



THE SURGICAL ASSISTANT

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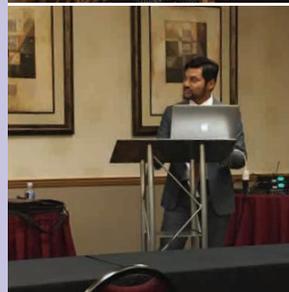
ASA MEETING IS A WINNER IN LAS VEGAS!



Left: *Tell Me Something I Don't Know* participants share their concerns and recommendations.



Right: Dr George Tuchs presents *Advanced Robotic Surgery: A Team Approach*.



Left: Dr Jayram Krishnan presents *Robotic Advancements in Urology*.

Right: Endovain Harvesting Lab.



Approximately 100 ASA members came to Las Vegas to attend the 2016 ASA Spring Meeting. The pre-meeting workshops included endovain harvesting, wound management and IV Therapy.

Kathy Duffy, CSEFA, CSA, ASA President, recognized the ASA Meeting Planning Committee for their efforts in achieving this first-time dual track educational opportunity. The committee expanded the reach of the sessions to provide more information for the hospital-employed surgical assistants.

Luke Newton, MD, the keynote presenter, examined Professionalism and Social Media and shared with the Facebook-immersed crowd how some comments are not aligned with professional standards. His presentation was informative,

insightful and was greatly appreciated by the audience.

Saturday morning jump started with another presentation by Luke Newton, MD, and an orthopedic presentation by Darin Mahlke, JD, MBA. Additional presentations included *Patient Characteristics; Differential Shoulder; Juvenile Cartilage Transplant; ACLS* and *Medical Missions*.

In addition, a Catheter Lab was sponsored; the crowd-engaging *Tell Me Something I Don't Know* again opened up the groups for questions and discussion by participants. Initially, started a few years ago, these free-form groups have exerted long-lasting effects on ASA goals and strategic planning. The latest ASA strategic plan is available inside this issue and is a direct result of the feedback gained at these meetings. ASA does listen!



2016 FOUR YEAR STRATEGIC PLAN

• PURPOSE

The purpose of this Strategic Plan is to clearly state the major strategic issues, overall direction and the goals of the Association of Surgical Assistants (ASA). The plan represents the best thinking of the ASA Board of Directors and members. It is meant to be shared with the entire community, to be discussed and revised as necessary and to measure progress in meeting key objectives.

• THE PROCESS

The bottom up planning process included the following activities:

1. Round table discussions were held with member/attendees at the ASA Fall 2014 conference in Orlando, Spring 2015 in Phoenix, Fall 2015 in Nashville. The purpose of these discussions was to find out what types of services our members expect from our organization
2. The Board of Directors met in Chicago in November 2015 to discuss and plan for the next phase of the growth of the organization.

• MISSION STATEMENT

The Association of Surgical Assistants represents a broad coalition of surgical assistant practitioners, who share several common goals, including optimizing surgical patient care, promoting the recognition of all surgical assistants,

advancing legislative strategies and providing relevant continuing education experiences.

• CORE VALUES & KEY PRINCIPLES

The Association of Surgical Assistants:

- Has a strong culture of a “patient first” philosophy, and members that respect each other as well as the greater community around us. ASA is committed to ethical patient care.
- Has a management philosophy of openness and transparency. This, coupled with a strong sense of fiscal responsibility and accountability, results in a culture of sound governance.
- Board members serve to develop strategies for the development of the surgical assistant organization to promote growth, identify benefits, advance recognition and legislative strategies
- Believes that it must stay in the forefront of the development of benefits of membership if it is relevant to the next generation of its members.
- Believes that it must continually strive for excellence, always trying to improve what it does and never compromising its standard.

• MAJOR STRATEGIC ISSUES

ASA is a unique organization because it currently represents surgical assistants who have passed a nationally approved examination. It’s imperative that ASA maintain

and improve all our membership benefits so that we will continue to attract new, active members. Educational programs will be continually evaluated and updated in response to members' needs. New programs will be developed and activities with declining attendance will be replaced. Members will be encouraged to share their ideas, concerns and offer feedback which will provide management and the Board with the information they need to make informed decisions.

1. EDUCATION

KEY OBJECTIVES AND GOALS:

To elevate the profession by increasing the educational requirements of certification and to require advanced practice Continuing Education a condition of recertification.

- Explore with the the National Board of Surgical Technology and Surgical Assisting (NBSTSA) pathways to develop ASA as the approval body for continuing education credits for surgical assistants
- Work with NBSTSA to support a change in the educational requirement for testing from a Certificate program to the minimum of Associates Degree advancing to a Bachelor's degree
- Develop and publish a textbook to be the standard textbook to be used in surgical assisting programs.
- Develop interactive webinars to provide continuing education opportunities for members that cannot attend conferences.
- Explore opportunities to partner with the Association of Surgical Technologists (AST) state assemblies to sponsor independent educational tracks for surgical assistants

2. CONFERENCE PLANNING

KEY OBJECTIVES AND GOALS:

Plan semi-annual educational conferences for members that offer advance practice Continuing Education credits required for recertification.

- Offer a variety of continuing education credits that are consistent with the Advanced Practice of Surgical Assisting, keeping in mind the associated costs
- Offer Advanced Practice Hands-on Skills Labs

3. MARKETING/MEMERSHIP

KEY OBJECTIVES AND GOALS:

Develop a Marketing Plan to develop ways and means to increase membership and distinguish between the Certified Surgical Technologist (CST) and Certified Surgical First Assistant (CSFA) credentials. Attract more professionals to the Surgical Assisting profession from the CST ranks so that we can become a self-sustaining organization. Help medical professionals and institutions understand the value of our professionals and value our services through greater use and compensation vs other professionals.

- Contract with a professional marketing firm for assistance in the efficient and timely development of our organization's marketing needs. ASA members are asking for assistance in reaching and educating multiple institutions as to the potential liability that could occur by using an untrained and non-certified individual in the surgical assistant role, assistance in development of an up-to-date job description, development of vehicles that explains the role of a surgical assistant during a surgical procedure that be used as a patient handout by independent practitioners.
- Create a student association to foster student membership in the association and help them transition to active member status upon graduation from a surgical assisting program.
- Redesign of the current ASA website. The majority of ASA members are internet savvy and the current ASA website is cumbersome to navigate. The information needs to be updated and links established that makes the application and registration process easier. Members need to be able to find information without having to dive thru multiple areas. It was developed in 2006, before the ASA became the membership organization that it is today. Launching a new website in conjunction with a solid marketing plan will aid in membership growth.

4. LEGISLATION

KEY OBJECTIVES AND GOALS

ASA is the only organization that initiates and funds legislative efforts to forward the profession by promoting education, certification and licensure. ASA also has staff that

actively monitors legislation and regulation to defend surgical assistants against new regulations that could prohibit or encroach on the practice of surgical assistants. ASA has been successful in passing surgical assistant legislation and regulation in Texas, Illinois, Indiana, Kentucky, Colorado, Texas and Virginia, in acquiring either licensure or registration. Surgical assistants have a long way to go. We continue to fund states that are in their sunset review process and states that may have potential changes to surgical assistant laws. Although legislation has been passed into law, there are a number of states that require ongoing efforts to maintain the law in the face of sunset reviews and groups seeking to amend the law. To prioritize legislative initiatives, ASA has established a hierarchy of states based on the number of surgical assistants and political opportunity. In general, the states with the higher number of assistants are higher on the list for legislative efforts. Currently, ASA is active with new legislative efforts in Tennessee, Colorado and Nebraska. In Colorado and Nebraska, surgical assistant legislation is pending in the legislature and ASA has been meeting with legislators, other organizations and testifying at hearings to advance surgical assistant legislation. In Tennessee, grassroots efforts are underway to educate legislators about surgical assistants in advance of introducing legislation. Florida efforts are on hold due to the poor legislative climate in the state. Key legislators in Florida are against regulation and put a stranglehold on any new regulatory legislation; however, ASA's lobbyists in Florida are actively seeking any opportunities to add CSFA certification to law. Texas is in sunset review and ASA is funding the follow up to advocate for renewal of surgical assistant licensure.

5. FISCAL RESPONSIBILITY & PLANNING

An important component of ASA's success is its financial planning. This has been accomplished through careful financial planning and adhering to its philosophy of being a member-driven organization. Finding additional opportunities for cost savings, improving efficiencies and establishing reserves to meet unanticipated expenses will build on this success. The planning process will always be mindful of the member's expectations for high standards of excellent educational opportunities and benefits for the surgical assistant.

KEY OBJECTIVES

- A target of 2000 active members over the next four years will increase ASA's financial stability and will enable us to become a self-sustaining organization.

- Work closely with a marketing firm to identify the expectations of our members and develop those expectations in the most efficient and cost-effective manner possible, increasing our membership numbers.
- Conference logistics should be planned with the member in mind, keeping locations easily accessible. Every avenue for cost savings when planning and developing an educational conference must be explored.

6. LEADERSHIP DEVELOPMENT

The Board of Directors is made up of individuals from multiple experiences. Collectively, those experiences are what make the board diverse. ASA needs to develop its next generation of leaders to take this organization into the next 10 years and beyond.

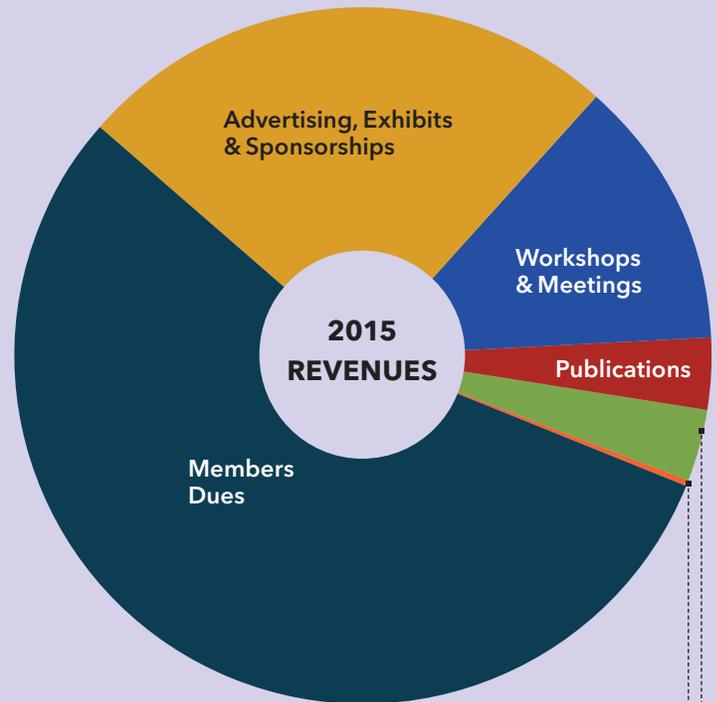
KEY OBJECTIVES

- Create ad-hoc committees that are chaired by members who show leadership potential. Many of our members want to help establish the organization but don't know how. By identifying these members and involving them in the planning process, they develop a sense of pride in assisting their organizations current leaders.
- Board members will act as liaisons between the board and the committees they are assigned to. They are responsible for mentoring the chairs of their committees with direction, purpose and encouragement. They will be responsible for the effectiveness of the committee and report back to the board on the success or failures of the committees.
- Current adhoc committees are: Marketing, Membership, Conference Planning, Student Association, Education & Professional Development, and Billing and Reimbursement.

ASSOCIATION OF SURGICAL ASSISTANTS STATEMENT OF ACTIVITIES

For the twelve months ended December 31, 2015

	12/31/15 YTD	2016 Budget
REVENUES		
Members Dues	123,983	125,000
Advertising, Exhibits & Sponsorships	7,460	7,500
Workshops & Meetings	56,296	60,000
Publications (Study Guide, Core Curriculum sales)	7,055	10,000
Continuing Education	28,413	25,000
Miscellaneous Income	476	0
TOTAL REVENUES	223,683	227,500
EXPENSES		
Management Services	40,000	40,000
Travel & Accommodations	42,335	36,725
Workshops & Meetings	37,127	40,000
Printing	5,118	8,000
Postage & Freight	2,829	4,000
Cost of Goods Sold	903	1,500
Lobbying & Legal fees	37,965	45,000
Miscellaneous		
Marketing	0	4,000
Other	5,794	2,500
TOTAL EXPENSES	172,071	181,725
NET REVENUE	51,612	45,775



Miscellaneous Income

Continuing Education



Cost of Goods Sold

Postage & Freight

2016 ASA ANNUAL FALL MEETING



HOLIDAY INN LAKE BUENA VISTA
SEPTEMBER 30—OCTOBER 1



KEYNOTE SPEAKER: WILLIAM A COOPER, MD, MBA, FACS

William Cooper is currently Medical Director of Cardiovascular Surgery at WellStar Health Systems in Marietta, Georgia and former Associate Professor of Surgery at Emory University in Atlanta, Georgia. He began his career in surgery in 1992 at Emory University. He was appointed Medical Director of Cardiovascular Surgery at WellStar in April of 2004.

He is fully active in the practice of cardiovascular surgery, service line management, and research. He is particularly interested in strategic alignment, integration, healthcare quality, safety and appropriate use of medical resources. His work has been published in national, peer-reviewed journals such as: *Circulation and the Annals of Thoracic Surgery*. He has also presented in national symposia hosted by the Society of Thoracic Surgeons,

Southern Thoracic Surgery Association, American College of Chest Physicians and the American Heart Association.

He has served more than 30 years in the United States Army Reserve and has completed three tours of duty in support of Operations Iraqi Freedom and Operation Enduring Freedom. His military awards include the Army Service Ribbon, National Defense Service Medal, the Global War on Terrorism Medal, the Iraq and Afghan Campaign Medals and the Army Commendation Medal.

His keynote presentation will focus on Creating Value in Healthcare.

The ASA Meeting Planning Committee is currently planning the presentations and pre-meeting workshops. A complete agenda will be available shortly.

2016 Election Calendar

In 2016, the Association of Surgical Assistants is seeking qualified candidates for the offices of secretary, and three directors. Interested candidates must be ASA active members and continue to maintain their active membership status. Eligibility requirements are detailed in the *ASA Candidate Handbook*.

The election calendar includes the following dates:

DOWNLOAD REQUIRED FORMS

- ASA Consent to Serve
- Curriculum Vitae
- Election Protocol Statement

Please address any question to nominations@surgicalassistant.org.

JUNE 1

Deadline for all candidates to submit consent to serve and curriculum vitae

Candidate photo submission

Signed election protocol statement

Candidate election statement

Submission of candidate biographic information

Register for ASA fall meeting

Submit personal video

ASA sends questions to candidates

JUNE 30

All candidate responses must be submitted

JULY 1

Candidate statements will be published

AUGUST 1

Candidate videos posted

JUNE 2016

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AUGUST 2016

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OCTOBER 2016

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SEPTEMBER 1

Voting opens

SEPTEMBER 30

Voting closes

OCTOBER 1

Election results announced

Join ASA—

the only professional surgical assisting organization that:

- ✓ Successfully applied to the National Uniform Code Committee (NUCC) for a new definition of surgical assistants in the taxonomy code.
- ✓ Completed first application phase to the BLS to add the surgical assistant to the Healthcare Practitioners and Technical Occupations.
- ✓ Provided major financial support in Florida and for **enacting legislation** in Virginia
- ✓ Offers an authoritative job description
- ✓ Sponsors billing and reimbursement education opportunities
- ✓ Researches and provides Recommended Standards of Practice
- ✓ Publishes the *Core Curriculum for Surgical Assisting*
- ✓ Sponsors advanced-level hands-on workshops, including robotics, cadaver labs, endovascular harvesting, and learning-at-sea cruises
- ✓ Offers discounts to take the CSFA examination
- ✓ Publishes information that's relevant in the quarterly *The Surgical Assistant*
- ✓ Sponsors an annual meeting that features nationally recognized surgeon speakers
- ✓ Hosts open Facebook site for surgical assistants
- ✓ Hosts an open Discussion Board
- ✓ Host an open online Jobs Board
- ✓ Offers ASA dues-paying members free opportunities to post Positions Wanted

Join ASA to advance your career in surgical assisting and advance our profession.

www.surgicalassistant.org

