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ASCOA Administrators featured as ‘Great Surgery Center Administrators’

HANOVER, MA – March 9, 2011 — In a recently published list of ‘Great Surgery Center Administrators to Know’ by Becker’s ASC Review, Administrators from eight ASCOA-managed surgery centers were featured:

Cynthia Condron (South Shore Surgery Center in Bay Shore, NY). Ms. Condron serves as the administrator of South Shore Surgery Center, a facility that opened in collaboration with ASCOA in Dec. 2010. The newly constructed facility is an 11,000-square-foot center with three operating rooms and two procedure rooms. The center achieved successful New York State licensure on Dec. 17 and performed its first case on Dec. 20. Prior to joining South Shore, Ms. Condron served as facility administrator in the construction and development of an orthopedic ASC on the north shore of Long Island, a position she held for six years. She also attained successful New York State licensure and Medicare/AAAHC certification with her prior center. Ms. Condron holds an MBA from Palm Beach Atlantic University in West Palm Beach, Fla., and has over 15 years of experience in healthcare.

Vicki Edelman, RN, CASC (Blue Bell Surgery Center in Blue Bell, PA). Ms. Edelman is the administrator of Blue Bell Surgery Center, a four-room, multi-specialty ASC that opened in Sept. 2008. Surgeons specialize in orthopedics, ENT, pain management, plastic surgery, general surgery, ophthalmology and gastroenterology. Blue Bell sees around 225 patients monthly and is managed by Ambulatory Surgical Centers of America. Ms. Edelman has been with Blue Bell since May 2008, during the center's construction phase. Ms. Edelman credits her center's success to the energy, resourcefulness and dedication of her team. "My job would not be possible without their tireless efforts to maintain our high standards, and their support in providing quality patient care to the community we serve," she says. She has been a nurse for 32 years and began her career in medical surgical nursing and high-risk obstetrics. Her first management role was as assistant nurse manager at Philadelphia's Albert Einstein Medical Center's short procedure unit and admission discharge unit.

Jennifer Hunara, MHA/MBA (Surgery Center of Allentown in Allentown, PA). Ms. Hunara has managed the Surgery Center of Allentown, a large multi-specialty ASC, for the last four years. The center is partnered with ASCOA and is proud to be one of the company's largest and most profitable centers. According to Robert M. DeDio, MD, FACS, president of the ASC, the center has seen three straight years of inspections with the Pennsylvania Department of Health without a single deficiency. The center contains seven ORs, which accommodate a variety of specialties, including orthopedics, ENT, pain, ophthalmology, plastic surgery, general surgery and GI. Of Ms. Hunara, Dr. DeDio says, "Jenn has worked tirelessly to set up and run our very large organization in the very difficult state of Pennsylvania. We enthusiastically recommend her."

Marcy Sasso (Raritan Valley Surgical Center in Somerset, NJ). Ms. Sasso serves as administrator of Raritan Valley Surgical Center, which is managed by ASCOA. Although she has been with the center less than one year, she has made a significant impact: Employees cite her open-door policy, commitment to staff satisfaction and policy of encouraging ideas from all ASC personnel. "To know her is to truly love her," says Chrissy Orescovich, recovery room nurse at the ASC. "As far as our facility goes, she is a team player and an advocate for the staff as well as the patients." Ms. Sasso is also the co-founder of the Surgery Center

Coalition, which was founded nearly six years ago and is now one of the largest free networking groups in the state of New Jersey. In addition to her work with ASCs, Ms. Sasso has hosted numerous charitable events to benefit those devastated by Hurricane Katrina and the Haiti earthquake, for which she raised over \$3 million in medical supplies.

Tara Sellers, RN, BSN (Surgery Center of Key West, FL). Tara Sellers, administrator of Surgery Center of Key West, assisted in starting her facility in July 2008. Prior to her position with the surgery center, Ms. Sellers served as the OR charge nurse at a local hospital and also owned and managed a physician billing company. While in nursing school, she was voted "Most Likely to Become an Administrator" and received an "Excellence in Nursing" award from the local hospital in 2007. "[Tara] works in all areas of the center to assure excellent patient outcomes," says Suzanne Wienburg, RN, CASC, senior vice president of operations for ASCOA, which manages the ASC. "She is well-respected by her staff and physicians." She points out that aside from the center's excellent patient satisfaction and outcomes, Surgery Center of Key West is also financially successful and received a three-year certification from AAAHC in 2009.

Carol S. Slagle, CASC (Specialty Surgery Center of CNY in Liverpool, NY). Ms. Slagle has been the administrator of Specialty Surgery Center of CNY, which is managed by ASCOA, since its inception in 1999. She says the experience of setting up Specialty Surgery Center was incredible. "It was an honor and privilege to have the opportunity to be hired and oversee the build-out and initial set-up of all operations of our surgery center," she says. While the surgery center started out with five physicians and 11 employees with a specialization in ophthalmology, the ASC has since become a multi-specialty center and currently has 19 surgeons and 52 employees. "We underwent a major expansion and total renovation of the ASC in 2009 and successfully orchestrated this project while open for business," Ms. Slagle says. Ms. Slagle was in the first group to take the CASC credential test and was awarded the CASC credential shortly thereafter. Prior to accepting her administrator position, she worked in the medical sales field, enjoying success in selling implants and capital equipment to hospitals and ASCs. As a result of this experience, Ms. Slagle prides herself on her ability to negotiate successfully with ASC vendors.

Brooke Smith (Maryland Surgery Center for Women in Rockville, MD). In her two years with Maryland Surgery Center for Women, Ms. Smith has successfully taken a struggling ASC and turned it into a safe, profitable, professional facility. She has worked diligently to increase collections from an average of \$70K per month to an average of \$240K per month, all while decreasing the center's days in A/R significantly to an average of 25 days. The center currently rests at the top of national benchmarks, with staffing hours of six per case and supply costs of less than \$200 per case. She also led a pilot program for online pre-surgical admission, trialing the program for presentation to the center's management company, ASCOA, for consideration among 30 other ASCs. Her cost savings in 2010 alone — when she focused mainly on vendor and service contracts — added up to \$110,000. According to Stacey Taylor, senior vice president of ASCOA, Ms. Smith's ability to involve staff in cost savings is remarkable: Under her tutelage, each staff member presents interesting ideas to save money and takes pride in the success of the center. "The reputation of the center continues to be better, through the satisfaction of both surgeons and patients, and is known to be one of the premier single-specialty women's care facilities in the DC Metro area," Ms. Taylor says. Ms. Smith plans to take the CASC exam in 2011.

Kara Vittetoe, CASC (Thomas Johnson Surgery Center in Frederick, MD). Ms. Vittetoe is the administrator of a one-OR, two-procedure room, multi-specialty surgery in a growing rural area. Thomas Johnson Surgery Center in Frederick, Md., which is managed by ASCOA, features surgeons specializing in general surgery, gynecology, neuro-spine, podiatry and urology. Ms. Vittetoe has been with the center since it opened in 2008. Prior to joining Thomas Johnson, she spent the majority of her career in the private sector of healthcare management. Concerning the transition from management to ambulatory surgery, she says, "The learning curve was huge, but the basis of the care and business was the same. What made the transition

so palatable was the support from our corporate partner (ASCOA) and the brilliant vice president I was working directly under." Life isn't always easy for the rural ASC: The small Frederick community is competitive, and the center is limited to recruiting in the one-hospital town. To meet this challenge, she says, "Our partners are active in their commitment to quality and safety and are great proponents for our patients and the community. It is what makes and keeps us harmonious."

For more information about the surgery centers listed, please visit www.ascoa.com.

ABOUT ASCOA

ASCOA (Ambulatory Surgical Centers of America) is a leader in the surgery center industry. Dedicated to extraordinary patient care, ASCOA has developed a unique operating model that has proven highly effective in achieving outstanding clinical results, exceptional profitability and high levels of patient and physician satisfaction.

Founded by surgeons who individually owned and operated successful ambulatory surgery centers, ASCOA has developed or turned around over 60 ambulatory surgery centers. The unique combination of clinical and financial expertise has made ASCOA an industry leader. www.ascoa.com

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