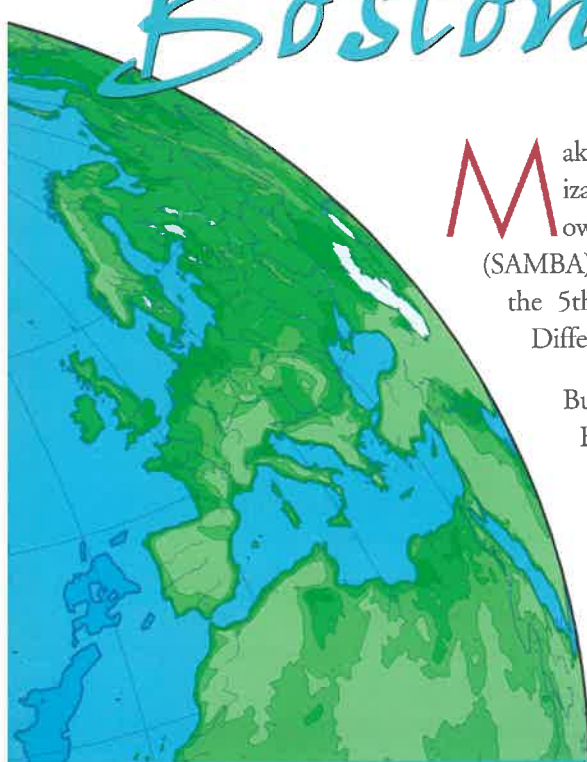


5th International Congress on Ambulatory Surgery

FASA Co-Hosts Historic Boston Conference



Making history in Boston is nothing new, but in traditional FASA style, the organization put its own spin on the idea and made a little modern-day history of its own during May when it joined with the Society for Ambulatory Anesthesia (SAMBA) and the International Association for Ambulatory Surgery (IAAS) to present the 5th International Congress on Ambulatory Surgery, "Making a World of Difference through Ambulatory Surgery."

Building upon the strength and commitment of what FASA President Bill Beeson, MD, described as a "unique partnership of three tremendous ambulatory surgery associations," FASA, SAMBA and IAAS collaboratively assembled a diverse and dynamic four-day program that featured more than 60 educational sessions, a wide selection of networking opportunities and social events, the largest Exhibit Hall ever associated with an ambulatory surgery meeting, optional intensive workshops, regional tours, a golf tournament, inspirational speakers, poster presentations on new research and much, much more.

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The diverse conference program attracted a diverse audience of more than 2,200 people from 24 countries. Those who attended the sessions and made presentations during the meeting included owners, administrators, medical directors, anesthesiologists, nurses, billing specialists, service providers and many others affiliated with ASCs of all types and sizes and hospitals in the US and abroad.

According to Mary Beth Brust, of conference Silver Sponsor Health Inventures and a participant in many FASA meetings and activities in the past, "I really like the innovative approach of the meeting this year that comes in part from the international component and SAMBA's involvement. We're all dealing with so many of the same issues in so many different ways. When you hear how others are handling these issues, you come up with better solutions for yourself. I also think that the diversity of people participating in the conference this year really emphasizes the idea that we're all different but the same."

The diversity that FASA, SAMBA and IAAS brought to the conference was clearly evident not only in the types of activities available during the meeting and the profiles of the participants, but also in the content of the meeting sessions. For example, while past FASA meetings have routinely included educational sessions on clinical, legal and business management topics as well as an outstanding array of networking opportunities, participants in this conference also had the opportunity to share information with SAMBA and IAAS members and to participate in sessions more commonly designed with the members of those organizations in mind. Some members of each organization chose to attend only those sessions that would typically be included in the conference programs they had attended many times before. Others decided to investigate the new areas available at this meeting. Whatever choices were made, the favorite part of the conference for many at the meeting was the content of the educational sessions.

In comments representative of what a number of participants said during the meeting, Jeannette Joerin of the Munson Medical Center in Traverse City, Michigan, said, "I love the substance of the program.

There's such a variety. It's hard to choose." Joerin, also observed, "I also like being able to decide on site which sessions I can attend and not being locked into something that I preregistered for. You can really make the most of your time here."

"FASA is probably the hallmark organization for ambulatory surgery," added Joerin. "They were there from the very beginning and they concentrated on quality as well as cost. By keeping their standards high, they have worked to satisfy patients in ways they probably didn't even know."

Welcome to Boston!

The opening session of the conference included welcoming remarks from IAAS President Lindsay Roberts, FASA President Beeson, and SAMBA President Lydia A. Conlay. Roberts observed, "Your participation is most important because we are all here to put our

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IAAS

The International Association for Ambulatory Surgery (IAAS) is dedicated to the global exchange of information and advancement of ambulatory surgery, encouraging the development and expansion of high-quality ambulatory surgery across the world. It acts as an advisory body for the development and maintenance of high standards of patient care in ambulatory surgery facilities.

www.iaas-med.org

SAMBA

The Society for Ambulatory Anesthesia (SAMBA) is a nonprofit organization whose purpose is to advance the study and growth of ambulatory anesthesia and to encourage high ethical and professional standards by fostering and encouraging research, education and scientific progress in ambulatory anesthesia.

www.sambahq.org



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intellect together to get the best out.” Beeson commented on the “truly remarkable” meeting program and the “outstanding educational and networking opportunities” that lay ahead. Conlay suggested that everyone in the audience take time during their stay in Boston to visit the birthplace of surgical anesthesia—the Ether Dome on the campus of Massachusetts General Hospital, as well as the Boston Public Gardens where the Ether Monument commemorates the discovery that inhaling ether causes insensibility to pain. All three spoke to the importance of the cooperative spirit that had led to the joint sponsorship of the 5th International Congress and the opportunities that spirit held.

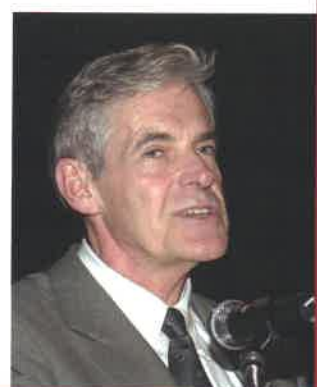
In the tradition of past SAMBA meetings, James Cottrell, MD, president of the American Society of Anesthesiologists (ASA) and professor and chairman of the Department of Anesthesiology at the SUNY Downstate Medical Center in Brooklyn, New York, provided an update on anesthesiology. Cottrell reviewed ASA’s longstanding commitment to education, research and ensuring patient safety and quality care. He also described some of the changes the organization has made recently, including the creation of an expert witness testimony program designed to curtail irresponsible testimony in the courts. Cottrell identified some specific concerns facing anesthesiologists, including

- recent statistics regarding anesthesia-related mortality that could indicate that anes-

thesia is not as safe as most had previously believed

- data showing that between 40% and 60% of elderly patients can experience temporary or permanent cognitive dysfunction after having received anesthesia

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Congratulations to Susan Oross, administrator of the Eastern Shore Surgery Center in Easton, Maryland! FASA awarded Oross a free registration for FASA 2004, the association’s 30th anniversary meeting in Phoenix next year, because she held the winning raffle ticket at the FASA membership meeting conducted during the 5th International Congress. “I was thinking that our company wasn’t going to be able to send three people to this meeting next year, so I was going to drop out and let someone else go. Since I won this, I guess I’ll get to go anyway,” said Oross. (Two additional registrations for FASA’s upcoming anniversary celebration, were awarded by Kimberly-Clark as Exhibit Hall drawings during the 5th International Congress. For details, see page 29 of this issue of *FASA Update*.)

Thanks to our Sponsors!

FASA, SAMBA and IAAS jointly extend their appreciation to all of the corporate sponsors of the 5th International Congress for the special contributions they made to the meeting and their ongoing support of the ambulatory surgery industry throughout the year. Thank you!

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An Off the Wall Opening at the Museum of Fine Arts, Boston



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Coffee Breaks (2)

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Tour Opportunities Showcase the Best of Boston

"All work and no play" has never been the goal of any FASA meeting, and this year was no exception. The program offered a number of opportunities for participants to step away from the intensive educational content of the meeting, relax, network, and simply enjoy the companionship of their colleagues and a break from the ordinary. As in the past, one option open to conference goers interested in taking a break from the educational component of the programming this year was a tour package that featured four distinctive options. Each tour offered participants a chance to experience some aspect of the very best that the city of Boston and the New England region have to offer ranging from a Boston Brew tour to a day-long exploration of the quaint New England town of Newport, Rhode Island.

Even though the tour package was mostly about fun, participants made the most of the opportunity to expand their professional contacts and share information and advice. According to Todd Fowler, MBA, CMPE, of the Holzer Clinic in Ohio, a participant in the Boston Brew Tour, "We had a great tour guide on the bus with a great sense of humor. Doyle's was very nice too. We had a little room in the back and our own tables and section. I met an anesthesiology group from Florida and a group of people from Texas."

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- difficulties recruiting young people into the field
- the fact that 65% of anesthesiology research comes from outside the US
- the need for tort reform in the US

Another anesthesia expert, Burton S. Epstein, professor emeritus in anesthesiology and pediatrics at the George Washington University School of Medicine and Health Sciences in Washington, DC, presented the Fourth Nicoll Memorial Lecture. The lecture, an IAAS-sponsored tradition, was created in honor of James Nicoll, a pioneer of modern-day surgery who first recorded his experience with pediatric day case surgery in 1909 and performed 8,988 operations as day cases at the Royal Glasgow Hospital in Scotland.

During his presentation, "Exploring the World of Ambulatory Surgery," Epstein looked at the changes that have taken place in ambulatory surgery between the time the first successful procedures were performed in the US and the first freestanding ASCs were opened until today when significantly more surgeries are performed as outpatient rather than inpatient procedures. In the early days of ambulatory surgery, he said, the goals were cost containment, opening up hospital beds



and offering the same quality of care without the inconveniences or the risk of cross-infection present in the hospital setting. Most of the ambulatory surgery performed in those days, he added, involved short procedures that required no invasion of the body cavities. Today, Epstein said, the goals are not all that different from the early days. Procedures, however, are much more complex and involve much more invasive techniques.

Epstein also pointed out that in the past most anesthesia was delivered through inhalation, rigid discharge criteria were enforced and minimum stay requirements were an accepted practice. Today, in contrast, most anesthesia is delivered intravenously or regionally, revised discharge criteria have been adopted and fast-tracking discharge standards are frequently the rule.

Epstein then posed his final question: "Where do we go from here?" One of the most important directions he proposed was supporting more research into the questions that existing data have raised and the new discoveries that will be made along the way. He saluted FASA for performing a special study in 1983 that examined the frequency of complications associated with local anesthesia and sedation administered by non-anesthesi-

ologists, and he praised the US Veterans Administration for developing a program in 1994 that tracked medical risk assessment data on an ongoing basis. He supported the creation of an international data base that could be used to produce meaningful standards, guidelines and advisories to govern the ASC industry throughout the world.

Following Epstein's presentation, which was backed by an extensive set of detailed slides, Chip Bell drew a laugh from the audience when he announced that he could sum up his entire presentation in just one slide: 1 2 3 4 5. In remarks titled "Customer Love: Creating Passionately Devoted Customers" Bell observed that customers who rate their satisfaction with their ambulatory surgery experience as a 3 are fine, "but 4's will recommend you to their friends, and the 5's will insist that their friends come to you." The 4's, he added, forgive you if you make a mistake but 5's will jump in and help you fix whatever's wrong. According to Bell, the 5's are the customers everyone wants and the way to get them is to focus on customer satisfaction. "Your customers don't judge you on what they think will happen," said Bell. "They judge you on what they think ought to happen."

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Optional Workshops Enhance Educational Program

In all, about 220 people took part in several optional workshops offered before and after the 5th International Congress. The workshops offered preceding the meeting provided Advanced Cardiac Life Support (ACLS) training, advice for ASCs concerned about complying with the Health Insurance Portability and Accountability Act (HIPAA), an interactive workshop designed for ASCs seeking accreditation from the Accreditation Association for Ambulatory Health Care (AAAHC), and a session designed to help practitioners improve the mechanical and visual skills they need to maintain difficult airways. Three of the four sessions were intensive abbreviated versions of workshops or courses that have been presented over longer periods of time in other settings.

"It was really a challenge to condense everything down," said William E. Lindeman of WEL Designs who teamed with Barbara Ann Harmer of Healthcare

Consultants International, Inc., to present the AAAHC accreditation course. "We still had people talking to us an hour and 10 minutes after the session ended."

In general, workshop participants reported being very pleased with the course content and instructors in each of the sessions. According to Liz Pryor of the St. Peters ASC in St. Peters, Missouri, "The HIPAA workshop was excellent! They really gave you the lowdown, answered a lot of questions and told you what you truly need to know." Jane Haire of ASC Partners in Health Care in Lincoln, Nebraska, described the AAAHC workshop simply as "really, really excellent."

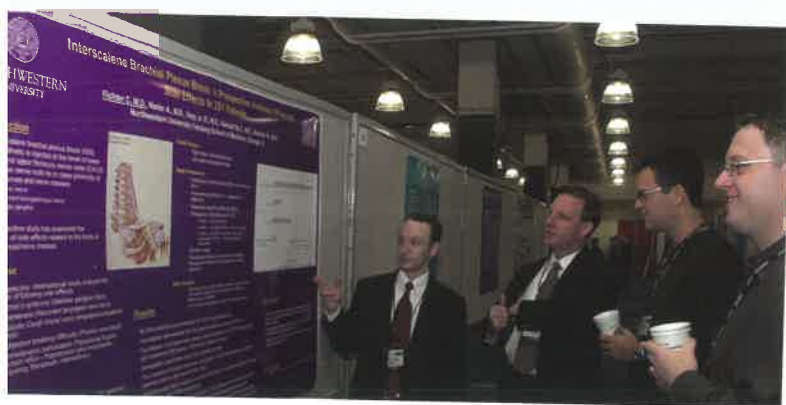
The fifth workshop, offered the day after the conference ended, gave participants an opportunity to visit either two multispecialty ASCs or a single-specialty gastrointestinal ASC and a hospital outpatient department.

Research Poster Presentations Add New Dimension to FASA Meeting

Although SAMBA and IAAS meetings traditionally feature research poster presentations, the more than 60 poster presentations at the 5th International Congress were a new feature of a FASA meeting. The posters were displayed adjacent to the Exhibit Hall and attracted a steady flow of visitors that included members of SAMBA, FASA and IAAS as well as some who were not currently affiliated with any of the three groups. During dedicated viewing times, the poster presenters stood by their work to answer questions and explain the data presented there.

Topics covered in the research presentations included anesthesia techniques and clinical management, surgical techniques and clinical practice management, patient safety and management, quality of care and business operations management. Some of the research was conducted outside the US, some using a retrospective review of existing data, and some by providers of ambulatory surgery services using data collected specifically for their research projects. Fourteen of the poster presentations were selected by a panel of experts as the best in their class. Those presenters participated in two special sessions at the meeting where they provided more in-depth discussions of their research and answered additional questions from members of the audience.

One of the poster presenters selected for special recognition for the quality of his research was Hector Vila, Jr., of Tampa, Florida. In remarks with which many ASC managers would readily agree, Vila reported, "More and more ambulatory surgery is moving into physicians' offices, but I think I have research that shows that patients really get results from all of the money that ASCs spend on safety. ASCs have set the standard for safety, and all the numbers show they are the safest."



plan carefully to make certain their own schedule included the mix of clinical, legislative, legal and management topics that best suited their own needs. Some of the presenters kept their audiences laughing while others covered subject matter that required a more serious approach. But the sessions covered everything from benchmarking, accreditation, cost containment, medical liability, HIPAA and coding to post-operative pain

management, the comparative benefits of new anesthetics, breast surgery, laparoscopic surgery and more.

Linda Boyum of the Atlantic Surgery Center in Daytona Beach, Florida, said the specialty sessions were her favorite part of the conference, and added, "There's a lot of variety." Others picked out favorites like the ASC compliance update, which one person in the audience labeled "the best session all weekend long."

Several in the audience, including Rebecca Fall of St. Peters ASC in St. Peters, Missouri, and Amy Grissett of MAE Physicians Surgery Center in Jackson, Mississippi, said the information they heard during the

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CASC Exam Offered on Opening Day

Some who attended the 5th International Congress spent part of the opening day of the conference, several hours before the official opening ceremonies began, taking the four-hour CASC (Certified Administrator Surgery Center) exam in an attempt to qualify for the new credential that recognizes achievement in ASC administration. A total of 42 people took the exam in Boston—only the second time in the history of the program that the exam has been offered. Many others who attended the 5th International Congress said that they planned to take the test later this year in Las Vegas, and although the deadline for enrolling to take the exam in Las Vegas on September 13, 2003, has already passed, additional test dates and sites are being scheduled.

"The CASC exam was a challenging yet rewarding experience for me," said Brian Shelton. "My organization values self improvement and continuous development. Passing the CASC exam provided the recognition and means to demonstrate competence in ASC management to myself, my peers, my employer and even future employers. I highly recommend seeking the CASC credential."

Amy Glover of Indiana Surgery Center added, "I took the full four hours to complete the test and probably would have taken longer if I had been allowed more time. I was really impressed by how comprehensively the exam tested all of the skills that an ASC administrator uses in all areas, including human resources, finance, governance and so forth. My one piece of advice for others preparing to take the exam would be to have a thorough understanding of the bylaws that govern your ASC. That knowledge will help you in a lot of areas covered in the exam."

The names of those who qualified to receive their CASC credential after taking the exam in Boston appear on page 39 of this issue of *FASA Update*. For more information on the CASC credentialing program, visit www.aboutcasc.org.

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sessions was very reassuring and helped them feel confident about the ways they were handling a variety of tasks in their own ASCs, especially relating to collections and benchmarking. As one woman put it, "One thing I will be taking home is that even though my center is only one year old, we're really on target."

A President's Luncheon Dedicated to Success

The President's Luncheon is always a highlight of FASA's annual meetings. This year, in addition to enjoying an elegant sit-down lunch, many of those in attendance had to dodge a few flying fish while some others had to toss and catch them as well. IAAS President-Elect Dick DeJong and Program Co-Chair Carol Beeler, found that while it wasn't so hard to catch the fish, it wasn't pleasant (see pictures on page 21).







Why were fish flying at the President's Luncheon? The answer is the FISH! philosophy of the Pike Place Fish Market in Seattle, Washington. The company's owner, John Yokoyama, and its business consultant, Jim Bergquist, were the featured speakers at the luncheon.



When they concluded their remarks, several of the fishmongers who work at the market daily appeared in the audience and started tossing two- and three-foot fish to each other, demonstrating in person just one of the ways they make their jobs more fun and attract more devoted customers.

The FISH! philosophy is actually about a lot more than tossing fish. It's all about customer satisfaction. Its four basic steps, as described in a short video presented at the luncheon, are

-  play
-  make their day
-  be there
-  choose your attitude

"Anybody can do this," said Bergquist. "You don't have to throw fish. You just have to have energy and commitment. You have to have fun at work."

"To alter Pike Place Fish, I had to alter myself first," said Yokoyama. "I was a tyrant . . . a screamer, but there is another way to empower people: share the possibi-

ties of working as a group . . . allow people to expand and create possibilities for themselves." Creativity, he observed, comes from individuals, but the synergy of a group can accomplish things an individual might never even consider. Since he changed his personal approach to the business and began exploring new ways of empowering his staff, Yokoyama said, business at the fish market is better than ever. "Any group of people can make a difference in the world if they want to," he added.

Although the fish-tossing presentation was certainly an attention-getting segment of the luncheon, several short ceremonies conducted before the Pike Place Fish Market presentation recognized equally impressive (although significantly less slippery) accomplishments by a number of ambulatory surgery professionals in the audience that day. BASC President Joe Jordan recognized the first individuals to achieve the CASC (Certified Administrator Surgery Center) credential and FASA President Bill Beeson, MD, handed them their certificate. In honor of their achievement, FASA provided the first CASC recipients with framed certificates. (See page 39 for a list of

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Inside FASA's Largest Exhibit Hall Ever

Inside the largest Exhibit Hall in ambulatory surgery's history, attendees had access to 198 booths filled with a diverse state-of-the-art array of products and services for the ASC industry. The company representatives in the hall discussed everything from surgery pads and surgeon's tools to architectural and consulting services with the conference participants who visited their booths. "It's been awesome for us," said Kirk McGonigle of Priority Healthcare Corporation. "We have a lot of leads."

"We have a great product that is just selling itself," said Angela Dunaway of Medi Doc Software, LLC. "We've had so many visitors that they have to kick us out every time they want to close the hall."

Other exhibitors agreed. As Bill Perry of MBF Perry Company, Inc., put it, "FASA members have been fantastic. They really listen to you. It is a great organization!"

While many of the 169 exhibitors had participated in numerous FASA meetings in the past, others, such as Judy Barkhurst of DeRoyal, were participating in a FASA event for the very first time. "We've had a lot of traffic," said Barkhurst. "I think we'll be back next year."

The response from those who visited the Exhibit Hall was just as enthusiastic as those who exhibited there. Robert Baird, of the Samaritan North Surgery Center in Dayton, Ohio, said, "We're in the market for some new equipment, and I've spent a lot of time researching it here. I was interested in three specific products, and I found information on all three right here." Dianne Simmons of Afton, Virginia, echoed Baird's remarks. "We're starting up a new surgery center so the exhibits are a key part of this meeting for me. I like to collect cards so I can sift through them later and get the bids I need."

Others who spent a great deal of time in the hall mentioned how impressed they were with the entire exhibition. According to one, "There are only two companies that make the product that I'm interested in. One is here and one isn't. I think I'm going to go with the one who is." According to another, "I'm opening a whole new surgery center and I need to equip it from top to bottom. I'm here to buy."

Exhibitors in the hall said that the people who visited them were generally a mix of longstanding customers and potential new clients. The variety, they said, was useful because it gave them an opportunity to renew some old acquaintances and reach new ASCs with their products. A number of the exhibitors even found time to attend some of the educational sessions presented at the meeting. According to one who had just attended a session on HIPAA compliance, "We get a lot of questions from our clients on that topic. I usually tell them to call FASA, but it's good to have at least some of that information myself."



For attendees needing a break, the Exhibit Hall offered bottled water sponsored by Aspen Healthcare, Inc., a cyber café station sponsored by United Surgical Partners International that gave attendees an opportunity to check their e-mail messages for free, and a massage station sponsored by Arizant Healthcare, Inc. "The massage station is a nice addition to the Exhibit Hall," said Carla Glaze of the MAE Physicians Surgery Center in Jackson, Mississippi. "Typically nurses need this sort of thing and don't treat themselves to it." National Surgical Care and Polkinghorn Group Architects also sponsored coffee breaks in the hall, and Alcon Laboratories, Inc., sponsored a buffet luncheon.



Numerous exhibitors at the conference also sponsored meeting-related services that did not take place in the Exhibit Hall. A complete list of sponsors can be seen on page 15.

In his final remarks during the closing ceremonies of the meeting, IAAS President Roberts made special mention of the role of the exhibitors not only at the conference but also in the daily lives of all involved in providing ambulatory surgery services. "I've never seen such a magnificent exhibition as the one presented here," said Roberts. "As the technology has developed, and continues to develop, these companies continue to provide the pharmaceuticals, equipment and services that are absolutely essential for us to do our work. They are absolutely part of the health care team. Thank them for their service."

In discussing the quality, variety and value of the booths and presenters in the Exhibit Hall, FASA Program Committee Member Steve Autry, MD, of the Surgery Center of Evandale in Cincinnati, Ohio, may have said it best, "The exhibitors are all good. I'd love to see them all back next year." ♦



the most recent CASC recipients). SAMBA recognized its recipients of the association's Research Travel Awards, which were created to encourage research by new investigators in the field of ambulatory anesthesia and surgery. SAMBA also presented its Distinguished Service Award, the association's highest honor, during the luncheon. This year that award went to Raafat S. Hannallah, MD, a physician from Washington, DC, in recognition of his many achievements and contributions to the profession of ambulatory anesthesia. During his career, Hannallah has authored more than 100 published articles, authored and co-authored a total of 40 books, and had more than 120 abstracts published. He has also made more than 60 scientific exhibit presentations and given nearly 250 lectures in more than 30 countries on every continent, except Antarctica, and served as a scientific reviewer for

"You don't have to throw fish. You just have to have energy and commitment. You have to have fun at work."

—Jim Bergquist
Business Consultant
Pike Place Fish Market

numerous professional journals. In addition, Hannallah is a founding member of SAMBA, a former Board member and president of SAMBA and a past editor of the society's quarterly newsletter. As a member of the IAAS executive committee, he was influential in bringing the 5th International Congress to Boston. He has also served as a member of the Boards of Directors for the American Society of Anesthesiologists and the Society for Pediatric Anesthesia. In accepting his award, Hannallah remarked that "the award, although given to an individual, is actually a recognition of SAMBA; its founders, whom I was privileged to join; its Board of Directors; and most importantly, its members who allowed me to serve."

An Off the Wall Opening at Boston's Museum of Fine Arts

Conference Gold Sponsor Source Medical treated all of the participants and their guests to a night out: an evening filled with music, fine art and lots of dancing, laughter, light-hearted conversation and fun at Boston's Museum of Fine Arts. Tom Hui of Source Medical welcomed all of the attendees to the event. James G. Parker Insurance Associates sponsored transportation to the museum.

During the evening, everyone at the museum was invited to create their own oversized hat from a painted paper bag and an extensive array of beads, bangles and other decorative accessories. Everyone who made a hat not only got to wear their original creation during the evening but also became eligible to enter the best hat contest later that night. Some of the attendees who saw the benefits of this networking and sharing activity are now planning to use it with their own employees. During the evening, caricature artists, who set out to capture the "true personalities" of their subjects in a lighthearted rendering, were also stationed around the museum for all to enjoy. Paul Revere, John Hancock and a few other important personalities from Boston's historic past also strolled through the crowd signing autographs and sharing stories of their "recent"



FASA Members Contact Members of Congress Direct from the Exhibit Hall Floor

To help FASA members make their voices heard in the halls of Congress in Washington, DC, FASA Board members and staff operated a computerized, fax-equipped grassroots outreach station adjacent to the FASA booth in the Exhibit Hall this year. There FASA members could get the resources and assistance they needed to contact their members of Congress and urge them to oppose the cuts in ASC Medicare reimbursement currently being considered by federal lawmakers.

Visitors to the station reviewed sample letters, wrote their own letters and sent more than 194 letters to 63 Senators and 43 Representatives. Some who stopped by the booth took copies of the sample letters home to help other representatives of their ASCs contact their Congressional representatives as well. While the main issue of the day was the proposed cuts in Medicare reimbursement, many who stopped by the booth also spent time learning more about a variety of other ASC issues currently before Congress and the role that a grassroots outreach effort can play in shaping the final decisions that will help shape the ASC industry for years to come.

Many who visited the FASA outreach station had contacted their Congressional representatives many



times before, but some were participating in the process for the very first time. April Howell of the Florence Surgery and Laser Center in Florence, South Carolina, said she had written to her Congressional representatives before, but never at FASA's request. Patti L. LaPorte from Digestive Endoscopy in Kettering, Ohio, said she had never contacted her elected officials before on any issue.

As one FASA member observed, "When they make it this easy, people do it."

According to FASA Membership Services Manager Amy Carle, "We were very happy about the number of people who stopped by to write letters, pick up sample letters to take back home or get more information on the cuts and other ASC issues currently before Congress. It's great to see so many FASA members involved in this kind of campaign."

The grassroots outreach station at the 5th International Congress was just one part of a larger campaign that FASA members are being asked to support in an effort to convince their members of Congress that the Medicare cuts will limit patient access to care and ultimately undermine the quality of health care available in the US. For more information about additional activities in which you can participate to help fight the Medicare cuts send an e-mail message to FASA@fasa.org or visit www.fasa.org. For additional information on the campaign, see pages 48 and 49 of this issue of *FASA Update*.

adventures in the region while a Boston-based band provided the live music for the evening.

Many who participated in the museum gala never even saw much more than a few pieces of the contemporary Spanish, Latin American and American art on display and opted instead to spend their evening dancing, visiting with old friends and new, and indulging in the

tempting and elegant selections available on numerous buffet tables placed strategically around the main hall. Trivia quizzes with questions about Boston and the 5th International Congress as well as a conference scavenger hunt were scattered on tables throughout the room. Many trying to find the answers to the quiz questions or identify the scavenger hunt personalities

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5th International Congress on Ambulatory Surgery

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requested found themselves meeting and talking with colleagues who they had not met before. According to Kathryn Mominee, of the Northern Ohio Surgical Center in Sandusky, Ohio, "The hats . . . the caricatures . . . the art . . . it was a nice variety and really fun."

"Source Medical was thrilled to be a Gold Sponsor of the Fifth International Congress," said company representative Ken Scarborough. "As the leading provider of information management software for surgery centers and surgical hospitals, we believe that FASA's annual

countries and frankly discussed some of the policies and expectations in those countries that encourage and discourage ambulatory surgery providers there.

Many of the meeting participants who came from abroad spent a great deal of time in sessions focused entirely on the ways things are done in the US. According to Timo Palas, an anesthesiologist from Linde Hospital in Biel, Switzerland, who had just attended a standing-room-only session on sedation analgesia in the ambulatory setting, "We don't have as



meeting is the ideal opportunity for us to interact with both customers and prospects. We look forward to supporting FASA every year."

An International Perspective

Although FASA has sponsored a few sessions designed for an international audience at some of its previous meetings, the number of participants in this meeting who came from around the world introduced a new dimension to FASA's traditional annual meeting program. One of the ways this international influence asserted itself was in the specialty sessions which, this year, included a number of presentations based solely on the work of ambulatory surgery professionals from outside the US. These sessions included presentations from ambulatory surgery providers from Denmark, Portugal, Italy, France, Germany, Australia, Great Britain and elsewhere. The presenters talked about the current state of ambulatory surgery in their home

many restrictions and as much paperwork as you do in the United States. It's easier in Switzerland." With a smile, he added something many US attendees would agree with, "You have too many lawyers in this country."



Others who came from abroad focused their comments more on the meeting than on the state of ambulatory surgery in their home country. For example, Inger Jeppesen from Vejle Hospital Day Surgery in Vejle, Denmark, said that although she was not a member of FASA, SAMBA or IAAS, she had come to the conference with a group of about 10 of her colleagues and had spent more than 8½ hours traveling to the meeting. Her visit to Boston was also her first visit to the US. "So far," she said, "It's been well worth the trip."

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FASA Membership Meeting Honors Association's Founding Mothers



For some FASA members, the final day of the conference—Mother's Day in the US—opened with a bacon and egg breakfast, or perhaps a fruit and yogurt parfait, and the FASA membership meeting, which featured a simple, yet sincerely heartfelt ceremony honoring four of FASA's founding mothers: Norma White, the first woman to serve on the FASA Board of Directors; Gail Durant, FASA's executive director for 14 years; Beth Derby, the first woman and first nurse to serve as president of FASA; and Carol Beeler, the first woman to serve as an officer of IAAS, a past president of FASA, and the program chair of the Boston conference.

Those who introduced the honorees commented in length about the enormous dedication each had shown to FASA and the ambulatory surgery industry. Among their other contributions, White was recognized for helping to develop one of the first ASCs as well as nursing standards and the nurse's role in ambulatory surgery, Durant for her 14 years of service as executive director of FASA, Derby for setting the stage for the leading role that nurses would play in FASA, and Beeler for being a "tireless worker and phenomenal person who has broken 'that glass ceiling' in many areas." All four women took turns thanking FASA for the honor being bestowed on them that day and all four received engraved silver business card holders from Tiffany's as a token of FASA's appreciation for their service.

"I'd like to thank FASA for this honor," said White. "I didn't realize 30 years ago that I would be doing this today."

5th International Congress on Ambulatory Surgery

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Many of the US ambulatory surgery service providers said they enjoyed being able to spend some time with their colleagues from around the world and many attended the specialty sessions presented by their colleagues from abroad. "I think it's been real interesting to have such a different perspective on things," said one FASA member. "I've really enjoyed it."

... Until We Meet Again

The final session of the conference featured three speakers who examined three different aspects of

patient safety, outcomes and quality management in ambulatory surgery. L. Reuven Pasternak a vice dean and associate professor with the Johns Hopkins University Schools of Medicine and Public Health in Baltimore, Maryland, provided in-depth insights into data he has assembled comparing and contrasting the relative safety of procedures performed in ASCs, hospital outpatient departments and physicians' offices. In general, according to his information, procedures performed in ASCs produced the best outcomes. For example, when considering patient mortality, post-operative emergency room

visits and inpatient readmission rates, ASCs consistently demonstrated the best results. Pasternak then urged everyone in the audience to continue to monitor patient outcomes and preferences on an ongoing basis as everyone in the industry continues to strive for the best in patient care.

Paul Lemos, an anesthetist from Porto, Portugal, and president of the Portuguese Association for Ambulatory Surgery, discussed patient satisfaction with ambulatory surgery. He pointed out that the highest satisfaction ratings come from patients who experi-

ence the least amount of postoperative pain and nausea, a clean and welcoming facility, a courteous and friendly environment, and short waiting times on the day of surgery. He then examined different ways of evaluating patient satisfaction, including questionnaires, personal interviews and telephone interviews. Questionnaires, he suggested, provide some of the most reliable data and are one of the most cost-effective ways to gather that data. His tips for getting the most from the questionnaires included having a neu-

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Prizewinners Take Home Golf Clubs, Palm Pilots and Much More

Many who visited the Exhibit Hall came away not only with the information they were seeking and a few free souvenirs for their children and colleagues back home, but also prizes that the exhibitors distributed through random drawings conducted during the last viewing hours in the hall. Congratulations to all prizewinners!

Amerinet
Sheet of uncut \$2 bills
Kathy King
Charles Carson

AmeriPath, Inc
White Hot Putter
Lauren Jensen

Arizant Healthcare
Spa Gift Basket
Jacqueline Jerko

Aspen Healthcare
Live Lobsters
Louise Barwick
Carol Guerra

B Braun Medical, Inc.
Duffel Bag & Fleece Blanket
Mary Lynn

Broadlane, Inc.
Golf Bag & Golf Balls
Paul Berahuis

Cardinal Health Surgery
Center Products
Fleece Blanket
David E Wildebrandt

Continuum Healthcare
Consultants
Longaberger Cake Baskets
Andrea M. Hyatt

Community Care
Motorola Walkie Talkies
Theresa Smith

Criticare Systems, Inc
Mont Blanc Pen Set
Bradley Stone

CTQ Solutions
Subscription to *EdgeSurvey*
Clifton Hunt

Datex-Ohmeda
TuffSat Handheld Pulse
Oximeter
Inger Jeppesen

Life-Tech, Inc.
Textbook: *The Continuous
Peripheral*
Aaron Hammond

Somnia, Inc.
Cannon Digital Video
Camcorder ZR40
Alice Cannon

Surgery Consultants of
America
New England Gift Basket
Debbie Boudreaux

Frost-Arnett Company
\$100
Becky Swan

HCA
Set of Callaway Irons
Robin Nirschl

HPPI
Handheld Color TV
Valerie Oxhorn

Draeger Medical
Black Leather Portfolio
James Philip

Medisphere Healthpartners
Compact Stereo
Rick Hawkins

Meta Associates
Sony Radio
Kathie Mominee

Kimberly-Clark
FASA Meeting
Registrations (2)
Lisa McCloskey
Janet Rusk

Marshall Erdman
Selection of Fine Art
Carol Fairchild

MedAssets
Backpack Coolers
Gina Hughes
Deborah Starnes

Mobile Instrument
\$300 Eddie Bauer Gift
Certificate
Kathie Mominee

mdStratgies
Palm Pilot
Vannette Poole

Medi Globe
Sweatshirt and Glass
Globe
Monica McKinney

Smith and Nephew
\$500 American Express
Gift Card
Tara Cruz

FASA
FASA Meeting Registration
Susan Oross

tral party collect the data, giving patients the opportunity to remain anonymous, including open-ended questions, publishing the results, and including patients' friends, relatives and other care providers in the surveys. (For more information on conducting patient satisfaction surveys, see "Patient Satisfaction: A Measurable Outcome" on pages 25-32 of the May/June 2003 issue of *FASA Update*.)

Richard H. Blum, director of the post-anesthesia care unit at Children's Hospital in Boston presented the final educational session of the meeting with a discussion of the role of simulation in preventing adverse outcomes. Using slides and a short video that showed entirely simulated operating rooms, complete with simulated patients, Blum described how this technique can be used to train medical personnel and test new data and technology without any risk to patients. Using the controlled conditions and



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<p>Monitors</p> <p>Welch Allyn SPOT- BP/SPO2, New.....\$1562.00</p> <p>Welch Allyn Atlas w/prnter, ECG, SPO2, NIBP, temp, resp, New.....\$4375.00</p> <p>Datascope Passport EL, ECG, NIBP, SPO2, resp, temp, print, Recond.....\$3250.00</p> <p>Dash 2000, ECG, SPO2, temp, NIBP, resp, print, monochrome display, New.....\$3400.00</p> <p>Criticare 8100 w/CO2, ECG, SPO2, NIBP, printer, Factory Refurbished.....\$4950.00</p> <p>Marquette Eagle 3000, ECG, SPO2, NIBP, printer, Reconditioned.....\$3000.00</p> <p>Critikon MPS Select, ECG, NIBP, SPO2, printer, Factory Refurbished.....\$4500.00</p> <p>Propaq 102EL w/SPO2, NIBP, ECG, printer, Reconditioned.....\$3600.00</p> <p>Datascope Accutor 3, SPO2, NIBP, printer, Reconditioned.....\$975.00</p> <p>Datascope 3000, ECG, NIBP, SPO2, printer, Reconditioned.....\$1500.00</p> <p>Spacelabs 90601, ECG, NIBP, SPO2, printer, Reconditioned.....\$1800.00</p> <p>Defibrillators/EKGs</p> <p>Zoll 900, Factory Refurbished.....\$1800.00</p> <p>GE Pro 400, NIBP, SPO2, Recorder, Factory Refurbished.....\$2250.00</p> <p>Zoll PD 1400 w/pacing, Factory Refurbished.....\$2250.00</p> <p>Zoll M-Series w/pacing, Factory Refurbished.....\$4000.00</p> <p>Zoll M-Series w/pacing, AED, SPO2, Factory Refurbished.....\$5400.00</p> <p>Zoll M-Series w/pacing, AED, SPO2, 12-lead, Factory Refurbished.....\$9800.00</p> <p>Zoll 1600P w/ manual pacing, AED, Factory Refurbished.....\$3000.00</p> <p>Physio Control LP 9, Refurbished.....\$2500.00</p> <p>Physio Control LP 9P w/pacing, Refurbished.....\$3200.00</p> <p>Hewlett Packard XLI, 12-lead EKG, Reconditioned.....\$2750.00</p>	<p>Anesthesia Machines</p> <p>Ohmeda Modulus II Plus, Recond.....\$13000.00</p> <p>Drager 2AK, Reconditioned.....\$5700.00</p> <p>Drager 2B, Reconditioned.....\$14000.00</p> <p>CO2/Agent Monitors</p> <p>Datascope Multinex4100+, CO2.....\$1200.00</p> <p>Ohmeda 5250, SPO2, CO2, 5-agent.....\$3000.00</p> <p>Ohmeda Rascal II, CO2, 5-agent.....\$1200.00</p> <p>Datex Capnomac Ultima, CO2,5-agt.....\$3000.00</p> <p>AED's</p> <p>Zoll AED Plus, New.....\$1875.00</p> <p>Lifepak 500, Reconditioned.....\$2100.00</p> <p>Cardiac Science Powerheart, New.....\$1875.00</p> <p>Heartstream Forerunner I, Recond.....\$1575.00</p> <p>Survivalink FirstSave, Reconditioned.....\$1575.00</p> <p>Survivalink Vivalink, Reconditioned.....\$950.00</p> <p>I.V. Pumps</p> <p>Baxter AS40, Reconditioned.....\$1375.00</p> <p>Baxter AS50, New.....\$2400.00</p> <p>Baxter InfusO.R., New.....\$1750.00</p> <p>Suction Units</p> <p>Gomco 1181, Reconditioned.....\$250.00</p> <p>Impact Ultra-Lite Unit, New.....\$450.00</p>
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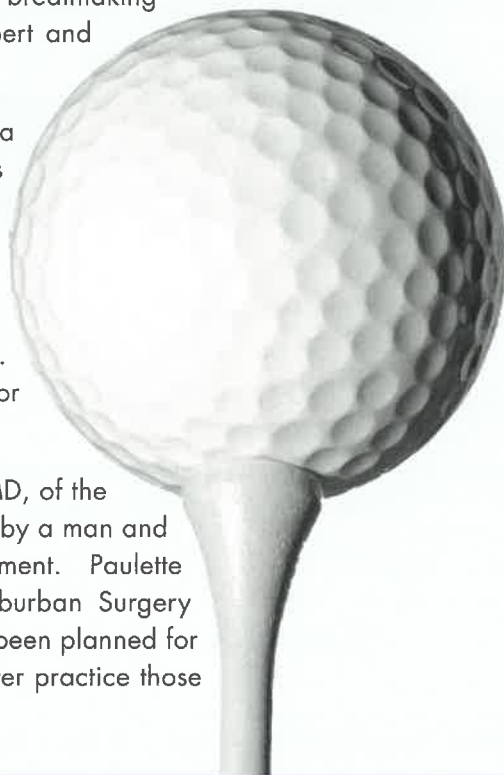
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Move Over Tiger Woods

The 5th International Congress officially concluded just before noon on Sunday, May 11, and that afternoon several of the golf aficionados in the group were teeing off in what has become a FASA tradition in the last few years—an annual golf tournament held just following the meeting program to give participants a chance to unwind, enjoy some of the local scenery, spend some additional time with their colleagues from across the country and go for that elusive hole in one. This year's tournament, sponsored by Woodrum/ASD, was held at the Pine Hills Golf Club, an 18-hole championship course designed by Rees Jones and Nicklaus Design and set amidst the breathtaking vista of Pine Hills. The course offers challenging play to both expert and beginner golfers alike.

"It was beautiful course, and I think everyone who played had a good time," said Margaret Orman of United Surgical Partners International. She also said she'd like to see more FASA members at next year's tournament, which is scheduled to be played on the 2½-year-old Faldo golf course at the Wildfire Golf Club, a 174-acre, par 74 course with bent grass greens and 106 sand bunkers within walking distance of the meeting's headquarters hotel. Arizona's beautiful Camelback Mountain provides the backdrop for the course.

Illinoisans took all the prizes awarded this year. Leonard Piazza, MD, of the Center for Surgery in Naperville won the prize for the longest drive by a man and was awarded a Pine Hill golf shirt in recognition of his achievement. Paulette Myers, who accompanied her husband, Eric Myers, MD, of Suburban Surgery Center in Addison won the women's longest drive. Prizes had also been planned for closest to the pin but none of the golfers hit the green. Golfers better practice those drives for next year.



confidential debriefing sessions, said Blum, can lead to an educational experience that is far superior to one that is based simply on a text book.

"This type of training has been used by the military and those in aviation and other high-risk areas for years," Blum added, while explaining his belief that definitive proof is not needed to show the technique's value in ambulatory surgery. "It's possible that one day malpractice rates could be reduced for those who complete this type of training."

IAAS's Roberts offered the final farewell at the conference. "Just how quickly does four days go?" he asked. "For me, it seems more like 24 or 36 hours. Boston is a great place and it's been a great privilege

to have opened this Congress, and now to bring it to a close." After thanking everyone who had helped develop and deliver the "comprehensive program" that had featured such "a wide range of expert and excellent speakers," Roberts said, "I now declare this Congress closed."

Echoing the sentiments of many others from the US and around the world who had participated in the 5th International Congress, Brigitta Granland of Nu-Siukvairden, Uddevalla Hospital in Sweden sounded almost American in the simple, straight-forward manner she responded to the question "What did you think of the conference?" Her answer? "It was *really, really* good." ♦

INTERNATIONAL ASSOCIATION FOR AMBULATORY SURGERY

PRESENTS



5TH INTERNATIONAL CONGRESS ON AMBULATORY SURGERY



Co-HOSTED BY: FEDERATED AMBULATORY SURGERY ASSOCIATION & SOCIETY FOR AMBULATORY ANESTHESIA

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- ☐ IAAS 301 Pre-Meeting Workshop: HIPAA for ASCs
.....4 tapes, \$60
- ☐ IAAS 303 Pre-Meeting Workshop: How to Achieve AAAHC
Accreditation for ASCs....2 tapes, \$30

Friday, May 9

- ☐ IAAS 304 Mastering Collections in Your ASC....2 tapes, \$30
- ☐ IAAS 305 HIPAA for Owners and Board of Directors
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- ☐ IAAS 306 Choices in ASC Accreditation..... 2 tapes, \$30
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- ☐ IAAS 351 HALT Surgical Procedures
- ☐ IAAS 317 Vendors in the OR: An Asset or Liability?
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- ☐ IAAS 322 Streamlining the Scheduling Process
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- ☐ IAAS 324 Web-Based Education: SkyMed
- ☐ IAAS 325 Performance Improvement Through Financial
Benchmarking
- ☐ IAAS 350 Chiropractors and ASCs