



The National Conference on Ambulance Revenue Cycle Management and Compliance

March 18-22, 2018
Las Vegas, NV

April 22-26, 2018
Orlando, FL

June 3-7, 2018^{*}
St. Louis, MO

Note New
Las Vegas
Dates!

All New Content!

100% Con-Ed approved!



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

Featuring CADS™ — the Nation's first EMS Documentation Certification!

www.abc360conference.com



In addition to presenting the nation's best and most comprehensive, well attended and interactive ambulance billing education since 2005, 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

Conference Events

at a Glance

At abc³⁶⁰, you can choose up to five days' worth of outstanding educational content in leadership, compliance, revenue cycle management, documentation, privacy and more.

March 18-22, 2018 • April 22-26, 2018 • June 3-7, 2018

Day 1 (3/18 • 4/22 • 6/3)	Day 2 (3/19 • 4/23 • 6/4)	Day 3 (3/20 • 4/24 • 6/5)	Day 4 (3/21 • 4/25 • 6/6)	Day 5 (3/22 • 4/26 • 6/7)
  	  	  		

NAAC® Certification Courses

CAC® – Day 1-Day 3

Ideal for: billers, coders, compliance officers, managers, executives

CACO® – Day 1-Day 2

Ideal for: compliance officers, billers, coders, executives

CAPO® – Day 1-Day 2

Ideal for: privacy officers, HIPAA compliance officers, compliance officers, executives

CADS™ – Day 3

Ideal for: EMS practitioners, supervisors, managers, executives, billers, coders, compliance officers

Preconference Workshop

XI (Executive Institute) – Day 3

Ideal for: industry leaders, executives, compliance officers, privacy officers, revenue cycle professionals, HR professionals

Main Conference



Day 4-Day 5

Ideal for: billers, coders, revenue cycle professionals, compliance professionals, leaders, executives, managers, supervisors, field personnel

NEW THIS YEAR!



March 20, 2018 - Las Vegas, NV • April 24, 2018 - Orlando, FL • June 5, 2018 - St. Louis, MO

This certification is the first offered by NAAC® that is specifically geared for EMTs, paramedics and other EMS practitioners. It is also appropriate for EMS QA/QI personnel, supervisors/managers, compliance officers, billers and anyone else involved in EMS clinical care or any aspect of the ambulance service revenue cycle. Some of the key subjects addressed in the CADS™ course include:

- Documenting medical necessity and reasonableness
- Writing an effective clinical narrative
- Understanding the various signature requirements for patients and crew members
- Emphasizing the importance of accuracy and integrity in all aspects of documentation
- Addressing special challenges for non-emergency and repetitive patient documentation
- Documenting with specificity and detail to support proper ICD coding
- Identifying proper methods of modifying or amending PCRs
- Reducing medical malpractice liability through effective charting
- And much more!

Improve your EMS documentation — become a Certified Ambulance Documentation Specialist.



The national standard for ambulance billing and coding education!

March 18-20, 2018 - Las Vegas, NV
April 22-24, 2018 - Orlando, FL
June 3-5, 2018 - St. Louis, MO

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 18-19, 2018 - Las Vegas, NV
April 22-23, 2018 - Orlando, FL
June 3-4, 2018 - St. Louis, MO

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.

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

March 18-19, 2018 - Las Vegas, NV
April 22-23, 2018 - Orlando, FL
June 3-4, 2018 - St. Louis, MO

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 Keynote

"Flip Phone" Management is Over – Enter "Smart Phone" Leadership for the Next Generation of EMS

Featuring Chris Cebollero

The days of command and control, or leading from a position of authority are over – just like the flip phone. As the new multi-tasking, constantly connected, and well informed generation dominates the EMS workforce, a new breed of leader needs to emerge equipped with "smart phone like" skills – nimble, agile, pragmatic and "people focused." Leadership is both an art and a science. You need to first understand the fundamental science of leadership before you can paint the portrait of practical leadership success. Join leadership expert and best-selling author Chris Cebollero - who came from the ranks of EMS leadership - as he outlines the skills needed to successfully navigate the rapidly changing environment facing our current and future EMS leaders.

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.

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MORNING BREAKOUTS

Public Agency Track, Private Agency Track,
and Human Resources Track

Public Agency Sessions

- ☐ 911 - Do You Have an Emergency? Creating and Using Dispatch Protocols Even When You Have No Direct Control Over Dispatch
- ☐ "Soft" and "Compassionate" – Wait, Are We Talking about Billing, Here? Dissecting the OIG Safe Harbors and More

Private Agency Sessions

- ☐ Five Things You Can Do Now to "Save Your Bacon" in a Future False Claims Act Case
- ☐ Wheelchair Vans and More: Leveraging Non-Ambulance Transport Services to Improve Compliance and Protect Your Bottom Line

HR Sessions

- ☐ Managing the Millennial Movement: Work-Life Balance is Not Laziness!
- ☐ The Pay Practices Audit – Key Step to Prevent the Most Common and Avoidable Wage and Hour Violations

AFTERNOON BREAKOUTS

Leadership Track, Privacy Track,
and Compliance Track

Leadership Sessions

- ☐ "Distraction Destruction" – 7 Critical Steps to Manage the EMS "Culture of Constant Connection"
- ☐ Leadership Lessons from the Beatles – Five Lessons EMS Leaders Can Learn from the Fab Four

Joint Compliance and Privacy Session

- ☐ Prioritizing a "Compliance Culture" – You Can Do It All!

Privacy Session

- ☐ HIPAA Risk Analysis Simplified – Your Complete Assessment in Just 1 Hour

Compliance Session

- ☐ How to Evaluate the Effectiveness of Your EMS Agency's Compliance Program Using the New DOJ Guidance

Closing General Session

Where Do We Go from Here?
Performance Expectations for EMS in 2018 and Beyond

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.



abc³⁶⁰® Day 1

march 21 • april 25 • june 6

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

☐ **Unmasking the Proper Payer: Identifying Payment Sources in a World Gone Mad!**

The age of the high deductible insurance plan is affecting everyone's bottom line. This session will help EMS agencies identify sources of payment, including current deductible status, promptly and efficiently. Those who can effectively get this key aspect of the revenue cycle "right" will increase cash flow and ultimately be the survivors in today's challenging reimbursement environment.

☐ **Medicare Advantage: Tackling the "Elephant in the Room"**

Medicare Advantage plans have been an attractive alternative for Medicare beneficiaries looking for a cost-effective solution to the traditional Medicare program and Medigap coverage. But in most areas, these MA plans operate under their own sets of rules and are allowed to establish their own payment policies. We'll discuss the key differences between Traditional Medicare and Medicare Advantage – and what you need to know to avoid the common pitfalls.

Compliance Track

☐ **Who Does What? Compliance Responsibilities of Third Party Billers**

We know that compliance is a partnership between billing company and provider, but it's not always clear who is responsible for what. This practical session will benefit both the EMS agency and billing company alike as we offer practical tips for improving communication and compliance in this critically important partnership - to help make it a "relationship of success."

“ 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

Compliance Track (continued)

☐ **How to Conduct a Complete Compliance Risk Assessment**

This session will take a step-by-step approach through the essential elements of conducting a complete and comprehensive compliance risk assessment, so you can leave with a plan of action to find and address your agency's compliance risks.

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.

abc³⁶⁰® Day 2

march 22 • april 26 • june 7

It's Back by Request!



**EMS Documentation
MEGATRACK**

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

Topics include:

- How to Put the "Clinical" Back in Clinical Documentation: Six Steps to Painting a Better Picture
- Dissecting PCRs to Find the Missing Links Between Patient Care and Reimbursement
- Five Fast Fixes in Five Days: How to Improve Your Agency's Documentation in Less Than One Week

The evaluation comments we received consistently said – give us MORE DOCUMENTATION-related sessions and bring back the Documentation MegaTrack! We've listened! This year, abc³⁶⁰ continues with the **Documentation MegaTrack** — a half-day of general sessions focused 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, compliance and 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 abc³⁶⁰ Roundtable: The "Billing QA/QI Committee" in Action on Four Tough Billing Cases**

Expanding upon last year's "Medical Necessity Debate," this roundtable will feature a team of PWW attorneys and consultants serving as the "Billing QA/QI Committee." The committee will discuss, analyze, and debate real life problematic PCRs from the perspectives of the field billing and QA/QI personnel.

☐ **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

☐ **Part A vs. Part B: The “Ins and Outs” of the Facility Billing Rules**

One of the “foggiest” areas of ambulance billing involves transports to and from medical facilities. We will address not only the rules, but also specific strategies to improve communication, and contracting tips to better solidify your revenue stream from this critical segment of your business.

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 Medicare Appeals Clinic**

In this Practical Skills Clinic, we focus exclusively on dealing with Medicare appeals. We've dealt with a wide range of issues on appeal - at all levels and with all Medicare contractors. We will discuss specific strategies for post-payment appeals, pre-payment review appeals, and managed care appeals in this fast-paced “real world” session.

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: 2/15/18 • Orlando, FL: 3/15/18 • St. Louis, MO: 5/2/18

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	\$1195	\$1295
CAPO	\$1065	\$1165
CACO	\$1065	\$1165
CADS	\$249	\$269
XI	\$375	\$435
abc³⁶⁰	\$585	\$685

\$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, CAC and CADs.

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 of registration fees paid. 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

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Planet Hollywood Resort and Casino

23667 Las Vegas Boulevard South • Las Vegas, Nevada 89109
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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: Tuesday, February 20, 2018

SPECIAL ^{abc360} RATE: 3/16-3/17: \$139 • 3/18-3/22: \$99 • 3/23: \$139. An additional daily resort fee of \$30/night will be charged. Resort fee includes in-room internet access and admission to the Fitness Center.

Rosen Plaza Hotel

9700 International Drive • Orlando, Florida 32819
(800) 627-8258 • www.rosenplaza.com



A standout among Orlando's finest meeting, convention and vacation hotels, Rosen Plaza Hotel is famous for its high standard of

excellence. Impressive Orlando meeting space, impeccable in-house staff and grand accommodations assure a seamless meeting experience. The Rosen Plaza Hotel features a classic steakhouse, impressive buffet restaurant, pizza shop and 24-hour deli, plus our prompt room service.

Keep the fun going with a visit to nearby Pointe Orlando. This open-air shopping, dining and entertainment complex is also located on International Drive, across from our hotel. With more than 40 delicious restaurants, eclectic shops and exciting attractions surrounded by palm trees and fountains, you are sure to enjoy Pointe Orlando's variety of activities during your stay at Rosen Plaza Hotel.

RESERVATION DEADLINE: Friday, March 30, 2018

SPECIAL ^{abc360} RATE: \$149. Special discounted daily self-parking rate \$8 for our attendees!

Hyatt Regency at The Arch

315 Chestnut Street • St. Louis, Missouri 63102
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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: Friday, May 11, 2018

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



The National Conference
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