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ASC Industry 'Rising Stars' List Includes Four ASCOA Professionals

HANOVER, MA – July 30, 2011 — Becker's ASC Review recently published a list of 'Rising Stars: 30 ASC Industry Leaders Under Age 40'. The featured 'Rising Stars' included ASCOA Administrators Jennifer Hunara, Tara Sellers, and Brooke Smith; and Senior Vice President Stacey Taylor.

Jennifer Hunara, MHA, MBA, Surgery Center of Allentown in Allentown, PA (33). Ms. Hunara has managed the Surgery Center of Allentown, a large multi-specialty ASC, for the last four years. She began her healthcare career at the age of 24 as a business manager of perioperative services at Lehigh Valley Health Network, headquartered in Allentown, Pa., and then moved on to the role of executive director of surgical services for Robert Wood Johnson University Hospital Hamilton (N.J.). Her background includes experience in financial and IT management of perioperative services, oversight of surgical processes and management of a profitable surgery center. She maintains her success has been due hard work and great mentors. "I firmly believe mentoring in our field is extremely important to developing the next set of leaders," she says.

Tara Sellers, RN, BSN, Surgery Center of Key West, FL (39). 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. Surgery Center of Key West is also financially successful and received a 3-year certification from AAAHC in 2009.

Brooke Smith, Maryland Surgery Center for Women in Rockville, MD (35). 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 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. She also led a pilot program for online pre-surgical admission, trialing the program for presentation to the center's management company, Ambulatory Surgery Centers of America, for consideration among 30 other ASCs. Her cost savings in 2010 alone added up to \$110,000.

Stacey Taylor, RN, BSN, CASC, ASCOA (39). Ms. Taylor is a senior vice president of operations with ASCOA and holds over 15 years of experience in healthcare. Prior to joining ASCOA, Ms. Taylor served as the regional administrator of four multi-specialty surgery centers and was recognized for her resourceful management skills and the exceptional ability to lead projects. She has been involved in the ambulatory surgery industry in various management roles since 1997 and has worked in all areas of freestanding ASCs, including pre-assessment, pre-op, OR and PACU. She currently oversees projects in Maryland, Michigan and Florida.

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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