

MNASCA 2023 Annual Conference

The Minnesota Ambulatory Surgery Center Association (MNASCA) held its annual conference on October 5-6, 2023, at the Minneapolis Marriott Southwest. Our goals for this year’s event focused on helping participants learn and connect professionally and focus on their personal well-being and resiliency. We offered ten educational sessions on timely and relevant topics of interest to all ASC members. The 2023 educational program was approved for up to 10.0 hours of AEU’s and up to 2.0 hours of IPCHs by BASC Provider #6240.

Event Overview

- 2023 was our highest attended conference with 142 ASC attendees from 47 centers with 33 registrants attending Thursday only (23% drop-off) and 3 registrants attending Friday only.
- Six representatives from our two corporate member companies joined us for the event.
- 70 vendor representatives from 35 sponsoring companies participated in the conference.
- 31% of ASC attendees completed the post-event survey.
- 70% of respondents indicated that they have previously attended a MNASCA conference; 30% were first-time attendees.
- 75% of survey respondents rated the event as very good (4) or excellent (5).
- Survey respondents rated the event facility a 4.5 out of 5 stars.
- 11 survey respondents volunteered to participate in a focus group to provide more in-depth feedback and guidance as we plan next year’s event.

Attendee Profile

Based on attendance data, the 2023 MNASCA Annual Conference attracted ASC professionals from all levels. Here’s a breakdown of this year’s attendees by role:

Attendee Roles	Number	Percentage
CEO/Administrator	22	15.49%
Clinic/Business Unit Director	31	21.83%
Clinic/Business Office Manager	16	11.27%
Materials Manager	5	3.52%
Quality Manager	10	7.04%
Periop Manager	39	27.46%
Registered Nurse	19	13.38%

Attendee Roles





Why ASCs Participate

To understand why ASCs choose to attend the MNASCA Annual Conference, we asked survey respondents to share their primary reasons for participating in the event. Here is what we learned:

Why do you participate?	Percentage
Agenda with compelling content	77.27%
Networking with other ASC professionals	77.27%
Opportunity to earn continuing education credit	70.45%
Convenient event location	47.73%
Variety of vendors	27.27%
Affordable registration fees	20.45%

Most Valuable Aspects of the Conference

Educational content and speakers were frequently mentioned as the most valuable part of attendees' conference experience, followed by connecting with other ASC professionals and vendors. Many survey respondents also mentioned specific topics and speakers that resonated with them. Here is a breakdown of the topics survey respondents mentioned in their responses to this question:

What was the most valuable aspect?	Percentage
Speakers/content	62.50%
Coaching and leadership	32.50%
Stress management and resiliency	20.00%
Networking opportunities	17.50%
Vendor connections	12.50%
MDH updates	12.50%
Legislative updates	10.00%
Anesthesia models	7.50%
Materials/supply chain management	7.50%
Cannabis impacts	5.00%
Sterilization methods	5.00%
Quality studies/reporting	2.50%
Workforce/staffing issues	2.50%

Vendor Connections

Over 60 percent of survey respondents thought the exhibit fair set-up and timing worked well and that the format and games facilitated valuable connections with vendors. We will be asking vendors to share their feedback on the conference, as well as other benefits that would compel them to sign-up as a MNASCA sponsor and/or corporate member in the future.



Key Takeaways

We asked attendees to share one or two things they learned at the 2023 Annual Conference. Here are key takeaways that participants shared in their comments:

What are 1-2 things you learned?	Percentage
Legislative updates/advocacy tips	34.29%
Understanding cannabis impacts	22.86%
Stress management and resiliency strategies	20.00%
Coaching and leadership techniques	17.14%
Sterilization methods	17.14%
ASC survey process	14.29%
Workforce/staffing issues	11.43%
Mergers & acquisitions reporting	8.57%
Materials/supply chain management	8.57%
Anesthesia models	8.57%
Health insurance changes	5.71%
Quality studies/reporting	5.71%
Candor Act implementation	2.86%
Vendor connections	2.86%

Educational Session Ratings

When asked to rate the educational sessions on a scale of 1 to 5 (with 1=poor and 5=excellent), attendees gave the highest ratings to the Thursday and Friday keynote speakers, sessions focused on legislative/regulatory issues, and the panel session on evaluating anesthesia models. Here's a full listing of the sessions with their weighted average rating:

1. Cultivating a Coaching Mindset | Keynote Holly Huso **(4.67)**
2. Reducing Stress and Building Resiliency | Keynote Debbie Fuehrer **(4.53)**
3. Minnesota Marijuana Legalization: Impacts on Workplace and Drug Policies **(4.16)**
4. 2023 Legislative Update: A Consequential Session **(4.05)**
5. The State of Anesthesia **(4.02)**
6. Minnesota Department of Health Agency and Regulatory Impacts for ASCs **(4.00)**
7. Quality Improvement Studies: Best Practices, Strategies & Tools for Tracking Data and Better Patient Outcomes **(3.93)**
8. Healthcare Workforce: Challenges and Solutions for ASCs **(3.93)**
9. Navigating Supply Chain Constraints **(3.88)**
10. A Deeper Understanding of What is Happening in the Magic Box! **(3.60)**