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CONFERENCE KICKOFF SPEAKER

Thursday, Sept. 9 | 3:00pm

DAVE LOGAN

Author

CEO of Well Physician of California

Scared your Tribe Won't be Able to Execute your Strategy or your Top Talent is Going to Leave for your Competitors?

Every organization and company is a tribe, or a network of tribes that form naturally, in which everyone knows everyone else, or at least knows of them. In this highly interactive session, Dave Logan will show participants how to upgrade their organization one tribe at a time. The result is unprecedented impact, innovation, and success at hitting key performance goals. At the heart of this session is the principals' ten-year study on 24,000 people that mapped, for the first time, five stages of corporate culture and the unique leverage points to nudge a group forward.

Logan is the bestselling author of *Tribal Leadership* (#1 New York Times), *The Three Laws of Performance*, and four other books. He is called an expert in organizational management, a guru in leadership, and a cultural transformationalist.

Pre-Conference requires a separate registration fee

(not included with General Conference)

PRE-CONFERENCE | Sept. 9 | 8:00am - 12:00pm ASC Financial Bootcamp

John J. Goehle, MBA, CASC, CPA

COO, Ambulatory Healthcare Strategies

Having a clear understanding of financials is required for your ASC to enjoy sustained success. This requires a disciplined and measured approach to all fiscal matters. In this focused 4-hour session, acclaimed ASC operations and finance expert, John Goehle will provide a strategy for both beginners and experts discussing revenue cycle management, crucial financial analysis and benchmarking, budgeting and financial projections. Attendees will walk away with important tools and knowledge, allowing them to deploy the proper ASC business strategies to develop the stamina for a successful operation.

Keynote Speaker | Sept. 10

Connie Merritt, BSN, RN, PHN

Award Winning Author



Conquering Raiders of the Lost Spark - Your Spark Determines Your Success

Are multitasking and busyness scrambling your priorities and causing stress? Too often, a hectic schedule slowly extinguishes your special spark for accomplishing your purpose. Mid-course corrections can help us manage the demands of work, home and community. When you learn how to achieve balance, you'll be fully charged for life's joys and demands, and you'll keep your spark alive. This session offers essential skills to maintain your balance, as well as steps to re-ignite your focus, courage, goals, passion and purpose.

Looking to Implement Total Joints in your ASC?

Each breakout includes one session addressing the implementation of a Total Joints program from a Financial, Human Resources, Clinical and Quality perspective. These sessions will provide you with the tools to launch a successful program.

- FINANCIAL:** How to Avoid a Disjointed Total Joint Program
- HR:** Develop Your Clinical Staff for the Implementation of a Total Joint Program
- CLINICAL:** Developing a Total Joint Program Clinical A-Z
- QUALITY:** Tracking your Total Joint Outcomes and Patient Satisfaction

Program & Exhibit Schedule

EXHIBITORS

WEDNESDAY, SEPTEMBER 9, 2020

7:00 AM to 8:00 AM	Pre-Conference Registration
8:00 AM to 12:00 PM	Pre-Conference: ASC Financial Bootcamp

CONFERENCE BEGINS ON WEDNESDAY

2:00 PM to 5:00 PM	Conference Registration
3:00 PM to 5:00 PM	Scared your Tribe Won't be Able to Execute your Strategy or your Top Talent is Going to Leave for your Competitors?
5:00 PM to 7:00 PM	Welcome Reception with Exhibitors

THURSDAY, SEPTEMBER 10, 2020

7:00 AM to 8:00 AM	Conference Registration
8:00 AM to 8:30 AM	CASA Business Meeting
8:30 AM to 9:30 AM	California and National Legislative Update
9:30 AM to 9:45 AM	Break
9:45 AM to 11:00 AM	KEYNOTE: Connie Merritt, BSN, RN, PHN - AWARD WINNING AUTHOR Conquering Raiders of the Lost Spark - Your Spark Determines Your Success
11:00 AM to 1:00 PM	Lunch with Exhibitors
1:00 PM to 2:00 PM	Track 1 - FIN How to Avoid a Disjointed Total Joint Program Track 2 - HR Reducing Conflict by Understanding Different Communication Styles Track 3 - CLIN Developing a Total Joint Program Clinical A-Z Track 4 - QUAL Survey Deficiencies & How to Avoid Them
2:05 PM to 3:05 PM	Track 1 - FIN Sales Matter: Can I Influence Customers to Choose us First? Track 2 - HR Nurse Recruitment and Retention in a Competitive Market Place Track 3 - CLIN Are you Down with USP...800 that is? A Retro-Perspective Review Track 4 - QUAL Tracking your Total Joint Outcomes and Patient Satisfaction
3:05 PM to 4:00 PM	Break with Exhibitors
4:00 PM to 5:00 PM	Track 1 - FIN Using Social Media to your Advantage-How to Tap that App Track 2 - HR Develop your Clinical Staff for the Implementation of a Total Joint Program Track 3 - CLIN Outpatient Spine and Rapid Response Solutions Track 4 - QUAL Applying Infection Prevention Strategies in your Sterile Processing Department
5:05 PM to 6:05 PM	Accreditation 4-1-1
7:00 PM to 9:30 PM	Thursday Special Event

FRIDAY, SEPTEMBER 11, 2020

8:00 AM to 9:00 AM	Driving a Culture of Patient Safety Through the AHRQ Culture of Patient Safety Survey
9:00 AM to 10:00 AM	Running a Lean, Mean, Efficient Machine Using Quality Data
10:00 AM to 10:20 AM	Break
10:20 AM to 12:00 PM	Regulatory Update

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Getinge
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Inventory Optimization Solutions (IOS)
IPG
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Key Surgical
McKesson
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Medtrainer
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Physicians Endoscopy
Precision Medical Products
Prescott's Inc
Provation Medical
Provista
Raz-Hadden, Inc
SCA
SCM Associates
Seattle Technology
SI-BONE
Silikal America
Smith + Nephew
Sodexo
Soma Technology
SportsTek Medical
STERIS
Surgical Information Systems
Surgical Notes
Surglogs
Sutter Health
Sweet Dreams Anesthesia
The Alternative Source Medical
The Joint Commission
United Medical Instruments, Inc
US WorldMeds
WorkLogic
ZRG Medical
Zulu Health

SESSION SCHEDULE • PROGRAM FORMAT STARTS WEDNESDAY AT 3:00 PM

WEDNESDAY SESSIONS • CONFERENCE BEGINS

3:00 PM to 5:00 PM

Scared your Tribe Won't be Able to Execute your Strategy or your Top Talent is Going to Leave for your Competitors?

Dave Logan | *Author and CEO of Well Physician of California*

Every organization and company is a tribe, or a network of tribes that form naturally, in which everyone knows everyone else, or at least knows of them. In this highly interactive session, Dave Logan will show participants how to upgrade their organization one tribe at a time. The result is unprecedented impact, innovation, and success at hitting key performance goals. At the heart of this session is the principals' ten-year study on 24,000 people (published in 2008 by HarperCollins as *Tribal Leadership* by Logan, King, and Fischer-Wright) that mapped, for the first time, five stages of corporate culture and the unique leverage points to nudge a group forward.

Dr. Dave Logan is the bestselling author of *Tribal Leadership* (#1 New York Times), *The Three Laws of Performance*, and four other books. He is a consultant to dozens of Fortune 500 companies and is endorsed by some of the most successful Leaders in the world. Dave is called an expert in organizational management, a guru in leadership, and a cultural transformationalist. He has served in executive roles in many companies, and is currently CEO of Well Physician California, a joint effort between Stanford University and the California Medical Association.

THURSDAY BREAKOUT SESSIONS

FINANCIAL

1:00 PM to 2:00 PM

How to Avoid a Disjointed Total Joint Program

Amanda Conroy, *Director of Strategic Service Lines Surgery Care Affiliates*

Marney Reid, *Sr. Director*

Strategy & Business Development Surgery Care Affiliates

Putting a total joint program together is no small task. When thinking about a total joint program you need to know if you are going to benefit and receive a return on your investment. There are many things you need to look at before you spend the money. This session will help you determine if you are ready to move forward.

2:05 PM to 3:05 PM

Sales Matter: Can I Influence Customers to Choose Us First?

Jeanee Cockrell, *VP, Business Development United Surgical Partners International*

Do you think you know how to shape the value of your ASC? Many people have an unnecessarily long sales cycle because they don't properly identify their ideal prospects and position themselves as a problem solver to their clients. Learn to target and narrow your focus to yield the best results. Understand better what your customer needs and you can become a trusted problem solver for them.

4:00 PM to 5:00 PM

Using Social Media to Your Advantage - How to Tap that App

Jonathan Kaplan, *MD*

Pacific Heights Plastic Surgery

Social media is becoming an integral part of our lives. But who knew it could also be a powerful and unique way to educate patients and potential patients and to capture millennials?! Learn the basics and how to thrive with social media in your ASC.

HUMAN RESOURCES

1:00 PM to 2:00 PM

Reducing Conflict by Understanding Different Communication Styles

Michael Oden, *MA*

Behavior and Communication Strategist

Final Step International

Elevate performance and employee engagement and reduce conflict within your center. Within the work environment there are many different thinking and learning styles; they impact communication and can affect conflict. People prefer different kinds of thinking, and your center will get better results when you can leverage the full spectrum of how people think and learn.

2:05 PM to 3:05 PM

Nurse Recruitment and Retention in a Competitive Market Place

Tamala Norris, *DHA, BSN, RN, CPHQ, HACF, LSSGBC VP, Clinical Operations*

United Surgical Partners International

Today's competitive staffing environment has led to higher nursing turnover and greater difficulty in bringing on new nurses. This session will equip you with how to assess what is driving your employee turnover and the latest key satisfiers for nursing retention. Gain new ideas to on staff referral bonuses, 30-60-90 day check-ins for new hires, peer interviewing and exit interviews.

4:00 PM to 5:00 PM

Develop Your Clinical Staff for the Implementation of a Total Joint Program

Jeannie Montgomery, *RN, MBA*

VP, Service Line Development

Service Line Strategy Group

United Surgical Partners International

Deb Caraway, *Director, Service Line Strategy Group*

United Surgical Partners International

CMS is beginning to allow more complex procedures to be performed in the ASC. As the surgery center considers the addition of total joints and more complex cases, it is necessary to consider any new responsibilities for staff. This session will guide you in the development of your clinical staff for preparation to launch a total joint program. Discussion will include orientation, competencies, staffing matrix, and ancillary services necessary for a successful program.

THURSDAY SESSIONS

8:30 AM to 9:30 AM

Legislative and Regulatory Update

Bill Prentice, *Chief Executive Officer, ASCA*

Bryce Docherty, *KP Public Affairs*

This popular session will discuss recent national and state legislative and regulatory activities. As California moves forward under new leadership and we move into another presidential election season, this session explores the healthcare implications ASCs can anticipate on both the national and state level with interesting insights from panel experts.

9:45 AM to 11:00 PM

KEYNOTE - Connie Merritt, *BSN, RN, PHN, Award Winning Author*

Conquering Raiders of the Lost Spark - Your Spark Determines Your Success

Are multitasking and busyness scrambling your priorities and causing stress? Too often, a hectic schedule slowly extinguishes your special spark for accomplishing your purpose. Mid-course corrections can help us manage the demands of work, home and community. When you learn how to achieve balance, you'll be fully charged for life's joys and demands and you'll keep your spark alive. This program offers essential skills to maintain your balance, as well as steps to re-ignite your focus, courage, goals, passion and purpose.

THURSDAY

ACCREDITATION 4-1-1

5:05 PM to 6:05 PM

CASA invites you to hear about changes, opportunities, and challenges from experts representing the accrediting agencies during concurrent sessions. You are encouraged to ask questions, share your thoughts, and participate in an open dialogue during these informal agency-specific sessions. This is an excellent chance to improve your understanding of the regulations that are vitally important to your center.

QUALITY

1:00 PM to 2:00 PM

Survey Deficiencies & How to Avoid Them

Michael Schroeder, *VP, Clinical Operations*

Surgery Partners

This is a different approach on a popular topic to review the common citations by accreditation and CMS surveyors and provide you with the tools to avoid these deficiencies. Michael will review the top survey deficiencies and discuss tips to help you avoid common citations.

2:05 PM to 3:05 PM

Tracking your Total Joint Outcomes and Patient Satisfaction

Carrie Millsap, *Chief Operating Officer*

Monterey Peninsula Surgery Centers

As more total joint replacement procedures move to the ASC setting, this session will help you develop a quality program to track total joint outcomes and patient satisfaction. This discussion will walk you through developing and implementing a total joint outcomes program and help you understand how to monitor the data and improve outcomes.

4:00 PM to 5:00 PM

Applying Infection Prevention Strategies in your Sterile Processing Department

Michele McKinley, *LVN, CRCST, CIS, CHL, AGTS, ASQ CQM/OE, ASQ CQA, ASQ CSSYB*

Sr. Clinical Education Specialist

Steris Corporation

Sterile processing is the hub of the surgery center and efforts affect virtually every patient. This session is geared to help you understand the various activities performed in sterile processing and how to apply infection prevention strategies when assessing this department.

FRIDAY SESSIONS

8:00 AM to 9:00 AM

Driving a Culture of Patient Safety Through the AHRQ Culture of Patient Safety Survey

Panel

This session will focus on ASC leaders that have deployed the Agency for Healthcare Research and Quality (AHRQ) Culture of Patient Safety survey and how they have used their results to drive improvements. It will discuss how centers dealt with consistent industry challenges such as work pace, pressure and staffing as well as other areas of concern. The panelists' varied perspectives will address communication, strategy, teammate engagement and shifting expectations in the fast paced ASC environment.

9:00 AM to 10:00 AM

Running a Lean, Mean, Efficient Machine Using Quality Data

Ann Geier, *MS, RN, CNOR(E), CASC*

Chief Nursing Officer, Surgical Information Systems

Every ASC collects data, lots of data. What do we do with it? If all we do is review the information, but we never act on what we find, it may be a waste of time. This presentation focuses on achieving the best alignment of personnel talent, dollars, and man hours to drive culture, team engagement and facility outcomes.

10:20 AM to 12:00 PM

Regulatory Update

Regulatory Panel

Navigating through the different regulating bodies in California can be difficult. This popular session will review and provide the latest update by ASC regulators in California, including the California State Board of Pharmacy, California Department of Public Health (CDPH), and the Medical Board of California. This session will review that oversight, common questions and whose authority the oversight falls too. This will be an interactive session allowing the audience to ask questions to the panel on common issues, reporting, requirements and accreditation.



CONTINUING HEALTH PROFESSIONS EDUCATION

CME credit will be available, contact CASA for details. This program is also provider approved by the California Board of Registered Nursing, provider number CEP 9344 for 11.75 contact hours for the full General Conference and for 4 contact hours for the pre-conference. This program is approved for 11.75 hours of AEU credits by BASC Provider #7990 for full General Conference and for 4 contact hours for the pre-conference.

Accommodations

Hyatt Regency Indian Wells Resort & Spa

Nestled among 45 acres of lush gardens, Hyatt Regency Indian Wells Resort and Spa provides the quintessential Palm Springs experience. Located within the exclusive Indian Wells community, our resort's unmatched hospitality, service, and access to a myriad of activities invite guests to relax, play and indulge. As a part of your stay, guests have access to the renowned Indian Wells Golf Resort right next door.



44600 Indian Wells Lane | Indian Wells, California | 92210

Special California Ambulatory Surgery Association Rate \$175 single/double occupancy, plus a \$10 resort fee. The Group Room Rates will apply based upon space and rate availability of the group rooms at the time of request. Resort fee includes entrance to our state-of-the-art Athletic Club, in-room high speed internet access, wireless Internet hot spots, in-room coffee and tea and a daily newspaper on request. The special guest room rates agreed to above will apply up to 3 days before and 3 days after the official dates of the Group's meeting, based on space and rate availability, excluding suites. The hotel rate includes a rebate to CASA to help offset facility fees in order to keep registration costs down. The negotiated rates are below standard guest rates quoted at the hotel if you are not with CASA. Parking is an additional fee (see sidebar).

DEADLINE FOR CASA ROOM RATE IS AUGUST 5, 2020

Prevailing rates may apply after this date or when the group rooms are sold out, whichever occurs first.

Check-In:

Check-in time is 4:00 p.m. Check-out time is 12:00 p.m.

Cancellation Policy:

Cancellation of reservations must be made 72 hours prior to arrival. If reservations are cancelled with less than 72 hours notice prior to arrival, or the reservation "no shows," the guest will be charged a penalty of one nights room rate plus applicable taxes.

To make hotel reservations:

Please identify yourself as an attendee of the California Ambulatory Surgery Association Annual Conference & Exhibits when making your reservations.

Online

<https://www.hyatt.com/en-US/group-booking/CHAMP/G-AMBL>

Scan QR Code

to go directly to online reservations

By Phone

888-421-1442



PARKING

Self Parking

\$7 per day

Overnight Parking

\$12 overnight with In/Out Privileges

Valet Parking

\$27 per night with In/Out Privilege

AIR TRAVEL

- **Palm Springs Airport (PSP)**
approximately 15 miles
- **Ontario Airport (ONT)**
approximately 85 miles
- **Los Angeles Airport (LAX)**
approximately 140 miles

Traveling from Northern California?

Check out these direct flights: into the Palm Springs Airport, located 15 miles from the hotel:

SMF -> PSP Contour Airlines

SFO -> PSP Alaska and United Airlines

OR

Fly Southwest Airlines directly into Ontario Airport located 85 miles from the hotel.

Pre-Conference* Conference:	Wednesday, September 9, 2020	8:00 AM to 12:00 PM
	Wednesday, September 9, 2020	3:00 PM to 5:00 PM
	Thursday, September 10, 2020	8:30 AM to 6:05 PM
	Friday, September 11, 2020	8:00 AM to 12:00 PM

Please indicate if this is your 1st CASA CONFERENCE Are you a CASA Member? Yes No

Name _____ Title _____

Facility Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Name of additional person _____

Title _____ Email of add'l person _____

Name of additional person _____

Title _____ Email of add'l person _____

Name of additional person _____

Title _____ Email of add'l person _____

***Pre-Conference requires separate registration fee. It is not included in your General Conference fee.**

NOTE: Additional person(s) from same facility must attend same single day as first person.

Fees are for the following:

SESSIONS	Early Bird Rec'd BY 8/7/20		Regular Rec'd AFTER 8/7/20	
	Member	Non-Member	Member	Non-Member
Pre-Conference* - 1st person	<input type="checkbox"/> \$195	<input type="checkbox"/> \$345	<input type="checkbox"/> \$245	<input type="checkbox"/> \$395
Pre-Conference Additional person(s) (<i>member discount</i>)	<input type="checkbox"/> \$145	<input type="checkbox"/> \$345	<input type="checkbox"/> \$195	<input type="checkbox"/> \$395
General Conference - 1st person	<input type="checkbox"/> \$550	<input type="checkbox"/> \$715	<input type="checkbox"/> \$650	<input type="checkbox"/> \$795
General Conference - Additional person(s) from the same facility (<i>member discount</i>)	<input type="checkbox"/> \$465	<input type="checkbox"/> \$715	<input type="checkbox"/> \$565	<input type="checkbox"/> \$795

- Check here if you will require special ADA accommodations to fully participate in this seminar. You will be contacted for specifics.
- Check here if you have any dietary restrictions. Please describe briefly:

By submitting registration, CASA has my permission to provide my email address on the list of event attendees.

- I **do not consent** to allow CASA to publish my email as described above.

I am a:
 RN MD BSN CASC MSN

Additional attendee is a:
 RN MD BSN CASC MSN

My ASC is a:
 Multi-Specialty
 Single Specialty (indicate type):

GUEST SPECIAL EVENT REGISTRATION

Your full conference registration includes your attendance at the Wednesday Reception and Thursday Special Event.

Complete the info below ONLY if you are bringing a guest to one or both events.

Guest passes are only for registered attendees and only apply to the reception and special event. No guests under 21 allowed.

- Wednesday Exhibitor Reception Guest \$75
- Thursday Special Event Guest \$125
- Reception **AND** Special Event Guest \$175

Guest Name (first and last, below):

PAC DONATION DEDUCTION (One PAC discount per center)

- Deduct \$50 if you made a \$500 donation in 2019 **-\$50**
- Deduct \$100 if you made a \$1,000+ donation in 2019 **-\$100**

TOTAL DUE

CREDIT CARD INFO Visa Mastercard AMEX **OR** Check Number _____

Card #: _____ Exp. date: _____

Name: _____ Signature _____
 (as appears on card, please print clearly)

BECOME A CASA MEMBER

Join CASA today and save \$150.00+ on your registration and receive access to all the benefits of CASA!

- FACILITY Membership** **Annually**
 - 1 Operating Room..... \$675
 - 2-3 Operating Rooms \$875
 - 4+ Operating Rooms \$1100
- CORPORATE FACILITY Membership**
 - Companies with 4-9 centers in CA that are currently CASA members \$825/center
 - Companies with greater than 10 centers in CA that are currently CASA members \$775/center
- AUXILIARY Membership**
 (Organizations/Companies)... \$775
 Includes web link to your website on our Partners Web Page
- INDIVIDUAL Membership** .. \$575

Discounts are available for early registration if received by August 7, 2020. Registration includes all conference materials, Wednesday's Welcome Reception, Thursday's Exhibits, Breaks, Lunch, our Thursday Evening Special Event, Friday's Continental Breakfast and Morning Break. Certificates of Completion (Attendance, CASC, Nursing CEUs and Physician CMEs) are also included.

CANCELLATION POLICY

All cancellations must be submitted in writing (fax or email) and received by August 7, 2020 to be eligible for a refund, less a \$100 processing fee. If received after August 7, but before August 14, 2020, registrants can request a refund less a \$150 processing fee. **No refunds will be issued after August 14, 2020.**

FOR EARLY BIRD REGISTRATION, PAYMENT MUST BE RECEIVED BY FRIDAY, AUGUST 7, 2020

REGISTER ONLINE:
<http://casurgery.org/2020CASACon>

REGISTER BY MAIL:
 Mail form & payment to:
 CASA Registration
 PO Box 292698
 Sacramento, CA 95829

REGISTER BY FAX:
 844-273-8336

FOR MORE INFORMATION:
 E-mail: registration@casurgery.org
 Call: 916-594-9351



2020
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REGISTER TODAY!



SEPTEMBER 9-11, 2020

Hyatt Regency Indian Wells Resort & Spa

Visit www.casurgery.org/2020CASACon
 for updated conference details and information

To reserve your room at the
 Hyatt Regency Indian Wells
 call 888.421.1442 and mention CASA

Special California Ambulatory Surgery Association Rate:
 \$175 single/double occupancy per night, plus taxes.

EARLY BIRD DISCOUNT REGISTRATION DEADLINE AUGUST 7, 2020

come early, stay late!

Hyatt Regency Indian Wells Resort & Spa offers two 18-hole championship golf courses as well as the magnificent Agua Serena Spa and Salon.

Arrive a few days early and enjoy all the beauty of the Palm Springs/Indian Wells area or stay over after the conference and unwind. CASA has arranged a special rate of just \$175 single/double occupancy (plus \$10 resort fee) that applies three days prior and three days after the convention dates (based upon space and rate availability of the group rooms at the time of request).

**SPECIAL
 CASA
 ROOM RATE**
\$175
 single/double occupancy
 plus taxes and
 resort fee



Special California Ambulatory Surgery Association rate: \$175 single/double occupancy, per night plus taxes.
 The Group Room Rates will apply based upon space and rate availability of the group rooms at the time of request.