



The National Conference on Ambulance  
Revenue Cycle Management and Compliance



Hershey, PA: **October 19-23, 2019**

Las Vegas, NV: **March 22-26, 2020**

St. Louis, MO: **April 5-9, 2020**

Clearwater Beach, FL: **June 7-11, 2020**



abc<sup>360</sup> is the nation's largest and most comprehensive educational event for ambulance industry billing, coding and compliance professionals. With content for EMS leaders, executives, managers, privacy officers and EMS practitioners, abc<sup>360</sup> is the one conference your agency can't afford to miss. This is the place to be — the nation's leading revenue cycle, compliance and leadership conference specifically focused on building and protecting

*your agency's bottom line*

*Hershey, PA*  
October 19-23, 2019











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abc<sup>360</sup> is one conference offered in four locations each year to make it convenient for EMS agencies throughout the United States.

## Conference at a Glance

Day 1	Day 2	Day 3	Day 4	Day 5
  	  	 		

### NAAC® Certification Courses

#### **CAC™ – 3 Days**

**Ideal for:** billers, coders, compliance officers, revenue cycle professionals, managers, executives

#### **CACO® – 2 Days**

**Ideal for:** compliance officers, revenue cycle professionals, executives, board members

#### **CAPO® – 2 Days**

**Ideal for:** privacy professionals, IT professionals, HIPAA compliance officers, executives

### Preconference Seminar

#### **XI® (the PWW Executive Institute) – 1 Day**

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

### Main Conference



#### **2 Days**

**Ideal for:** billers, coders, revenue cycle professionals, compliance officers, executives, billing companies, EMS agency managers



NAAC constitutes the “gold standard” for EMS compliance education. NAAC courses provide standardized curricula developed and vetted by EMS industry leaders and legal experts, and are recognized nationwide as the industry’s most respected credentials for revenue cycle, compliance and privacy professionals.

Three of NAAC’s certification courses are offered as abc<sup>360</sup> pre-conference workshops:



**October 19-21, 2019**  
**March 22-24, 2020**  
**April 5-7, 2020**  
**June 7-9, 2020**



**October 19-20, 2019**  
**March 22-23, 2020**  
**April 5-6, 2020**  
**June 7-8, 2020**



**October 19-20, 2019**  
**March 22-23, 2020**  
**April 5-6, 2020**  
**June 7-8, 2020**

All newly certified students who stay for the abc<sup>360</sup> conference will complete *all* of their required continuing education for the first year while still on site!





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

3 Days

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

***"The way the information is presented allows everyone to leave with a clear understanding of ambulance billing."***

- CAC™ Attendee



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

2 Days

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.

***"I now know how to establish and implement a formal compliance program at my agency."***

- CACO® Attendee



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

2 Days

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

***"After taking CAPO I am confident that we can handle any issues that come up."***

- CAPO® Attendee



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.



## *XI® Keynote*

### **The EMS Leadership Imperative: Evidence-Based Decisions by Measuring What Matters**

*Featuring Dr. Brent Myers*

Too often, EMS effectiveness is measured and reported to the public based on response times or cardiac arrest resuscitation success. These measures are important, but are influenced by many factors, are not completely controllable, and really don't truly measure overall quality. In this rapidly changing health care world, today's EMS leaders need to understand where we are and where we need to be – and make bold decisions that move the organization forward. Effective leaders focus their energies on measuring what matters – they make critical organizational decisions based on meaningful and objective information.

Join Dr. Brent Myers, internationally recognized expert in EMS system design, evidence-based practice and population health management, as he reviews real world data around evidence-based measures that are applicable to all EMS agencies. You'll take away concrete steps on how you can use these measures to drastically improve your EMS agency today!

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.



## MORNING BREAKOUTS

EMS Law Track, EMS Operations Track,  
EMS Human Resources Track

### *EMS Law Track*

- ☐ Five Lessons Learned from a Recent False Claims Court Victory
- ☐ The Government is Knocking: Why Audits and Investigations are Scariest than Lawsuits

### *EMS Operations Track*

- ☐ How EMS Telehealth Can Improve Care and Boost Your Bottom Line
- ☐ EMS and Local Government: Funding, Politics, RFPs, Competition and More

### *EMS Human Resource Track*

- ☐ Up in Smoke? Dealing with Marijuana and Other Causes of Staff Member Impairment
- ☐ Burnout Nation: Avoiding Liability Risks in the Billing Office and on the Streets

## AFTERNOON BREAKOUTS

Leadership Track, Patient Privacy Track,  
Compliance Track

### *Leadership Track*

- ☐ Busting Boundaries - Six Leadership Strategies to Help Make Collaboration Work for You
- ☐ Six EMS Business Lessons from the Rock and Roll Road

### *Patient Privacy Track*

- ☐ The Anatomy of an EMS Cyberattack
- ☐ Hey Mr. Privacy...Can We Share That?

### *Compliance Track*

- ☐ Creating Effective Compliance Training and Making the Message Stick
- ☐ Identifying and Using Compliance Champions within Your Agency

*Hershey*  
**October 21**

*Las Vegas*  
**March 24**

*St. Louis*  
**April 7**

*Clearwater Beach*  
**June 9**



## *Closing General Session*

**What's Next in EMS? The New Horizon of a Changing Industry**

Full session descriptions available at [www.abc360conference.com](http://www.abc360conference.com). Breakfast and lunch are included with conference registration.



october 22, hershey | march 25, las vegas | april 8, st. louis | june 10, clearwater beach

## *General Sessions*

- ☐ **The abc<sup>360</sup> Medicare and Reimbursement Update**  
This must-attend session is an up-to-the-minute comprehensive update on Medicare happenings that affect EMS reimbursement.
- ☐ **The abc<sup>360</sup> Compliance Update**  
This session will address the latest trends in government enforcement and ambulance fraud cases.
- ☐ **The abc<sup>360</sup> Privacy Update**  
This session will keep you current on the latest HIPAA guidance and the privacy and security threats facing the EMS industry.

## BREAKOUT SESSIONS

### *Documentation Track*

- ☐ **Documentation in an Electronic World: Customizing Your ePCR to Avoid Compliance Risk**  
This deep dive will focus on using your ePCR solution to improve documentation and compliance. We'll identify common pitfalls and describe how to customize your software to avoid preventable problems.
- ☐ **No More You Call We Haul: Documentation Expectations for Refusals, Treatment in Place and Other Non-Transport Situations**  
The landscape of EMS is evolving and our documentation must change with it. This session will help you set clear expectations for what needs to be documented in diverse patient encounters.

### *Compliance and Privacy Track*

- ☐ **Choose Your Own Compliance Adventure**  
This interactive and thought-provoking session will allow attendees to vote on how to handle different compliance scenarios and play out the potential consequences.



“ This was the most educational and informative conference I have ever attended thanks to the energetic PWW team. ”

## BREAKOUT SESSIONS

### *Compliance and Privacy Track* (continued)

#### ☐ **Can You Survive the Privacy Challenge?**

Think you know HIPAA? This interactive session will test your knowledge with real life EMS HIPAA compliance scenarios. Attendees will vote on how to best handle the situations and learn how they could have been prevented.

### *abc<sup>360</sup> Practical Skills Clinics*

#### ☐ **The abc<sup>360</sup> Emergency Coding Clinic**

#### ☐ **The abc<sup>360</sup> Non-Emergency Coding Clinic**

The abc<sup>360</sup> Coding Clinics are hands-on, practical skill-building sessions designed to improve the critical thinking, coding and analysis skills that ambulance revenue cycle professionals must have to do their jobs.



**Full session descriptions available at [www.abc360conference.com](http://www.abc360conference.com). Breakfast and lunch are included with conference registration.**

# abc<sup>360</sup> bash

## october 22 - hershey only



*The ambulance industry's  
most fun night out!*

**6:30–7:30 p.m.**

Cocktails and Networking

**7:30–10 p.m.**

Live music from That's What She Said



The abc<sup>360</sup> Bash (offered at the Hershey conference **only**) is the ambulance industry party of the year! Come and enjoy the famous chocolate fountain, unwind with your friends and peers and enjoy the live music of local rock band That's What She Said - featuring PWV's own Doug Wolfberg on guitar and vocals. A portion of the abc<sup>360</sup> Bash proceeds will be donated to the National EMS Museum (dedicated to preserving the history of EMS in the United States), so come and support a good cause and have a great time in the process!

# abc<sup>360</sup>® Day 2

october 23, hershey | march 26, las vegas | april 9, st. louis | june 11, clearwater beach

## REVENUE cycle MEGATRACK

This all new, forward-looking half day session includes:

- The ABCs of Medicare
- The Words Matter: Thinking Like a Lawyer
- ET3, Community Paramedicine, TNT, Cost Collection...New Reimbursement Options and Expectations
- Streamline Your Billing Office for Maximum Efficiency

All new this season, the **Revenue Cycle MegaTrack**, will offer a cutting-edge perspective on the rules of Medicare plus insight into how changes to the EMS industry will impact billing and compliance.

### *General Sessions*

☐ **Mythbusters! The PWW Team Uncovers the Truth Behind Common Billing and Compliance Misconceptions**

Some incorrect interpretations and misunderstandings in EMS billing and compliance are so pervasive they are accepted as fact. In this interactive session, we'll debunk the myths and eliminate some of the most common misconceptions we've seen over and over again.

☐ **One Quick Question: Your Billing, Compliance and Privacy Questions Answered**

This fast-paced session will feature questions submitted by attendees. Plus, the audience will have the opportunity to test their knowledge and weigh in on the correct answer.

☐ **The abc<sup>360</sup> Game Show**

Always the most highly anticipated and interactive conference session of the year, the abc<sup>360</sup> Game Show is a fun and educational way to test your knowledge on all the things you learned at the conference.

**Full session descriptions available at [www.abc360conference.com](http://www.abc360conference.com). Breakfast and lunch are included with conference registration.**



# Register online at [www.abc360conference.com](http://www.abc360conference.com)

## Early Bird Registration Ends:

Heshey, PA: 9/25/19 • Las Vegas, NV: 2/13/20 • St. Louis, MO: 3/11/20 • Clearwater Beach, FL: 5/12/20

**abc<sup>360</sup> Update Webinar FREE with Early Bird Registration (a \$120 value!)**

	EARLY BIRD RATES	REGULAR RATES
<b>CAC</b>	\$1240	\$1340
<b>CAPO</b>	\$1110	\$1210
<b>CACO</b>	\$1110	\$1210
<b>XI</b>	\$410	\$470
<b>abc<sup>360</sup></b>	\$650	\$750

*\$20 discount on the abc<sup>360</sup> rate applies per person if registering more than one person from your company within the same order*

**abc<sup>360</sup> bash** (Hershey Only) | \$25

**Register online at [www.abc360conference.com](http://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 abc<sup>360</sup>, \$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 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 or postponement 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 abc<sup>360</sup> 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.

Payment in full must be received prior to start of conference in order to attend.

We comply with the Americans with Disabilities Act. If you feel you need an accommodation to participate in abc360, please contact us at least 30 days before the conference. For questions about accessibility or to request accommodations, please contact our office at 717-620-2521 or [info@abc360conference.com](mailto:info@abc360conference.com).

*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](http://www.abc360conference.com)

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



## Hershey® Lodge

325 University Drive • Hershey, PA 17033  
(717) 533-3311 or (800) 533-3131  
www.hersheylobby.com



*Hershey® Lodge* is a full-service resort located in Hershey, Pennsylvania. Warm, welcoming and distinctly Hershey, *Hershey*

*Lodge* offers convenience and comfort for families and guests of all ages. Guests will discover the hallmark friendly service in every detail.

Known as *The Sweetest Place on Earth*, Hershey, Pennsylvania is a year-round destination with a wide array of attractions. Hershey was rated a top family vacation spot by *Smart Money* and *FamilyFun* magazines.

Hershey is conveniently located in Central Pennsylvania only 20 minutes from Harrisburg International Airport. Also, just 90 minutes from Baltimore and Philadelphia, two hours from Washington, DC, and three hours from New York City.

**RESERVATION DEADLINE:** Friday, September 27, 2019

**SPECIAL abc<sup>360</sup> RATE: \$188.** Be sure to mention abc<sup>360</sup> to receive this special rate!

## Planet Hollywood Resort and Casino

3667 Las Vegas Boulevard South • Las Vegas, Nevada 89109  
(866) 317-1829  
www.planethollywoodresort.com



Planet Hollywood Resort and Casino makes every guest feel famously hip. The Ultra Hip rooms offer dazzling center-Strip views and colorful,

contemporary accommodations. 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 18, 2020

**SPECIAL abc<sup>360</sup> RATE: 3/20-3/21: \$139 • 3/22-3/27: \$119.**

An additional daily resort fee of \$30/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](http://www.stlouisarch.hyatt.com)

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Experience a welcoming, contemporary environment with seamless travel amenities at the newly renovated Hyatt

Regency St. Louis at The Arch. This premier business and leisure hotel is the closest hotel to the newly transformed Gateway Arch.

Enjoy a vibrant dining scene at the hotel, including Ruth's Chris Steak House, RED Kitchen & Bar and the Brewhouse. Relax in the newly renovated rooms with downtown and Arch views or explore popular attractions within walking distance, like Busch Stadium.

**RESERVATION DEADLINE: Friday, March 13, 2020**

**SPECIAL abc<sup>360</sup> RATE: \$154.** Includes free guest room internet & 35% off of published parking fees!

# Hilton Clearwater Beach

400 Mandalay Avenue • Clearwater Beach, Florida 33767  
(800) 753-3954  
[www.hiltonclearwaterbeach.com](http://www.hiltonclearwaterbeach.com)

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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 14, 2020**

**SPECIAL abc<sup>360</sup> RATE: \$177.** This rate includes the resort fee allowing for in-room internet access, pool service, access to off-site fitness center and various additional discounts!



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