

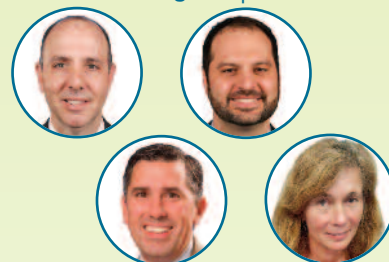
A. Why and How to Post Your Prices Online | **SANIBEL**



Marty Makary, MD, MPH Johns Hopkins Hospital, Baltimore, Md., **Andy Poole, MS** Monticello Community Surgery Center, Charlottesville, Va., **Vangie Dennis, RN, BSN, CNOR, CMLSO** Emory Healthcare, Atlanta, Ga., **Sanjay Prasad, MD** Founder/CEO SurgiPrice, Rockville, Md.

\$6335 for an ACL repair. \$2850 for cataract surgery. It'll soon be the norm for surgical facilities of all kinds to post their all-inclusive prices for various procedures online. It's called price transparency, and it's a mega-trend impacting the business of surgery in a major way. This workshop will show you step-by-step how to do it and what it could mean for your facility. You'll hear from healthcare commentator and renowned Johns Hopkins surgeon Marty Makary, MD, who has studied price transparency and will explain the positive impacts on surgical facilities that have posted their prices online. Plus you'll hear from Andy Poole, MS, the CEO of Monticello Community Surgery Center in Charlottesville, Va., who believes patients deserve honest and upfront pricing for the procedures they undergo, and Vangie Dennis, RN, BSN, CNOR, CMLSO, who developed the online pricing structure used at Spivey Station Surgery Center in Jonesboro, Ga.

B. Build a World-Class Outpatient Total Joints Program | **PINE**



Andrew Stoeckl, MD Excelsior Orthopaedics, Amherst, N.Y., **Nicholas J. Violante, DO**, Excelsior Orthopaedics, Surgeon, **David Uba**, Excelsior Orthopaedics, Chief Executive Officer, **Jeannette Moretti, RN, CNOR**, Administrator, Buffalo Surgery Center, Amherst, N.Y.

In the next 15 years, the total joint replacement market will quadruple in size and dramatically change in scope, with well over half of all cases likely to be done on an outpatient basis. This workshop will show you how to build a successful same-day total joint program from the ground up. You'll learn about patient selection, techniques, pain control, home care, reimbursement and more from Dr. Stoeckl and members of his surgical team.

C. How to Perfect Your Central Sterile Supply Department | **CAPTIVA**



David Taylor, MSN, RN, CNOR Methodist Hospital, San Antonio, Texas, **Donna Nucci, RN, CIC, MS** Yale New Haven Hospital, New Haven, Conn.

They happen every day. Failures in instrument decontamination or sterilization, wet packs, instrument sets that are late for the case. By creating an environment that promotes safety, accountability and collaboration, you can mitigate failure and optimize innovation that improves the delivery of safe and effective care. Here's how to better understand your central sterile department and make it run more smoothly.

Why Add Microbes to Your Mop Bucket?



The truth is that microfiber really works best the first time it's used.

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Course Schedules

WEDNESDAY, OCT. 12

1 p.m. Patient Safety: 54 Years of Progress ... or Stasis? | **ESTERO BALLROOM**

It's disheartening, says anesthesiologist and patient safety expert Kenneth P. Rothfield, MD, MBA, CPE, CPPS, how little we've improved patient safety during his lifetime. More than 400,000 U.S. citizens die from preventable medical errors each year. That's well more than 1,000 preventable deaths a day. In his uniquely engaging way, Dr. Rothfield plots the progress — or lack thereof — we've made on a 54-year timeline and challenges surgical leaders to solve the never events that keep happening. **Kenneth P. Rothfield, MD, MBA, CPE, CPPS**, Saint Vincent's Healthcare, Jacksonville, Fla.



2 p.m. What Can Surgical Facilities Learn From the Ritz Carlton and Other World-Class Corporations? | **ESTERO BALLROOM**

The pressure to attract patients and surgeons to your surgical facility has never been greater than it is today. This program will examine successful business models outside the healthcare setting that use excellent customer service to attract new customers and keep current customers happy. We'll explain how to implement these customer-focused strategies in a surgical facility and offer methods you can use in your ASC or hospital to enrich both the patient and the surgeon experience. **Vangie Dennis, RN, BSN, CNOR, CMLSO**, Emory Healthcare, Atlanta, Ga.



3 p.m. | **BREAK**

3:15 p.m. How to Resuscitate a Dying Surgical Facility | **ESTERO BALLROOM**

In 2009, the Delray Beach (Fla.) Surgery Center was on its deathbed. It had been sold several times and was on the verge of foreclosure. But the prospective new owners recognized that there was still potential — in the right hands. They recruited Carol Cappella, RN, MSN, CNOR, a former hospital administrator, to bring it back to life. Ms. Cappella will explain how she embraced the challenge and helped turn the previously moribund facility into the thriving center it is now. **Carol Cappella, RN, MSN, CNOR**, Delray Beach (Fla.) Surgery Center



4:15 p.m. Medical Care Gone Wrong | **ESTERO BALLROOM**



Medical errors account for approximately 250,000 patient deaths each year, making them the third leading cause of death in the United States. What can surgical facilities do to fix the problem? **Marty Makary, MD, MPH**, Johns Hopkins Hospital, Baltimore, Md.

5:15 | Wine Tasting in the Exhibit Hall | **CALUSA BALLROOM**



Treat your taste buds, network with colleagues and see new technology at our annual wine tasting on Wednesday night. This event has been a favorite of ORX attendees for seven years running!

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THURSDAY, OCT. 13

**7:30 a.m. – 8 a.m. | Continental Breakfast |
ESTERO FOYER**

**8 a.m. Every ½ Second Counts: A Victim's
Perspective on Patient Safety | ESTERO
BALLROOM**



After a tragic car accident that took his wife in 2004, Ridley's 17-month-old son, Josh, was killed by a medication error at the hospital where he was cared for after the accident. Instead of getting angry, Mr. Barron chose to use the experiences as a platform for challenging individuals and institutions to put patient safety first. Mr. Barron has taken personal tragedy and used it for good — and reminds you that in an instant we can make life-changing decisions. **Ridley Barron**, Ridley Barron Industries, Thompson's Station, Tenn.

**9 a.m. What If a Killer Walked Into Your Facility? |
ESTERO BALLROOM**



Is your facility prepared for the unthinkable? Two days before Thanksgiving in 2013, a bizarre stabbing spree shattered the sense of safety and security at a Texas surgical center. A family member of a patient stabbed 5 people during a 30-second rampage in the waiting room and clinical areas. Two people, including a PACU nurse, died. Could this happen at your facility? Learn how to guard against healthcare workplace violence from a first responder, including several security measures you should consider implementing at your facility. **Beth Chrismer, MSN, RN**, Good Shepherd Ambulatory Surgical Center, Longview, Texas

**10 a.m. | Coffee Break in the Exhibit Hall |
CALUSA BALLROOM**

**10:45 a.m. Healthcare Leaders Aren't Born,
They're Made | ESTERO BALLROOM**



They didn't teach you how to lead at the highest levels in nursing school. But that's exactly what's required to keep advancing in your career and to keep your facility in good financial and operational health. This crash course will help ignite the most important personal leadership qualities of today's nurse leaders so that surgeons and staff alike will view you as a "Most Valuable Player." **David Taylor, MSN, RN, CNOR**, Methodist Hospital, San Antonio, Texas

**11:45 a.m. | OR Excellence Awards | ESTERO
BALLROOM**



12:00 p.m. | Lunch | CALUSA TERRACE

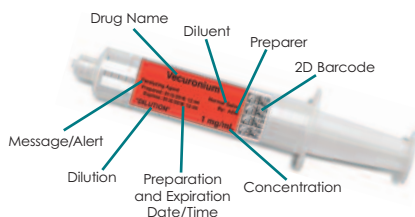
**12:30 p.m. | Dessert, Shopping in
Exhibit Hall | CALUSA BALLROOM**

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THURSDAY, OCT. 13 (cont'd)

1:30 p.m. | WORKSHOPS

A. 25 Creative Cost-Saving Solutions | SANIBEL



If improving your bottom line is tops on your to-do list, then this is the workshop for you. When you return to your facility, you'll be armed with practical ways to cut costs without sacrificing quality or compromising patient care. You'll hear real-life solutions from **Thomas Durick, MD**,

the medical director and chief of anesthesia at Bay Surgery Center in Oakland, Calif., and **Leslie Mattson, RN, BSHM**, a surgery center consultant from Atlanta, Ga.

B. How to Transform Your Facility into a "High Reliability" Organization | PINE



Human error is inevitable — it's part of how the mind works. We can't change that, but we can correct for it, before error ever has a chance to harm patients. It's called "High Reliability." Here's how it works. Former Coast Guard pilot and safety officer **Spence Byrum**, who has spent nearly 25 years in the fields of safety and process improvement, tells you the keys to eliminating avoidable errors. **Spence Byrum**, HRS (High Reliability Solutions) Consulting, Weston, Fla.

C. How to Avoid an Infection Control Disaster | CAPTIVA



Operating rooms and sterile processing departments are the new ground zero in the fight against dangerous and sometimes deadly healthcare-acquired infections. They're also where unwanted national headlines are being made. In this interactive training session, infection preventionist **Donna Nucci, RN, CIC, MS**, discusses hot topics in SSI prevention bundles, endoscope reprocessing best practice updates as well as the additional challenges in the procedure area. She'll also touch on compliance in surgical attire, safe injection practices, preventing cross-contamination and hand hygiene. You won't want to miss this infection prevention boot camp. **Donna Nucci, RN, CIC, MS**, Yale New Haven Hospital, New Haven, Conn.

3:30 p.m. Tournament of Champions | ESTERO BALLROOM



Our popular surgical game show that tests your perioperative knowledge is back! Get ready to buzz in with the correct answer. We'll award a special prize to the winning team members. Hosted by industry veterans **Ann Geier, MS, RN, CNOR, CASC**, and **Stephanie Martin, BSN, RN, CNOR, CASC**.

Margarita Madness!

4:30 p.m. – 6 p.m. Cocktail Party in the Exhibit Hall CALUSA BALLROOM



...and shopping for your facility. Join us in the exhibit hall on Thursday night for a fun reception featuring decadent —and complimentary— specialty tropical drinks poured by the exhibitors. Sip on exotic blends while picking up ideas to make your facility hum.

FRIDAY, OCT. 14

7:30 a.m. – 8 a.m. | Continental Breakfast | **ESTERO FOYER**

8 a.m. **Five Days at Memorial: Life and Death in a Storm-Ravaged Hospital** | **ESTERO BALLROOM**



Hear from *New York Times* bestselling author and Pulitzer Prize winner Sheri Fink, PhD, MD, whose book, *Five Days at Memorial*, describes the events that took place at Memorial Medical Center over 5 days following Hurricane Katrina, as thousands of people were trapped in the hospital without power. The triage system put into effect deprioritized critically ill patients for evacuation, and a number of these patients were euthanized by medical and nursing staff shortly before the entire hospital was evacuated on the fifth day of the crisis. Dr. Fink examines the legal and political consequences of the decision to euthanize patients and the ethical issues surrounding euthanasia and health care in disaster scenarios. **Sheri Fink, PhD, MD** (Photo credit: Jen Dessinger), Author, *Five Days at Memorial*

9 a.m. **True Detective: Uncovering the Real Root Cause** | **ESTERO BALLROOM**



Investigating adverse events can be difficult and deceptive. The cause might initially appear to be obvious, but a broader look can often unveil issues in your organization that you didn't even know existed. In this entertaining presentation, Jan and Carmen will show how looking at problems from a narrow perspective can alter your perception and cause you to miss the real root cause. Things are not always as they seem. **Jan Kleinhesselink, RN, CPHQ**, Chief Quality Officer, Lincoln (Neb.) Surgical Hospital, **Carmen Lester, RN, JD**, Chief Clinical Officer, Lincoln (Neb.) Surgical Hospital

10 a.m. | **BREAK**

10:15 a.m. **Fear: The Hidden Killer** | **ESTERO BALLROOM**



Why is it that most errors at hospitals go unreported? Despite the existence of incident reporting systems, surgical staff rarely report adverse events. They're convinced that keeping quiet is the best way to preserve relationships and get work done. Nothing can be more deadly than silence. In this thought-provoking presentation, Dr. Wyman, a physician, educator and nationally recognized speaker, discusses organizational fear and its impact on organizational behavior with a focus on quality and safety. Don't let silence shatter the safety of your operating rooms. **Chet Wyman, MD**, Johns Hopkins University School of Medicine, Baltimore, Md.

11:15 a.m. **Addiction & Abuse: Medicine's Dirty Little Secret** | **ESTERO BALLROOM**



Our society is afflicted with alcoholism and addiction to prescription pain medication. The incidence of substance abuse in surgery, both doctors and nurses, might be higher than 10%. Chances are, you know someone in the throes of substance addiction or abuse of opioids or alcohol. Find out how prevalent the problem is among surgical professionals and how to help a colleague — or yourself — out of the grips of addiction. **Ashish C. Sinha, MD, PhD, DABA, MBA**, Drexel University College of Medicine, Philadelphia, Pa.

12:15 p.m. | **ADJOURN**

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Meet the Speakers



Ridley Barron

Ridley Barron is a pastor, author, internationally known speaker and tireless advocate for patient safety. After a tragic set of circumstances that touched his family's life, Ridley began a journey of healing that included speaking and writing about the horrible circumstances that harmed his family. He speaks with great candor about the events of that fateful day. He has appeared at hospitals, medical conferences, churches and meetings of various professional health organizations from coast-to-coast. His story has been published in numerous magazines and medical publications, and was also told in great detail with the long-awaited release of his book, "Twist of Faith." Ridley's story is one of hope, healing and forgiveness and a call for continued improvement in patient safety. He lives today with his wife, Lisa, and their 4 children in Thompson's Station, Tenn.



Spence Byrum

As a former pilot and safety officer for the U.S. Coast Guard as well as a process improvement expert, Spence Byrum has studied the inevitability of human error, why it occurs and how it can be prevented. As co-founder and CEO of HRS (High Reliability Solutions) Consulting in Weston, Fla., he has helped more than 600 healthcare facilities implement the protocols and practices of commercial aviation, nuclear power plants and other high reliability organizations in order to protect patients from harm when human error occurs.



Carol Cappella, RN, MSN, CNOR

Carol Cappella is the clinical director of the Delray Beach (Fla.) Surgery Center. She has more than 30 years of experience in acute care hospitals and health systems, including 20 years in leadership roles. She was working as a consultant before she accepted the challenge of trying to turn things around at Delray Beach.



Beth Chrismer, MSN, RN, CPHRM

Beth Chrismer was executive director for risk management at Good Shepherd Medical Center in Longview, Texas, when a patient's rampaging son unexplainably stabbed 5 people, killing 1 OR nurse and 1 visitor, at its ambulatory surgical center in November 2013. Ms. Chrismer has since spoken frequently on armed violence in the healthcare setting. She has more than 35 years of experience in healthcare, including 15 years in healthcare risk management. She is also a certified yoga teacher.



Vangie Dennis, BSN, RN, CNOR, CMLSO

Vangie Dennis is the director of patient care practice at the Emory Clinics Ambulatory Surgery Centers in Atlanta, Ga., as well as the laser safety officer for the Emory Health System. With more than 40 years of nursing experience, she has lectured nationally and internationally on clinical practices, advanced technologies, endoscopic procedures and surgical laser use. In 2011, she received the AORN Award for Outstanding Achievement in Perioperative Clinical Nursing Education. Ms. Dennis is a longtime member of the *Outpatient Surgery Magazine* Editorial Board.



Thomas W. Durick, MD

Dr. Thomas Durick is the medical director and staff anesthesiologist of the Bay Surgery Center in Oakland, Calif. Dr. Durick has given multiple presentations over a wide range of topics, including cost containment in the operating room, quality improvement and neuromuscular blockade.



Sheri Fink, PhD, MD

Dr. Sheri Fink is a *New York Times* bestselling author and Pulitzer Prize winner for her book, "Five Days at Memorial: Life and Death in a Storm-Ravaged Hospital," a landmark investigation of patient deaths at a New Orleans hospital ravaged by Hurricane Katrina. She's also the author of the book "War Hospital: A True Story of Surgery and Survival." Dr. Fink holds a medical degree and a doctorate in neuroscience, both from Stanford University. She is a *New York Times* health and science correspondent. [Photo: Jen Dessinger]



Ann Geier, MS, RN, CNOR, CASC

Ann Geier has been a leader in the ASC industry for more than 30 years. She's currently vice president of clinical informatics and surgery at Source Medical Solutions and a highly respected voice in ambulatory surgery center management. Her clinical background was based in the operating room, where she served as a scrub nurse, circulator, educator and director.



Jan Kleinhesselink, RN, CPHQ

As the chief quality officer at Lincoln (Neb.) Surgical Hospital, Jan Kleinhesselink oversees quality improvement, safety and infection control efforts. She also investigates adverse events to determine root causes and recommends how the hospital can mitigate its liability risk. Ms. Kleinhesselink, who has been in surgical leadership roles for more than 25 years, is also a surveyor for the Accreditation Association for Ambulatory Health Care (AAAHC).



Carmen Lester, RN, JD

Carmen Lester is the chief clinical officer at Lincoln (Neb.) Surgical Hospital, where she manages the leadership of several departments, including outpatient surgery and surgical services. She earned a degree from the University of Nebraska College of Law and her nursing degree from Nebraska Wesleyan University. Ms. Lester is a member of the American Organization of Nurse Executives, the American College of Healthcare Executives and the Healthcare Financial Management Association.



Marty Makary, MD, MPH

Dr. Marty Makary is the surgical director of the Johns Hopkins Multidisciplinary Pancreatitis Center, the chief of minimally invasive pancreatic surgery at Johns Hopkins Hospital, a professor of surgery at Johns Hopkins University and a professor of health policy and management at the Johns Hopkins Bloomberg School of Public Health. He is a nationally known patient safety advocate, a frequent TV news commentator and bestselling author of "Unaccountable," a book about physician-led efforts to increase transparency and improve the quality of health care.



Stephanie Martin, BSN, RN, CNOR, CASC

Ms. Martin is a senior director of operations with Regent Surgical Health. Previously, she was the administrator of the Flagler Surgery Center in St. Augustine, Fla., where she expanded service lines to include GYN, general surgery and total joint replacement programs and won *Outpatient Surgery Magazine's* 2012 OR Excellence Award for financial management. Earlier in her career, Ms. Martin managed daily operations and development at a specialty surgical hospital.



Meet the Speakers



Leslie Mattson, RN, BSHM

Leslie Mattson runs the popular surgical administrator's blog "A Scrub's Life" (ascrubslife.com). She has been managing surgery centers for 20 years and currently serves as the director of an ophthalmic surgery center. She also runs her own consulting business, ALM Surgical Solutions.



Jeannette Moretti, RN, CNOR

Jeannette Moretti has been a nurse for more than 30 years, with the last 20 years spent in management positions. She's currently the administrator of the Buffalo Surgery Center in Amherst, N.Y., where the physicians of Excelsior Orthopaedics perform their same-day joint replacements. Ms. Moretti is in charge of managing all aspects of the surgery center, including clinical, financial and regulatory operations. She has developed multiple programs for the center, including its successful total joints program.



Donna Nucci, RN, CIC, MS

Donna Nucci is certified in infection prevention and served as the conference chair on the board of directors of APIC (Association for Professionals in Infection Control and Epidemiology) New England. As an infection preventionist at Yale New Haven Hospital, Ms. Nucci oversees more than 100 ambulatory sites, including surgery and endoscopy centers. She also works as a private consultant to more than 20 surgery and endoscopy centers in Connecticut, Massachusetts and New York, helping them meet regulatory and patient safety goals. Ms. Nucci is a frequent contributor to *Outpatient Surgery Magazine*.



Andy Poole, MS

Andy Poole is the CEO of Monticello Community Surgery Center in Charlottesville, Va. He received his masters of science in healthcare administration from Virginia Commonwealth University. After years of experience leading large departments at Augusta Medical Center and the University of Virginia Health System, Mr. Poole joined Monticello Community Surgery Center to focus on innovative practices and patient-focused care. In February 2016, he received board certification in healthcare management as a fellow of the American College of Health Executives.



Sanjay Prasad, MD

Dr. Prasad, an ENT surgeon and the medical director of Tower Surgical Center, in 2007 founded SurgiPrice, an online bidding platform for patients in need of surgery, dental procedures or diagnostic imaging. Patients upload their pertinent medical records, and providers and facilities report back quality metrics and bundled pricing. Patients then choose providers based on quality and price.



Kenneth Rothfield, MD, MPA, CPE

Kenneth Rothfield is system vice president and chief medical officer at Saint Vincent's Healthcare in Jacksonville, Fla. He is nationally recognized for his work in patient safety with the High Reliability Steering Committee of Ascension Health, the nation's largest not-for-profit healthcare system, and the Institute for Healthcare Communication.



Ashish C. Sinha, MD, PhD, MBA

Dr. Ashish Sinha developed an interest in substance abuse among medical professionals after witnessing 2 of his colleagues suffer from drug addiction. The vice chairman of the anesthesiology and perioperative medicine department at Drexel University College of Medicine in Philadelphia, Pa., and a board-certified anesthesiologist practicing at Hahnemann University Hospital in Philadelphia, Dr. Sinha has also served as president of the International Society for the Perioperative Care of the Obese Patient and a co-author of "Lippincott's Anesthesia Review: 1001 Questions and Answers."



Andrew C. Stoeckl, MD

A graduate of Boston College and the University at Buffalo Medical School, Dr. Andrew Stoeckl joined Excelsior Orthopaedics after finishing a 1-year Harvard Sports Medicine fellowship. He received advanced training in knee, shoulder, foot and ankle injuries with an emphasis on minimally invasive arthroscopic procedures. Dr. Stoeckl is the president of Excelsior Orthopaedics and has worked to pioneer its outpatient total joint program.



David L. Taylor III, MSN, RN, CNOR

David Taylor, director of the cardiovascular OR at Methodist Hospital in San Antonio, Texas, has delivered comprehensive consulting services to community hospitals systems, teaching hospitals and Level I trauma centers nationwide, an experience that led him to author the study "Perioperative Leadership: Managing Change With Insights, Priorities, and Tools," which was published in *AORN Journal* in July 2014. A former U.S. Army nurse, he retired from the branch's nurse corps at the rank of major in 2009 after 25 years of service.



David Uba, MBA

David Uba, CEO of Excelsior Orthopaedics, is responsible for leading all aspects of Excelsior's business, including payer contracting. Excelsior pioneered outpatient total joint replacement surgery and bundled payments in Western New York in 2014, and the program continues to grow. Before joining Excelsior, Mr. Uba held several senior leadership positions with Blue Cross Blue Shield of Western New York and a local area HMO. Mr. Uba, who has almost 30 years of healthcare management experience, received his bachelor's degree from Fordham University in New York City and his MBA from the University at Buffalo School of Management.



Nicholas J. Violante, DO

A graduate of Saint Vincent College and the Lake Erie College of Osteopathic Medicine, Dr. Nicholas Violante joined Excelsior after completing a joint reconstruction fellowship at Allegheny General Hospital in Pittsburgh. Dr. Violante specializes in the treatment of hip and knee conditions, with expertise in total joint replacement. He has extensive training in the use of minimally invasive joint replacement procedures. Dr. Violante is a partner at Excelsior Orthopaedics and has worked to pioneer the practice's outpatient total joint program.



Chet Wyman, MD

Chet Wyman is an anesthesiologist at Johns Hopkins Bayview Medical Center in Baltimore, where he serves as chair of both the Quality and Patient Safety Committee and the Safety Improvement Council. The co-author of "Trauma Anesthesia and Critical Care," he has lectured extensively on effecting change and improving patient care, and is an expert in promoting teamwork and improving communication between disciplines.