



The National Conference on Ambulance  
Revenue Cycle Management and Compliance

## 2018-2019 Conference Series

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



**100%**  
Con-Ed approved!

**Hershey, PA: October 20-24, 2018**

**Las Vegas, NV: March 3-7, 2019**

**St. Louis, MO: April 14-18, 2019**

**Clearwater Beach, FL: June 2-6, 2019**



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*

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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

Day1	Day2	Day3	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 20-22, 2018**  
**March 3-5, 2019**  
**April 14-16, 2019**  
**June 2-4, 2019**



**October 20-21, 2018**  
**March 3-4, 2019**  
**April 14-15, 2019**  
**June 2-3, 2019**



**October 20-21, 2018**  
**March 3-4, 2019**  
**April 14-15, 2019**  
**June 2-3, 2019**

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

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



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.

**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!

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

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



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.



**executive**  
**INSTITUTE®**

## *XI® Keynote*

### **Building a Culture of Resilience: An EMS Leadership Imperative**

*Featuring Mike Taigman*

Between provider suicides, mass shootings, wildfires, hurricanes, floods, tornadoes, opioid addiction and other crises we deal with every day, there's a much greater need for employee stress management than ever before. The key to wellness, mental health, happiness and joy involves more than properly handling the critical incidents. In this session, you'll learn specific steps you can implement now to help build and maintain an organizational culture that encourages a high level of mental fitness and reduces the negative impact of stress on your people. Join internationally-known EMS industry leader and improvement expert Mike Taigman as he lays out a strategy to help you develop a workplace that helps your colleagues nurture and support each other while taking care of themselves for long term health and happiness.

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*

- Law School 101: A Toolkit to the Legal System for EMS Leaders
- Crazy Cases: Odd, Risky and Downright Funny Situations You Need to Avoid

### *EMS Operations Track*

- Integrated Compliance - Part 1: Call Intake and Deployment
- Integrated Compliance - Part 2: Facility Outreach, Education and Utilization Management

### *EMS Human Resource Track*

- I've Got This! Setting Yourself Up for a Lifetime of Resilience
- EMS Culture Shock? It's Time to Deal with Gender Issues the Right - and Legal - Way!

## AFTERNOON BREAKOUTS

Leadership Track, Privacy Track,  
and Compliance Track

### *Leadership Track*

- Lunar Leadership: These 7 Critical Strategies That Got Us to the Moon Will Put You on a Trajectory of Success
- Peace, Love and Leadership: 6 Lessons from the Turbulent 1960s That Can Inspire EMS Leaders

### *Privacy Track*

- Think Your Information is Safe? Securing EMS Data in Today's Cyber World
- "One Quick Question": The HIPAA and Privacy Questions You Were Afraid to Ask in Front of Your Staff

### *Compliance Track*

- The Compliance Cop is Here! What EMS Leaders Should Expect from Their Compliance Officer
- Compliance Policies: Do They Really Mean What You Think They Mean?

*Hershey*  
October 22

*Las Vegas*  
March 5

*St. Louis*  
April 16

*Clearwater Beach*  
June 4



## *Closing General Session*

**The National EMS Liability Review: The Top 6 Legal Issues That Will Change the Way You Lead Your EMS Agency into 2019 and Beyond**

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



# Day 1

october 23, hershey | march 6, las vegas | april 17, st. louis | june 5, clearwater beach

## General Sessions

- The abc<sup>360</sup> Medicare and Reimbursement Update**  
This fast-paced session is an up-to-the-minute comprehensive review of all the critical happenings in the world of EMS reimbursement.
- The abc<sup>360</sup> Compliance Update**  
This critical session will bring you up-to-date on the latest trends in government enforcement and significant fraud and false claims cases.
- The abc<sup>360</sup> Privacy Update**  
This session will keep you current on all the HIPAA happenings that affect your agency on a daily basis.

## BREAKOUT SESSIONS

### *Revenue Cycle Management Track*

- Right Payer, Wrong Rules: How to Avoid Billing Nightmares by Doing Your Homework**  
One of the more common reimbursement mistakes we see is the tendency to apply one payer's billing rules to other payers. This session will give you strategies to find the payer rules you need and apply them properly in your revenue cycle operations.
- The 855 Blues: Provider Enrollment and Revalidation Demystified**  
This session will look at some of the common pitfalls in Medicare provider enrollment that can cripple your cash flow if not handled appropriately. We'll also cover how to deal with your MAC's provider enrollment department to make sure your process goes smoothly.

### *Compliance Track*

- Should We Put That in Writing? Better Yet, What Should We Do About it?**  
You deal with formal and informal complaints, investigations, internal audits, incidents and credible information about potential overpayments every day. But when should these issues be put in writing and documented is a common question that all EMS agencies face.

“ The abc<sup>360</sup> Consultation Clinic is the best opportunity to ask questions about what we're learning at the conference and what we should do within our agency. ”

## BREAKOUT SESSIONS

### *Compliance Track* (continued)

**How to Use Audit Results to Improve Your Compliance**

Regular internal auditing is an essential aspect of every robust compliance program. This session will provide the steps your agency should take to conduct internal audits, and how you can integrate them into your compliance program to continuously improve your call intake, documentation and billing processes.

### *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.





# Social Activities

october 23 - hershey only

## Networking Reception

6:30–7:30 p.m.

Come mingle with your colleagues for a quiet “happy hour” reception prior to the big abc<sup>360</sup> Bash!



7:30–10 p.m.

Immediately after the Networking Reception, we turn up the fun for the annual abc<sup>360</sup> Bash – the ambulance industry’s most fun night out!



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 PWW’s own Doug Wolfberg on guitar and vocals. A portion of the abc<sup>360</sup> Bash proceeds will be donated to The Peyton Walker Foundation (dedicated to the prevention of Sudden Cardiac Arrest), so come and support a good cause and have a great time in the process!



# abc<sup>360</sup> Day 2

october 24, hershey | march 7, las vegas | april 18, st. louis | june 6, clearwater beach



## EMS Documentation **MEGATRACK**

This innovative and insightful documentation deep dive is included with your abc<sup>360</sup> registration! Topics include:

- How to Implement a Documentation Incentive Program
- The ICD-10 Challenge: How to Turn Not-So-Good Documentation Into Good Codes
- Documentation QA: Measuring 7 Key Metrics That Will Change the Whole Ballgame
- To Repeat or Not to Repeat: What Elements of Your ePCR Must be Included in the Narrative?

One of the consistently highest-rated sessions at abc<sup>360</sup>, the **Documentation MegaTrack**, offers strategies to help your agency solve one of the most pressing and constant challenges you face - good documentation!

### *General Sessions*

- Stop Sweating It! 15 Action Steps to Reduce Stress from Living the EMS Lifestyle**  
Whatever job we have - whether in billing, compliance, leadership or patient care - we can sometimes forget why we got into this profession. This session presents a 15-Step Recovery Program to reduce stress, have more fun and make practical improvements to your life and workplace.
- The abc<sup>360</sup> Great Debate: Lightning Round**  
Buckle up and get ready for a lively, fast-paced and highly interactive session where the PWW staff square off “head to head” on some of the toughest billing and compliance issues. This session promises to be eye-opening and highly entertaining.
- 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: 9/26/18 • Las Vegas, NV: 2/5/19 • St. Louis, MO: 3/20/19 • Clearwater Beach, FL: 5/8/19

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

	<b>EARLY BIRD RATES</b>	<b>REGULAR RATES</b>
<b>CAC</b>	\$1230	\$1330
<b>CAPO</b>	\$1100	\$1200
<b>CACO</b>	\$1100	\$1200
<b>XI</b>	\$400	\$460
<b>abc<sup>360</sup></b>	\$645	\$745

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

**abc<sup>360</sup> Bash & Networking Reception (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](http://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 28, 2018

**SPECIAL abc<sup>360</sup> RATE: \$185.** 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](http://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 7, 2019

**SPECIAL abc<sup>360</sup> RATE: 3/1-3/2: \$139 • 3/3-3/8: \$109.** 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



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: Saturday, March 23, 2019**

**SPECIAL abc<sup>360</sup> RATE: \$149.** 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



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: Friday, May 10, 2019**

**SPECIAL abc<sup>360</sup> RATE: \$175.** 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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