

## **FOR IMMEDIATE RELEASE**

**CONTACT:**  
Michelle Howe  
mhowe@ascoa.com  
781-826-6610 x 213

### **Twelve ASCOA Professionals Named as ‘Women Leaders in the ASC Industry’**

**HANOVER, MA – August 10, 2011** — In Becker’s ASC Review’s recently published list of ‘Women Leaders in the ASC Industry’ twelve ASCOA professionals were featured, including Chief Operating Officer Susan Kizirian; Senior Vice Presidents Ann Geier, Cathy Rudisill, Stacey Taylor and Suzanne Wienburg; Director of Finance Cathy Meredith and ASCOA Administrators Vicki Edelman, Tracey Hood, Marcy Sasso, Tara Sellers, Brooke Smith and Kara Vittetoe.

**Vicki Edelman, RN.** Ms. Edelman is the administrator of Blue Bell (Pa.) Surgery Center, a four-room, multi-specialty ASC managed by ASCOA that opened in Sept. 2008. Ms. Edelman has been with Blue Bell since May 2008, during the center’s construction phase. She has been a nurse for 33 years and began her career in medical surgical nursing and high-risk obstetrics. As she continued her career, she pursued ambulatory surgical settings, initially as an assistant manager of the short procedure unit at Albert Einstein Medical Center in Philadelphia and then as staff RN in multiple other ambulatory settings. She worked for 13 years in an ASC dedicated to outpatient endoscopy, first as a staff RN and then as the administrator for the facility.

**Ann Geier, MS, RN, CNOR, CASC.** Ms. Geier is senior vice president of operations with ASCOA and has been involved in the ambulatory surgery industry in management roles since 1985. She has worked in all areas of freestanding ASCs and HOPDs, including pre-assessment, pre-op, OR and PACU. She has been a CNOR since 1992 and obtained her CASC certification in ASC administration. Ms. Geier speaks frequently at national meetings on topics relating to case costing, financial topics for ASCs, human resources and staffing and clinical issues. She is a surveyor with AAAHC and serves on the editorial boards of Outpatient Surgery Magazine and Same Day Surgery

**Tracey Hood, RN.** Ms. Hood is the administrator of Ohio Valley Ambulatory Surgery Center and Mid Ohio Valley Medical Center in Belpre, Ohio. She previously worked as an ASC charge nurse, OR circulating registered nurse, PACU nurse, certified emergency RN, cardiac catheterization lab nurse and a critical care nurse. Ms. Hood currently serves as an executive board member for the Ohio Association of Ambulatory Surgery Centers and is active in the government affairs committee.

**Susan Kizirian, BSN, RN, MBA.** Ms. Kizirian is the COO of ASCOA and has more than 27 years of experience in all aspects of ASC operations. Ms. Kizirian has served as an administrative executive and a consultant for ASC management and development, physician practice management and clinical site research. She is one of the founders and lifetime president emeritus of the Florida Society of Ambulatory Surgical Centers and past president of the Ambulatory Surgery Management Society of the Medical Group Management Association.

**Cathy Meredith, RN, BS, CASC.** Ms. Meredith serves as vice president of finance for ASCOA. She has been managing surgery departments since 1979 and has extensive experience in all phases and aspects of inpatient and outpatient surgery management and development. Her ambulatory systems expertise extends to physician offices, where she has set up office-based operation rooms, endoscopy suites and pulmonary function and cardiac testing labs. Prior to joining ASCOA, Ms. Meredith worked primarily in the development of ASCs with Woodrum/ASD Management.

**Cathy Rudisill, RN, MHA, CNOR, CASC, BSN.** Ms. Rudisill brings extensive experience in the perioperative setting to her role as senior vice president of operations for ASCOA. Ms. Rudisill worked as a market manager for HealthSouth and as the executive director for the Bon Secours St. Francis Health System Surgery Center in Greenville, S.C., prior to joining ASCOA. Ms. Rudisill is a registered nurse with certification in OR nursing and completed her MHA at Seton Hall University.

**Marcy Sasso, CASC.** 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. 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.** Tara Sellers, administrator of Surgery Center of Key West (Fla.), 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 three-year accreditation from AAAHC in 2009.

**Brooke Smith.** 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, ASCOA, for consideration among 30 other ASCs. Her cost savings in 2010 alone added up to \$110,000.

**Stacey Taylor, RN, BSN, CASC.** 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.

**Kara Vittetoe, CASC.** Ms. Vittetoe is the administrator of a one-OR, two-procedure room, multi-specialty surgery center 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.

**Suzanne Wienbarg, RN, CASC.** Ms. Wienbarg is a senior vice president of operations at ASCOA, with more than 25 years of experience in healthcare management and operations. Prior to joining ASCOA, Ms. Wienbarg was a vice president of operations for the ambulatory surgery division of HealthSouth. During her time with HealthSouth, she worked extensively in development, operations and physician recruitment. She has been active as a member and officer in healthcare professional organizations.

## **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](http://www.ascoa.com)

###