



July 14, 2009

Dear Friends:

It is that time again – MASA Education Day is here! We will be hosting our annual event on September 24 & 25 at the Soaring Eagle Casino, Mt. Pleasant, Michigan for MASA's 3rd Annual Education event - "Go for the Gold".

Enclosed is information on our event that includes conference and hotel registration forms and sponsor and vendor forms. Please take a moment to review the different segments that we are making available this year.

We are excited about the tremendous speakers that we have been able to schedule both for our general sessions and breakout sessions. Mr. Cliff Suttle, renowned speaker and presentation coach, will be delivering the keynote address at lunch. Dr. William Marty Martin, an organizational consultant, will be speaking at our breakfast meeting.

We read your comments from last year's event. We took your comments to heart and are sure you will be pleased with the changes. This year we will again offer breakout sessions for Administrators, Clinical, Billing, Coding and Materials Management staff. Several of the breakout sessions will include continuing education credits. If you are looking for an inexpensive way to keep up on ever changing rules and regulations for ASC's, this is an opportunity you don't want to miss. MASA has something for everyone! Your attendance at our meeting will support our programs.

The deadline for conference and hotel registration is Thursday, September 3, 2009. Please return the completed conference registration forms in the envelope enclosed in this packet. **All hotel reservations must be made directly with hotel** by using the enclosed form and instructions. The Soaring Eagle has extended our conference rate for the night prior and night after our event, so take advantage of this great offer.

Once the conference registry has closed, you will receive a packet with confirmation for the conference. Please use the enclosed vendor and sponsor information to share with your vendors. Sponsorship involvement is crucial to our event, so we ask for your support in sharing this information. All conference information is also available on our website (www.michiganasc.com).

I want to thank our vendors that have assisted us with our program and breakout sessions. Their commitment to our program is very much appreciated!

Please take a moment and consider attending the 3rd Annual Education Day! If you have any questions regarding the event, please feel free to go to www.michiganasc.com or call Marcy Lay, Executive Director at (517) 485-4044.

On behalf of the MASA board – we hope to see you in September!!

Sincerely,

Jim Stilley, President

MASA

GO FOR THE GOLD 2009 EDUCATION DAY

September 24th & 25th, 2009
Soaring Eagle Casino
Mt. Pleasant, MI

Networking.....Education.....Relationship Building

WHO IS MASA?

The Michigan Ambulatory Surgery Association (MASA) acts as an advocate for its ambulatory surgery center [members](#), offers educational opportunities, and provides a forum for disseminating information valuable to the running of high quality and cost-efficient centers.

WHAT IS AN ASC?

Ambulatory surgery centers, or ASC's, are facilities that specialize in providing [surgery](#), including certain pain management and diagnostic services in an [outpatient](#) setting, that does not require admission to a hospital. ASC's typically have lower infection rates than hospitals due to the lack of ill or infectious patients. ASC's provide a friendly environment and are much less threatening than a hospital.

WHAT ARE THE BENEFITS OF ATTENDING 2009 ED DAY?

- √ Hear from key leaders in our industry speaking on issues important to you
- √ Attend breakout sessions / for specialized discussion, education & credits
- √ Network with other ASC personnel from across the state
- √ Visit with vendors and sponsors
- √ Showcase your products as a vendor to our 50 plus member facilities and other guests
- √ MASA welcomes all members and non-members to this event
- √ Support your association

SPONSORSHIP OPPORTUNITIES

MASA is providing exceptional opportunities for sponsorships. Each of these sponsorships will provide your company or group with maximum visibility through the entire event! Our packages are created to assist you in promoting and expanding your business.

"High quality.....great networking opportunities, all for a low cost. Would recommend this to all ASC facilities in Michigan. The vendor booths are a great extra!"

Mary Ann, MASA Member

MASA VENDOR / EXHIBITOR FORM

GO FOR THE GOLD
2009 EDUCATION DAY

September 24 – 25, 2009
Soaring Eagle Casino
Mt. Pleasant, Michigan

Thursday, September 24

Noon – 7:00 pm Vendor/Exhibitor Set-up
7:00 pm – 8:30 pm MASA Welcome Reception & Vendor/Exhibitor Showcase

Friday, September 25

7:00 am – 4:30 pm MASA 2009 Education Day – Vendor/Exhibitor Display Open

\$250 MASA MEMBER

\$500 NON-MASA MEMBER

VENDOR/EXHIBITOR REGISTRANTS WILL RECEIVE:

*one Conference Registration (including all events & meals)**
one 6' table in main conference room – need an extra table? \$50
Acknowledgement in conference program
Acknowledgement on website

***additional vendor registrants will be charged \$75 per person**

Vendors are invited to bring a door prize and collect names/business cards at your table – vendor prizes are to be drawn and announced immediately following lunch 9/25/09

Vendor/Exhibitor Contact Information: (please complete form and mail with your payment to MASA, 124 W. Allegan, Suite 1700, Lansing, MI 48933 – make checks payable to MASA)

Name

Company

Address

Phone

Email

Cell Phone

Name of Attendee/Registrant

Name of Additional Registrant(s)

of tables _____
*1st table included, over 1 is
\$50 each*

Need electric?

YES _____ **NO** _____

MASA SPONSORSHIP FORM

GO FOR THE GOLD
2009 EDUCATION DAY

September 24 – 25, 2009
Soaring Eagle Casino
Mt. Pleasant, Michigan

Welcome Reception Sponsor (1) – Thursday, September 24

\$2,500.00 (1)

Company Logo on reception invite to all registered guests ▪ company logo in conference program ▪ introduction and acknowledgement at reception ▪ logo on MASA web site ▪ one registration to conference per sponsorship ▪ one vendor table

Breakfast Sponsor (2) – Friday, September 25

\$1,500.00 (2) or \$3,000 (1)

Company logo in conference program ▪ introduction and acknowledgement at breakfast ▪ logo on MASA web site ▪ one registration to conference per sponsorship ▪ one vendor table

Luncheon Sponsor (2) – Friday, September 25

\$2,000.00 (2) or \$4,000 (1)

Company Logo in conference program ▪ introduction and acknowledgement at luncheon ▪ logo on MASA web site ▪ one registration to conference per sponsorship ▪ one vendor table

Welcome Sponsor (1) – each registrant will receive \$10 in GOLD coin bag

\$1,750.00 (1)

Company logo on coin bag ▪ company logo conference program ▪ logo on MASA web site ▪ one registration to conference per sponsorship ▪ one vendor table

Conference Tote Sponsor (1) – each registrant will receive tote

\$1,750.00 (1)

Company logo on conference bag ▪ company logo in conference program ▪ logo on MASA web site ▪ one registration to conference per sponsorship ▪ one vendor table

Conference Badge Sponsor (1) – each registrant will receive badge on lanyard

\$1,500.00 (1)

Company logo on conference lanyard/name badge ▪ company logo in conference program ▪ logo on MASA web site ▪ one registration to conference per sponsorship ▪ one vendor table

SPONSOR Contact Information: (please complete form and mail with your payment to MASA, 124 W. Allegan, Suite 1700, Lansing, MI 48933 – make checks payable to MASA)-**FAX TO HOLD 517-485-4045**

SPONSORSHIP LEVEL _____ (FIRST COME--FIRST SERVED BASIS)
Fax your form prior to sending!

Name

Company

Address

Phone

Email

Cell Phone

Name of Attendee/Registrant

MASA ED DAY 2009

Tentative Agenda

GO FOR THE GOLD
2009 EDUCATION DAY

September 24 – 25, 2009 Soaring Eagle Casino
Mt. Pleasant, Michigan

Thursday, September 24th

Noon-7:00 pm	Vendor Set-up
Noon – 8:00 pm	Registration
7:00 pm – 8:00 pm	Welcome Reception – Meet Your Vendors

Friday, September 25th

6:30 am – 2:00 pm	Registration
7:00 am – 8:00 am	Breakfast
8:00 am – 9:00 am	Dr. William Marty Martin “Stress Management: Coping Constructively With External And Internal Demands” – Sponsored by Amerinet
9:00 am - 9:15 am	Break
9:15 am – 10:30 am	Breakout Meetings

Administrative – “How To Deal with Disruptive Behavior” – Dr. Marty Martin (Amerinet)

Clinical – “Chemical & Latex Sensitivity” – Janet Strong, RN/Keri Willard (Molnlycke Healthcare)
1 credit

Billing – “RAC Preparation” – Cathy Montgomery (Excellentia Advisory Group)

Coding – “Coding for Shoulders and Podiatry” - Paul Cadorette (mdStrategies)

Materials Management – “Using Best Practices And Spend Analysis To Increase Value And Reduce Costs” - Mark Whitman (Amerinet)

10:30 am – 10:45 am	Break
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10:45 am – 12:00 noon Breakout Meetings

Administrative – “CMS Conditions of Coverage” – Nancy Jo Vinson, RN, BA, CASC

Clinical – “Wounds, Wound Healing and Surgical Site Infection” – Colleen Hopp, RN
(Covidien) *1 credit*

Billing – “Back to Basics, ASC billings and collections” – Lisa Rock, President & CEO,
National Medical Billing Services

Coding – “Coding for Urology and Plastic Procedures” - Paul Cadorette (mdStrategies)

Materials Management – “The Surgical Repair Process” – Matt Rudolph, Senior Sales Rep &
Trainer (Spectrum Surgical Instruments)

12:00 noon – 12:30 pm Lunch

12:30 pm – 1:45 pm Cliff Suttle – “Choosing To Win”

Mr. Suttle is an awarding winning speaker with over 70 titles to his record. He has worked with many Fortune 500 companies including General Motors, Ford Motor, IBM, Blue Cross/Blue Shield, Kodak, Xerox, Rockwell International, Comerica, MetLife, and more. He is also a published author and international freelance writer.

1:45 pm – 2:00 pm Vendor Door Prize Drawings

2:00 pm – 2:15 pm Break

2:15 pm – 3:30 pm Breakout Meetings

Administrative – “Healthcare Reform and Legal Updates for ASC’s” Michael Matthews &
Gregory Moore (Clark Hill, PC)

Clinical – “The Clinical and Financial Impact of MRSA” - Janet Strong, RN/Keri Willard
(Molnlycke Healthcare) *1 credit*

Billing – “Fraud & Abuse” – Deborah Williamson, Foster Swift Collins & Smith

Coding – “Best Coding Techniques for 2009”-Lisa Rock, President & CEO, National Medical
Billing Services

Materials Management – “Components in Controlling Supply Costs” – George Puckett,
Inventory Optimization Solutions

MASA ED DAY 2009

CONFERENCE ATTENDEE REGISTRATION FORM

GO FOR THE GOLD
2009 EDUCATION DAY

September 24 – 25, 2009
Soaring Eagle Casino
Mt. Pleasant, Michigan
(use this form to register for conference)

NAME: _____

FACILITY/COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

PHONE: _____ FAX: _____

EMAIL: _____

NAME TAG (what you would like your name tag to read): _____

Please answer each section:

HOTEL ROOM

(Information only-use form enclosed to make reservations with hotel)

Registrants must reserve room by completing and faxing attached form to Soaring Eagle Casino.

Conference room rates:

First Class Room – 1 King Bed (\$129.00)

First Class Room – 2 Queen Beds (\$129.00)

CONFERENCE

_____ YES, I would like to register for the conference. I am a **member** and have enclosed my **\$100.00 conference registration** payable to MASA. **This does not include hotel costs.**

_____ YES, I would like to register for the conference. I am **not a member** and have enclosed my **\$150.00 conference registration** payable to MASA. **This does not include hotel costs.**

SESSIONS (included in registration)

_____ YES, I will be attending the **Thursday night Welcome Reception – Meet Your Vendors**

GENERAL SESSION

____ YES, I will attend the **breakfast/general session** featuring **Dr. William Marty Martin “Stress Management: Coping Constructively With External And Internal Demands”**

____ YES, I will attend the **lunch/general session** featuring **Mr. Cliff Suttle “Choosing to Win”**

I would like to attend the following breakout sessions (This section will help us select the room size needed for each breakout session. However, you will be allowed to change your session at the conference).

√ **One per breakout**

Breakout 1 (9:15 a.m. to 10:30 a.m.)

____ **Administrative – “How To Deal with Disruptive Behavior”** – Dr. Marty Martin (Amerinet)

____ **Clinical – “Chemical & Latex Sensitivity”**–Janet Strong, RN/Keri Willard
(Molnlycke Healthcare) **1 Credit**

____ **Billing – “RAC Preparation”** – Cathy Montgomery (Excellentia Advisory Group)

____ **Coding – “Coding for Shoulders and Podiatry”** - Paul Cadorette (mdStrategies)

____ **Materials Management – “Using Best Practices And Spend Analysis To Increase Value And Reduce Costs”** - Mark Whitman (Amerinet)

Breakout 2 (10:45 a.m. to 12:00 p.m.)

____ **Administrative – “CMS Conditions of Coverage”** – Nancy Jo Vinson, RN, BA, CASC

____ **Clinical – “Wounds, Wound Healing and Surgical Site Infection”** – Colleen Hopp, RN
(Covidien) **1 Credit**

____ **Billing – “Back to Basics, ASC billings and collections”** – Lisa Rock, President & CEO,
National Medical Billing Services

____ **Coding – “Coding for Urology and Plastic Procedures”** - Paul Cadorette (mdStrategies)

____ **Materials Management – “The Surgical Repair Process”** – Matt Rudolph, Senior Sales Rep &
Trainer (Spectrum Surgical Instruments)

Breakout 3 (2:15 p.m. to 3:30 p.m.)

____ **Administrative – “Healthcare Reform and Legal Updates for ASC’s”**- Michael Matthews &
Gregory Moore (Clark Hill, PC)

____ **Clinical – “The Clinical and Financial Impact of MRSA”** - Janet Strong, RN/Keri Willard
(Molnlycke Healthcare) **1 Credit**

____ **Billing – “Fraud & Abuse”** – Deborah Williamson, Foster Swift Collins & Smith

____ **Coding – “Best Coding Techniques for 2009”**–Lisa Rock, President & CEO, National Medical
Billing Services

____ **Materials Management – “Components in Controlling Supply Costs”** – George Puckett,
Inventory Optimization Solutions

COMMENTS:

Please remember to mail the completed conference registration and check payable to MASA in enclosed envelope or to:

**MASA
Attn: Registration
124 W. Allegan, Suite 1700
Lansing, MI 48933**