corporation based in India. He served on the Board of AAAHC (Accreditation Association for Ambulatory Health Care) and the Board of Trustees for the AAAHC Institute for Quality Improvement. He also served on the Board of a publicly traded medical liability corporation (First Professionals Insurance Company) and chaired their claims and underwriting committee for several years, until the sale of the Company in 2011.

Additionally, Dr. Shapiro conducts healthcare facility surveys on behalf of AAAHC and Medicare. He is credentialed as a Certified Administer Surgery Center (CASC), a Certified Professional in Healthcare Risk Management (CPHRM), licensed in Healthcare Risk Management (LHRM) by the State of Florida, and is certified in Healthcare Compliance (CHC) as well as certified in Healthcare Quality Management (CHCQM). He holds the designation of Fellow of both the American Board of Quality Assurance and Utilization Review Physicians (FABQAURP) and the American Institute for Healthcare Quality (FAIHQ).

Donna Slosburg, BSN, RN, LHRM, CASC

Donna Slosburg, BSN, RN, LHRM, CASC, has been in the health care industry for over 30 years and joined the ambulatory surgery center (ASC) industry in 1987. She is currently the executive director of the ASC Quality Collaboration and helps ASCs improve health care quality and safety by developing standardized quality measures and publically reporting quality data. As a leader in the ASC industry, her positions included nurse manager, administrator, and regional operations. She was a senior vice president of surgery operations and national surgery specialist for HealthSouth, one of the nation's largest health care services providers. Donna received the HealthSouth Special Achievement Award for Clinical Excellence. Donna has served on the editorial board for AORN. Mrs. Slosburg served on the Board of Directors for the Florida Society of Ambulatory Surgery Centers (FSASC). She is a Licensed Healthcare Risk Manager and was one of the first to receive her Certified Administrator Surgery Center (CASC) certification.

Robert Westergard, CPA

Robert Westergard is the Chief Financial Officer for Ambulatory Surgery Centers of America (ASCOA). Prior to joining the company in 2002, Mr. Westergard worked as the Controller for Truman Capital Advisors. He has twenty years of finance and accounting experience in the healthcare, software, finance and chemical industries. Mr. Westergard received a BS in Accounting from Brigham Young University and is a Certified Public Accountant.



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