

2019 Rocky Mountain ASC Conference & Trade Show

June 27 & 28, 2019 - Downtown Denver



COLORADO AMBULATORY
SURGERY CENTER ASSOCIATION
Our Patients Come First

THURSDAY, JUNE 27, 2019



8:30am - 9:00am

CONTINENTAL BREAKFAST & REGISTRATION

Silverton Foyer

9:00am - 10:00am

ASCA 2019 CMS Update

Kara Marshall Newbury, Regulatory Counsel,
ASC Association

Silverton 2 & 3



10:00am - 11:00am

Letters of Protection: *Friend or Foe?*

Rob Rigal, CEO, Echelon Medical Capital
Nader Samii, CEO, National Medical Billing Services

Silverton 2 & 3



11:00am - 11:30am

SPONSOR HALL BREAK

Cripple Creek Ballroom

11:30am - 12:30pm

Marketing Essentials for your ASC: *The How-To's & Why YELP Matters*

Moderated by: Jack Roldan, SeeDeep Consulting
Trista Sandoval, Vice President of Business
Development & Physician Relations,
Alice Beech, Physician Liaison
Kathy Bohman, Physician Liaison
Jovanna Grissom, Vice President of Operations,
Pinnacle III

Silverton 2 & 3



12:30pm - 1:30pm

LUNCH BUFFET ~ WIN SPONSOR PRIZES

Cripple Creek Foyer & Ballroom

1:30pm - 2:30pm

Track A: HR Practices & Standards in a Successful Surgery Center

Thomas H. Jacobs, CEO/Founder, MedHQ
Rita Hernandez Figi, Vice President - HR Services
MedHQ

Silverton 2 & 3



Track B: Creating & Maintaining a Meaningful QAPI Program

Crissy Benze, MSN, BSN, RN, Senior Consultant
Progressive Surgical Solutions

Silverton 1



2:30pm - 3:30pm

Track A: Advancements in Technology: *Does Innovation Equal Prosperity?*

Nadder Sahar, Entrepreneur & Developer, CareDirect
Marta Shultz, Product Manager, SimplifyASC

Silverton 2 & 3

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THURSDAY, JUNE 27, 2019 (continued)

2:30pm - 3:30pm

Track B: Updates to AORN Guidelines for Perioperative Practice

Byron L. Burlingame, MS, RN, BSN, CNOR, Senior Perioperative Practice Specialist, Department of Nursing, Association of periOperative Registered Nurses (AORN)

Silverton 1



3:30pm - 4:00pm

2019 HAPPY HALF HOUR SPONSOR BREAK

Cripple Creek Ballroom



4:00pm - 5:00pm

The Fickle Brain: How Cognitive Biases Undermine Our Critical Thinking

Rich Grenhart, Psy.D, Grenhart & Associates, LLC

Silverton 2 & 3



5:00pm - 7:00pm

2019 CASCA COCKTAIL PARTY

Cripple Creek Ballroom

Win 1 of CASCA's 2019 door prizes along with enjoying delicious food and an open bar for attendees & sponsors. Prizes in the past have ranged from iPad & TVs, to YETI coolers and local wines.

Don't forget to bring business cards to drop at booths



FRIDAY, JUNE 28, 2019



7:30am - 8:30am

HOT BREAKFAST & REGISTRATION

Cripple Creek Ballroom & Silverton Foyer

8:30am - 9:30am

Colorado ASC Association Update

Chris D. Skagen, Executive Director, CASCA

Jennifer Miles, Frontline Public Affairs

Jim Miles, Esq., Greenberg Traurig, LLP

Silverton 2 & 3



9:30am - 10:00am

SPONSOR HALL BREAK

Cripple Creek Ballroom

PROGRESSIVE
SURGICAL SOLUTIONS
A DIVISION OF BSM CONSULTING

10:00am - 11:00pm

CDPHE Update

Margaret Mohan, Branch Chief, Acute Care and Nursing Facilities, Colorado Department of Public Health and Environment (CDPHE)

Silverton 2 & 3



CardinalHealth

www.coloradoasc.org

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FRIDAY, JUNE 28, 2019 (continued)

11:00am - 12:00pm

The Building Blocks of Diversity: Building & Maintaining a Diverse Workforce

David Aduddell, Senior Leadership Consultant & Director of Operations, Zoe Training
Silverton 2 & 3

12:00pm - 1:00pm

LUNCH BUFFET ~ WIN SPONSOR PRIZES

Cripple Creek Foyer & Ballroom
Exhibit Hall will be breaking down after lunch; this is the last chance to win both CASCA's Door Prize & remaining sponsor prizes.

1:00pm - 2:00pm

DeBunking Pharmaceutical Myths: Understanding the Changes in Pharma Management

Tom Simpleman, BCGP, R.Ph, Consultant Pharmacist, The Fawks Company
Silverton 2 & 3

2:00pm - 3:00pm

Financial Health Checkup: The Current State of the ASC Marketplace

R. Ezra Erb, Director of Operations - Colorado, Surgical Care Affiliates
David Lo, Manager - Denver, HealthCare Appraisers, Inc.
Christopher Weir, Senior Banker, BOK Financial
Silverton 2 & 3

This program is approved for **11 hours of AEU credits** by BASC Provider #1220.

CASCA is approved by the California Board of Registered Nursing, Provider #CEP 15981 for **11 CE contact hours**.

Please sign-in **EACH DAY** to receive continuing education credits pertaining to days of attendance.

The Embassy Suites Hotel - Downtown Denver | 1420 Stout Street - Denver, CO 80202
www.coloradoasc.org