



The National Conference on Ambulance Revenue Cycle Management and Compliance

March 19-23, 2017
Las Vegas, NV

April 9-13, 2017
St. Louis, MO

June 4-8, 2017
Clearwater Beach, FL

All New Content!

Including the *First-Ever* **EMS Documentation MegaTrack!**



A comprehensive educational event for EMS leaders, executives and compliance professionals — and practical knowledge for ambulance billers and coders

www.abc360conference.com

You asked...

and we delivered: more
documentation-related sessions!

This year, abc³⁶⁰ features the



EMS Documentation **MEGATRACK**

— an entire half-day devoted to everyone's
biggest challenge — improving EMS
documentation.

“I have been to several different conferences,
but the abc³⁶⁰ conference is still the best.”



In addition to presenting the nation's best and most interactive ambulance billing education as we have for over 10 years, abc³⁶⁰ provides a broader focus on the entire ambulance revenue cycle. The "abc³⁶⁰" name reflects the cyclical nature of reimbursement and compliance for ambulance services. Don't miss this event that is designed to build — and protect —

your agency's bottom line

Come early and get certified!

Become a CAC, CACO or CAPO, with on-the-spot certifications issued on successful completion.

CAC® | The nation's best educational program for ambulance billing and coding knowledge and skills.

CACO® | The only ambulance compliance officer certification in the nation. Take advantage now and demonstrate that your agency has taken its compliance commitment to the next level.

CAPO® | The nation's first and only HIPAA compliance certification for the ambulance-industry! The CAPO® program can help you improve your agency's privacy and security compliance.



NAAC™

NAAC® represents the industry's Gold Standard of Excellence in compliance, ethics and integrity in all facets of ambulance coding and compliance.

All of the NAAC® courses include a continental breakfast and light lunch every day. Final exams, and on-the-spot certifications are issued following successful completion.



*The national standard for **ambulance billing and coding education!***

March 19-21, 2017 - Las Vegas, NV
April 9-11, 2017 - St. Louis, MO
June 4-6, 2017 - Clearwater Beach, FL

Advance your ambulance billing and coding knowledge and skills by becoming a Certified Ambulance Coder® (CAC®).

The CAC® course covers all of the important aspects of ambulance reimbursement, including:

- Medical necessity
- Reasonableness
- Levels of service
- HCPCS Coding
- Modifiers
- Signature rules
- Documentation
- ICD Coding

Take your commitment to the next level — become a Certified Ambulance Coder®.



*Take your agency's **compliance commitment** to the next level.*

March 19-20, 2017 - Las Vegas, NV
April 9-10, 2017 - St. Louis, MO
June 4-5, 2017 - Clearwater Beach, FL

This course will prepare your current or prospective ambulance compliance officer on how to:

- Develop and implement a compliance program
- Effectively train employees
- Proactively monitor compliance
- Conduct internal audits
- Respond to external audits
- Ensure your agency is compliant in areas such as pricing, contracting, privacy, security and human resources.

The CACO® course has been specifically developed for ambulance services and billing companies.



*The Nation's first and only **HIPAA compliance certification** for the ambulance industry!*

March 19-20, 2017 - Las Vegas, NV
April 9-10, 2017 - St. Louis, MO
June 4-5, 2017 - Clearwater Beach, F

CAPO® is the nation's foremost and only HIPAA compliance accreditation for the ambulance industry!

In the CAPO® course you'll discover what every privacy officer should know, including:

- What effective HIPAA training looks like
- Ways to handle everyday EMS HIPAA issues
- How to avoid breaches in a mobile environment
- Ways to bring your agency into compliance
- Simple steps to handle most requests for patient information
- Safeguards that really work for EMS
- The most common myths about HIPAA

The CAPO® program can take your agency's HIPAA compliance to the next level!



XI is the preeminent intensive all-day workshop for EMS leaders, chiefs, HR managers and compliance professionals. XI helps leaders spot industry trends from a high level, and gives you the tools you need to shape your agency's own future instead of waiting for external forces to shape it for you.

Las Vegas, NV: March 21

St. Louis, MO: April 11

Clearwater Beach, FL: June 6

XI Keynote

FROM THE GROUND UP TO OUTER SPACE – Key Values for EMS Leadership Success From America's Frequent Flyer Astronaut

Featuring Jerry Ross, Retired NASA Astronaut

Jerry Ross is a veteran of seven Space Shuttle missions and the joint record holder for the most spaceflights in history. Jerry will apply these unparalleled experiences to impart valuable lessons for EMS leaders in what will be a memorable "out of this world" experience. As an added bonus, all attendees will receive a complimentary copy of Jerry's book, *Spacewalker: My Journey in Space and Faith as NASA's Record-Setting Frequent Flyer*, which Jerry will personally autograph for attendees.



MORNING BREAKOUTS

Public Agency Track, Private Agency Track,
and HR Sessions

Public Agency Sessions

- ☐ The Five Biggest Compliance Mistakes Made by Fire-Based and Other Public EMS Agencies
- ☐ Public EMS Agencies – How to Survive and Thrive in a Rapidly Changing Landscape

Private Agency Sessions

- ☐ Re-Engineering Your Non-Emergency Call Intake Process
- ☐ Managing Business Relationships to Thrive and Comply

HR Sessions

- ☐ The Top 10 “Service Phrases” Your EMS Staff Should Use Frequently
- ☐ The 10 Most Difficult EMS Staff Members — And How to Effectively Deal with Them

AFTERNOON BREAKOUTS

Leadership Sessions, Privacy Sessions,
Practical Compliance Track

Leadership Sessions

- ☐ Improving Accountability With 360 Degree Feedback
- ☐ The 6 Boldest Presidential Decisions Ever Made – and the Lessons EMS Leaders Can Take From Them

Privacy Sessions

- ☐ Real Lessons From Actual PWW HIPAA Audits: Violations We See at Every Agency
- ☐ Cybercrime and Cybersecurity: Why Stealing Your Data is More Profitable Than Robbing a Bank

*Practical Compliance Track**

- ☐ Develop Your Agency's Complete Compliance Program Documents — In this practical compliance track, you will actually walk out with your agency's written compliance program documents ready to use.

***Important note:** There is no additional fee for this track, but preregistration for this track **is required**. Limited to 30 participants and offered on a first-come, first-served basis. Participants must stay and attend the entire afternoon of this track, so be sure it does not conflict with the other breakout sessions being held in the afternoon during the Leadership or Privacy Tracks.

XI Networking Reception

Free for XI attendees only

An exclusive opportunity to network with your peers and with the PWW staff in a relaxed, informal atmosphere, immediately following Closing General Session.



Closing General Session

The National EMS Liability Review: Case Studies From Around the United States

Full session descriptions available at www.abc360conference.com. Breakfast and lunch are included with conference registration.



Day 1

march 22 • april 12 • june 7

General Sessions

☐ **The abc³⁶⁰ Medicare and Reimbursement Update**

This annual review covers all of the latest, most up-to-date information you need to know to stay on top of all of the important developments in Medicare and other critical reimbursement issues.

☐ **The abc³⁶⁰ Compliance and Privacy Update**

At abc³⁶⁰, compliance education goes hand-in-hand with revenue cycle education. This key session will cover all of the latest news from the OIG and other federal agencies when it comes to enforcement issues, compliance trends and other key information you need to keep your agency in compliance.

BREAKOUT SESSIONS

Revenue Cycle Management Track

☐ **A Deep Dive into Origin and Destination Modifiers: There's More than Meets the Eye**

This highly practical session will take a detailed look at how to properly pick the most accurate origin and destination modifiers, which can directly affect coverage of your claims.

☐ **How to Make Things Right When Your MAC Gets it Wrong**

This session will address the specific actions your agency can take to try to correct any MAC errors before they end up compromising your agency's legitimate Medicare revenue.

Compliance Track

☐ **Commercial Payers: Top Payment and Compliance Issues**

This session will look at some of the most troubling commercial payer issues facing ambulance services, how your state law can affect the situation, and how to navigate this often difficult payment terrain.

☐ **How to Navigate the 60-Day Overpayment Rules**

This session will review the recent Medicare regulations that provide extensive detail on how providers are required to detect, report and return Part B overpayments within 60 days of being identified.

“ I love the abc³⁶⁰ Consultation Clinic!
I can get answers to questions that are
specific to me and my agency. This ‘one-on-one’
opportunity to talk with a PWW attorney is
an excellent bonus!”

BREAKOUT SESSIONS

abc³⁶⁰ Practical Skills Clinics

- ☐ **The abc³⁶⁰ Emergency Coding Clinic**
- ☐ **The abc³⁶⁰ Non-Emergency Coding Clinic**

Always an attendee favorite, the abc³⁶⁰ Coding Clinics help ambulance revenue cycle professionals develop, maintain and perfect their critical thinking, problem solving and claim coding skills.



Full session descriptions available at www.abc360conference.com. Breakfast and lunch are included with conference registration.



Day 2

march 23 • april 13 • june 8

All New



EMS Documentation **MEGATRACK**

This innovative, half-day program is included with your abc³⁶⁰ registration! Topics include:

- Six Strategies for Improving Crew Documentation
- Making Sense of Signatures: AOBs, PCSs, ABNs, PCRs and More
- The Art of Constructing a Clinical Narrative

One of the most-requested evaluation comments we've received over the years is MORE DOCUMENTATION-related sessions. We've listened! This year, abc³⁶⁰ features the **Documentation MegaTrack** — a half-day devoted to general sessions focusing exclusively on EMS documentation. We will tackle some of the toughest and most challenging aspects of EMS documentation that can affect your agency's revenue cycle success, its compliance and its liability. You will not want to miss this unique opportunity to drill down on one of the most pervasive challenges for ambulance services of all types — EMS documentation.

General Sessions

☐ **The Great Medical Necessity Debate**

In this session, PWW founding partners and supercharged EMS lawyers Doug Wolfberg and Steve Wirth will go toe-to-toe and "mano a mano" and debate medical necessity on some of the toughest PCRs we've seen. This will be an unscripted and unpredictable session that you won't want to miss.

☐ **The abc³⁶⁰ Game Show**

One of the hallmarks of abc³⁶⁰ is combining a strong educational experience with a bit of lighthearted fun. Our game show engages participants while tying together all of the abc³⁶⁰ content in a fun and memorable way. A perfect conclusion to the abc³⁶⁰ conference that features challenging and thought-provoking questions, contestant prizes and plenty of laughs.

The nation's best ambulance revenue cycle management and compliance conference — abc³⁶⁰ — is fully-approved for continuing education credits.



AFTERNOON BREAKOUTS

Revenue Cycle Management Track

☐ **Audits and Appeals – Real Cases From the PWW Files**

In this practical, real-world session, we will present several of our recent audit and appeal cases and illustrate the lessons your agency needs to know in order to avoid speed bumps and minimize denials in your revenue cycle.

Compliance Track

☐ **The abc³⁶⁰ Compliance Clinic**

The practical skills we teach at abc³⁶⁰ don't just focus on coding — they also focus on compliance – and this session will present several real-world and practical compliance challenges that EMS agencies face every day. We will work through these fact-based scenarios and through audience interaction, participation and engaging discussion, arrive at compliance solutions that your agency can use as instructive lessons going forward.

Practical Skills Clinics

☐ **The abc³⁶⁰ Documentation Auditing Clinic**

In this Practical Skills Clinic, we will focus exclusively on EMS documentation. This session will help those responsible for reviewing PCRs and for EMS QA to effectively audit your agency's EMS charts to ensure completeness and accuracy and to improve the overall quality of documentation.

Full session descriptions available at www.abc360conference.com. Breakfast and lunch are included with conference registration.



Register online at www.abc360conference.com

Early Bird Registration Ends:

Las Vegas, NV: 2/23/17 • St. Louis, MO: 3/10/17 • Clearwater Beach, FL: 5/4/17

abc³⁶⁰ Update Webinar Package FREE with Early Bird Registration (a \$300 value!)

Stay current all year long on the things you learn at the conference!

| | EARLY BIRD RATES | REGULAR RATES |
|--------------------------|-----------------------------|--------------------------|
| CAC | \$1180 | \$1280 |
| CAPO | \$1050 | \$1150 |
| CACO | \$1050 | \$1150 |
| XI | \$360 | \$420 |
| abc³⁶⁰ | \$575 | \$675 |

\$20 discount on the abc³⁶⁰ rate applies per person if registering more than one person from your company

Register online at www.abc360conference.com

Attendee Refund/Cancellation Policy: Full refund if cancellation is received 45 days prior to event. \$75 fee per person for cancellations received 15–44 days prior to event. No refunds for cancellations received less than 15 days prior to event. Registrations are transferable to another employee within the same company.

Individual Attendee Event Transfer Policy: If such request is made in writing to PWW Media/NAAC no later than 15 days prior to the start of any conference, attendees may request a one-time transfer of their paid registration to a future conference within the current annual series. Any transfer requests made within 15 days of the event start are subject to a \$225/person fee for abc³⁶⁰, \$150/person fee for XI, and \$200/per person fee for CACO, CAPO and CAC.

PWW Media/NAAC Refund/Cancellation Policy: PWW Media, Inc. and/or NAAC reserve the right to cancel any event due to inclement weather or any situation which would make the event non-viable. If PWW Media, Inc. and/or NAAC cancel an event, participants will be offered a full refund. Should circumstances arise that result in the postponement of an event, registrants will have the option to transfer registration to the same event at the new, future date. PWW Media, Inc. and/or NAAC accept no responsibility for travel arrangements or any other actual or perceived loss due to cancellation of conference.

No Show Policy: Registrants who are “no-shows” for an event will not qualify for a refund.

Disclaimers:

Recording: No recording by audio, video, digital, or other means is permitted at this conference or any conference functions.

Pictures: By attending these events I grant PWW Media and/or NAAC permission to use my image and likeness in its marketing and promotional materials.

The information presented and discussed during this conference and abc³⁶⁰ consultation clinic appointments does not constitute legal advice or a definitive statement of the law. This information is for educational purposes only and to provide a general overview of the subject matter discussed.

For registrations not paid within 30 days before the course, PWW Media and/or NAAC reserve the right to cancel the registration.

For questions about accessibility or to request accommodations, please contact our office at 717-620-2521 or info@pwwmedia.com. Please provide a minimum of two weeks notice to allow us to make any reasonable accommodations you may need.

By registering for the conference I agree to the above stated payment, cancellation, and refund policies as well as the noted disclaimers.



Register online at www.abc360conference.com

PWW Media • 5010 E. Trindle Road, Suite 202 • Mechanicsburg, PA 17050 • 717-620-2521 or toll free 844-753-2290

Planet Hollywood Resort and Casino

23667 Las Vegas Boulevard South • Las Vegas, Nevada 89109
(866) 317-1829 • www.planethollywoodresort.com



Planet Hollywood Resort and Casino features Las Vegas hotel accommodations fit for the celebrity A-list, and perfect for Hollywood buffs. Every one of our rooms and suites features one-of-a-kind movie memorabilia set against a backdrop of stylish, modern luxury. When you stay in a Planet Hollywood hotel

room, the celebrity lifestyle is yours for the living, and fame lies around every corner.

Dine like a movie star and look out for your favorite celebrities at one of the many Planet Hollywood restaurants. From eclectic food options like Koi and Strip House to the celebrity-owned Gordon Ramsay BurGR, Planet Hollywood offers an exciting array of Las Vegas restaurants, each with its own unique and glamorous atmosphere.

RESERVATION DEADLINE: Thursday, February 23, 2017

SPECIAL ^{abc360} RATE: 3/18 \$139 • 3/19-3/22: \$89 • 3/23-3/24: \$139. An additional daily resort fee of \$29/night will be charged. Resort fee includes In-room internet access and admission to the Fitness Center.

Hyatt Regency at The Arch

315 Chestnut Street • St. Louis, Missouri 63102
(888) 421-1442 • www.stlouisarch.hyatt.com



Located in the shadows of the iconic Gateway Arch, the Hyatt Regency St. Louis at The Arch is a AAA Four Diamond luxury hotel offering you first

class accommodations and amenities within walking distance of all Downtown St. Louis has to offer. The hotel's prime location is conveniently located within walking distance of over 100 different restaurants, shops, sporting venues and attractions providing you with plenty of options for dining and entertainment.

Discover the ideal combination of Hyatt luxury and a premier location. Spacious guestrooms are always inviting and comfortable, offering stylish interiors. Experience the welcoming St. Louis hospitality and the signature "Hyatt Touch" during your stay at this unforgettable St. Louis, Missouri hotel.

RESERVATION DEADLINE: Thursday, March 16, 2017

SPECIAL abc³⁶⁰ RATE: \$145. Includes free guest room internet & 35% off discount published parking fees!

Hilton Clearwater Beach

400 Mandalay Avenue • Clearwater Beach, Florida 33767
(800) 753-3954 • www.hiltonclearwaterbeach.com



Experience the laid back pace and pleasures of the refreshing Caribbean-style setting at this celebrated hotel in Clearwater Beach,

Florida. A brick-paved circular drive and rich, tropical landscaping greets you with an uncompromising sense of arrival. Lounge in a luxurious beach cabana. Refresh with a swim at our swimming pool oasis, or unwind in our stunning lobby. Tantalizing culinary offerings await you from our modern lobby bar with spectacular Gulf views, to an open and airy restaurant for all day dining. Crisp and comfortable guest rooms include luxury bedding, hand-selected artwork and a color palette that accents the breathtaking beauty of the Gulf.

RESERVATION DEADLINE: Thursday, May 11, 2017

SPECIAL abc³⁶⁰ RATE: \$149. This rate includes the resort fee allowing for in-room internet access, pool service, \$10 dinner credit in Reflections restaurant, access to off-site fitness center and various additional discounts! Reduced self-parking for our attendees at \$7.00/day.



The National Conference
on Ambulance
Revenue Cycle Management
and Compliance

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