

SPRING

**2016** HOSPITAL O.R.  
**SOR** AND SURGICAL  
CONFERENCE

March 14-16 • Miami, FL

**FROM VOLUME TO VALUE**  
EXCELLENCE IN SURGICAL SERVICES

# AGENDA

MONDAY, MARCH 14

11:30 am – 7:00 pm

**REGISTRATION FOR SUPPLIERS & SPONSORS**

11:30 am – 4:00 pm

**PROVIDER REGISTRATION**

This special Provider Registration is for all Hospital O.R. & Surgical Directors and GPO Executives. Relax and enjoy a light meal & networking with your peers as you register for the conference. Lunch will be served between noon and 3:00 pm.



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12:00 pm – 4:00 pm

**SUPPLIER SHOWCASE**

Select Suppliers will showcase their products, services and technology. Showcases are designed to provide a limited number of supplier attendees with an opportunity to demonstrate their products, services and solutions for the provider executives. To maximize this experience for everyone, only Providers and Supplier attendees from companies with a showcase exhibit will be permitted into the showcase area. Please contact us to learn how you can participate.

3:00 pm – 3:20 pm

**SUPPLIER ORIENTATION**

All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the Reverse EXPO and how it works.



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# AGENDA

MONDAY, MARCH 14 *CONTINUED*

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**4:15 pm – 5:30 pm**

## PROVIDER ORIENTATION & SPONSOR SPOTLIGHT

All Hospital O.R. & Surgical Directors and GPO Executives are required to attend this orientation meeting, which will provide important information pertaining to the conference and introduce a few of our sponsors.

**5:30 pm – 6:30 pm**

## WELCOME RECEPTION & NETWORKING EVENT - ALL ATTENDEES



**6:30 pm – Late**

## EVENING SUITES HOSTED BY OUR SPONSORS



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# AGENDA

TUESDAY, MARCH 15

SPRING  
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**7:00 am – 6:00 pm**

## REGISTRATION DESK OPEN

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

**7:00 am – 8:00 am**

## BREAKFAST - ALL ATTENDEES

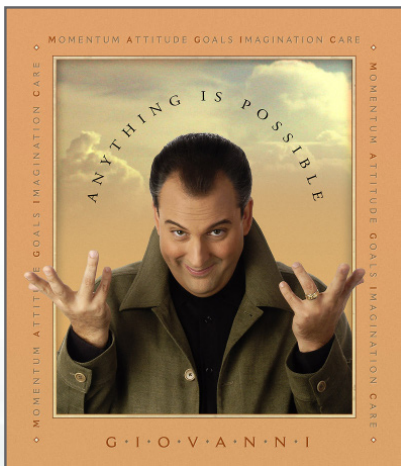


**8:00 am – 9:30 am**

## OPENING REMARKS AND KEYNOTE ADDRESS

### *Anything is Possible*

**Speaker: Giovanni Livera**



For anyone who has ever said, "It can't be done," Giovanni challenges you to think again: "Not only can it be done, but there is more than one right answer!" Thus begins the journey from the limitations of conventional thinking into a world where thinking like a magician makes anything possible.

When you think like a magician, Giovanni says, you open up your mind to limitless possibilities that conventional thinking blithely dismisses as impractical or even impossible. But to succeed in today's competitive business environment, you need to embrace the idea that *Anything is Possible*.

During this hour-long performance, Giovanni brings together his singular blend of mind-bending showmanship, contagious enthusiasm, high-voltage delivery and outside-the-box thinking to encourage listeners to break through self-imposed barriers and achieve their very best.

Combining his M.A.G.I.C. formula (Momentum, Attitude, Goals, Imagination, Care) with unique messaging, proven business tactics and select magic routines, *Anything is Possible* will inspire you to push past the sky and reach for new heights, solve problems creatively, and build long-lasting personal and professional relationships.

### **Learning Objectives:**

As a result of this powerful session, attendees will learn to:

- Motivate the groups they lead
- Foster teamwork
- Build loyalty between their team members
- Create an atmosphere of "outside the box" thinking



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TUESDAY, MARCH 15 *CONTINUED*

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9:30 am – 9:45 am

**COFFEE BREAK**



10:00 am – 12:00 pm

**REVERSE EXPO SESSION I**

The Hospital O.R. & Surgical Directors and GPO Executives host the exhibit booths in this very unique Reverse EXPO.



12:00 pm – 1:15 pm

**LUNCH - ALL ATTENDEES**



1:30 pm – 2:30 pm

**EDUCATIONAL SESSION**

***Current Issues in Instrument Processing:  
Cleaning, Disinfection and Sterilization***



**Speaker: Cynthia Spry, RN, MA, MSN, CNOR, CSIT**

Cynthia Spry is an independent clinical consultant with more than 30 years of experience in perioperative nursing. She has held positions as educator and director with responsibility for surgical services including sterile processing. Prior to becoming an independent consultant she worked for Advanced Sterilization Products, a Johnson and Johnson Company, where she was an international clinical consultant. She has presented topics related to processing of surgical instruments in more than 17 countries and is the author of two text books and more than 75 articles. She has also been the lead author for 3 of AORN Recommended Practices related to instrument processing.

Cynthia was President of the national AORN and she is currently the co-chair of WG 40, the committee responsible for development of ST79, Comprehensive Guide to Steam Sterilization and Sterility Assurance in HealthCare Facilities. ST79 provides the U.S. guidelines for reprocessing of surgical instruments. She holds Master's Degrees in both education and nursing.

**Learning Objectives:**

After attending this presentation, attendees will be able to:

- Discuss the current Joint Commission, CDC, and FDA focus on processing of surgical instruments and devices
- Identify common deficiencies related to cleaning, disinfection, and sterilization
- Describe best cleaning, disinfection, and sterilization practices that address current concerns



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2:45 pm – 3:45 pm



## EDUCATIONAL SESSION

### *The Integrated Care Advantage Securing Hospital Growth Through Reliable & Efficient Episodes Of Care*

**Speaker: Fred Bayon**

CMS's emerging focus on bundled payment—particularly the mandatory Comprehensive Care for Joint Replacement program (CJR) requirement—has drastically raised industry focus on episode efficiency. Yet many questions remain. Readiness to respond to episode risk is uneven; physician and post-acute alignment pose significant challenges for many. Beyond those challenges is a larger one—how far, how fast can providers expect to see bundled payment prevalence increase? This presentation examines key trends in bundled payment, highlighting key considerations for the outlook for bundled payment.

As a national spokesperson with The Advisory Board Company, Fred presents findings on frontier strategic and clinical practices. His areas of study include general hospital administration and management, health system economics, and clinical technology. He is a frequent lecturer for Health Care Advisory Board, Philanthropy Leadership Council, and IT Strategy Council memberships. At last count, he has presented in 44 states.

Prior to joining The Advisory Board Company, Fred earned his bachelor of arts from Dartmouth College and master's degree in education from Columbia University, where his work focused on strategic planning and corporate governance. Prior to his time at Columbia, Fred served on the faculty at an independent school in Massachusetts.

### **Learning Objectives:**

After attending this presentation, attendees will be able to:

- *Prepare to succeed under Medicare bundles*
- *Partner effectively with specialists to create clinical standards to support episode efficiency*
- *Leverage episode efficiency to compete for surgical volumes*

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4:00 pm – 5:00 pm



## EDUCATIONAL SESSION - O.R. and Supply Chain Attendees *State of the Union – Proving Hospital and Health System Value*

**Speaker: Fred Bayon**

Five years after the signing of the Affordable Care Act, hospital and health system leaders sit at the center of a dizzying array of efforts to rein in health care spending. Major purchasers, including Medicare, Medicaid, health plans, employers, and consumers, are questioning how—not just how much—to pay for health care. These purchasers, however, are pursuing a range of different strategies to control their health care costs, complicating providers' hopes of finding a clear path forward.

As a national spokesperson with The Advisory Board Company, Fred presents findings on frontier strategic and clinical practices. His areas of study include general hospital administration and management, health system economics, and clinical technology. He is a frequent lecturer for Health Care Advisory Board, Philanthropy Leadership Council, and IT Strategy Council memberships. At last count, he has presented in 44 states.

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### **Learning Objectives:**

After attending this presentation, attendees will be able to:

- *Understand the impact of Medicare's commitment to population risk*
- *Recognize opportunities and threats posed by changes in the employer-sponsored insurance market*
- *Evaluate the effect of health insurance exchanges on consumer behavior*
- *Prepare to create and prove system value in an increasingly complex and divergent purchaser landscape*



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TUESDAY, MARCH 15 *CONTINUED*

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6:00 pm – 10:00 pm



## DINNER & ENTERTAINMENT

On Tuesday night, join us for a classic Miami experience at the world famous **Mango's Tropical Café** in South Beach. Mango's is a showcase of international talent, cuisine and entertainment. The performances featuring a full line up that ranges from Salsa to Bachatta and Reggae to Pop. Tantalize your taste buds with their Floribbean Cuisine specializing in Latin and Caribbean comfort foods and treat yourself to their exotic and refreshing hand-made specialty drinks, including a full variety of Mojitos, Daiquiris, Martinis and Cosmos. Come prepared for an unforgettable evening of wonderful food, open bars, live music and spectacular entertainment.



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# AGENDA

WEDNESDAY, MARCH 16

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**7:00 am – 12:00 pm**

## REGISTRATION DESK OPEN

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**7:00 am – 8:00 am**

## BREAKFAST - ALL ATTENDEES



**8:00 am – 9:30 am**

## EDUCATIONAL SESSION

### **3 Keys To Managing Cost: Money Ball in the O.R.**

#### **Speaker: Thomas Durick, MD**



Reimbursements are shrinking, deductibles are exploding, and patients are more knowledgeable than ever with all the information on the internet. Being able to run as lean as possible while maintaining patient safety, satisfaction and the satisfaction of your providers is the life blood of a surgery center or healthcare facility. Surgery centers and hospitals are consolidating and closing in record numbers. To do more than thrive, you need to stay ahead of the curve in being efficient, minimizing costs and investigating new technologies that will provide new revenue sources without the need for expensive equipment that will take years to recover costs.

Dr. Thomas Durick is a Board Certified Anesthesiologist with more than 25 years in practice. He has been the Medical Director at Bay Surgery Center in Oakland, CA, for the past 9 ½ years. For 18 of his 25 years in practice, he has held dual roles as full-time Anesthesiologist and OR Director in several facilities. In addition to providing anesthesia on a full time basis, Thomas functions as facility administrator, overseeing all billing office and purchasing operations.



#### **Learning Objectives:**

After attending this presentation, attendees will be able to:

- *Think outside the box: "We've always done it this way" doesn't work anymore. Explore, research, network, listen, ask, and search for inefficiencies. Identify common deficiencies related to cleaning, disinfection, and sterilization*
- *Don't always assume vendors are the enemy: Do LISTEN to and PARTNER with your GOOD vendors who provide QUALITY products in ways that benefit YOUR facility*
- *Case Costing Matters: Show your providers what it costs to do a case for them and their "associates" in the same facility*



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10:00 am – 12:00 pm



## REVERSE EXPO SESSION II

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FOR INFORMATION ON  
**SUPPLIER REGISTRATION  
AND SPONSORSHIPS**  
PLEASE CONTACT:

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FOR INFORMATION ON  
**PROVIDER REGISTRATION**  
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