



The National Conference
on Ambulance Revenue
Cycle Management
and Compliance

Las Vegas, NV
March 23-24

Orlando, FL
April 12-13

St. Louis, MO
June 8-9

Spring 2016

All new content!

100% con ed approved!

New Sessions for EMS Leaders &
Executives Plus Practical Education
for Billers & Coders

Expanded consultation clinics

Accredited Educational Content
from the Leaders in Ambulance Billing and
Compliance Education

www.abc360conference.com



abc³

is now



In addition to providing the nation's best and most interactive ambulance billing education as we have for over 10 years, abc³⁶⁰ will follow a new format — and a broader focus — on the entire ambulance revenue cycle. The “abc³⁶⁰” name better reflects the cyclical nature of reimbursement and compliance for ambulance services. Don't miss this all-new event that is designed to build — and protect —

your agency's bottom line



The national standard for **Ambulance Billing and Coding Education!**

Las Vegas, NV: March 20-22
Orlando, FL: April 9-11
St. Louis, MO: June 5-7

Advance your ambulance billing and coding knowledge and skills by becoming a Certified Ambulance Coder® (CAC®) — the nation's first, and still the best, educational program both for new and experienced billers and coders.

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®.



The only **Ambulance Compliance Officer Certification** in the Nation!

Las Vegas, NV: March 20-21
Orlando, FL: April 9-10
St. Louis, MO: June 5-6

Your compliance officer needs to have the proper training and expertise to do the job right.

The Certified Ambulance Compliance Officer™ course has been specifically developed for ambulance services and billing agencies. The 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.

After completing this course, your compliance officer will be nationally certified and ready to develop a compliance program from the ground up, or update and improve your existing compliance program. ***This is the only ambulance compliance officer certification in the nation.*** Take advantage now and take your agency's compliance commitment to the next level.



The Nation's first and only **HIPAA Compliance Certification**
for the ambulance industry!

Las Vegas, NV: March 20-21
Orlando, FL: April 9-10
St. Louis, MO: June 5-6

The **Certified Ambulance Privacy Officer (CAPO™)** certification is the nation's first and only HIPAA compliance accreditation for the ambulance industry! The CAPO™ credential says you know how to *effectively* apply the HIPAA Privacy, Security and Breach Rules and it validates your agency's commitment to safeguarding patients'

protected health information and protecting their essential privacy rights. This in-depth, comprehensive course teaches how to employ dynamic privacy and security practices, fluently deal with everyday HIPAA matters and much, much more. There's no question that the CAPO™ program can take your agency's HIPAA compliance to the next level.

New for this year!
Tuition for all NAAC courses includes a continental breakfast and light lunch each day.

All of the NAAC® courses include final exams, and on-the-spot certifications are issued following 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® represents the industry's Gold Standard of Excellence in compliance, ethics and integrity in all facets of ambulance coding and compliance.

PWW EXECUTIVE INSTITUTE
PRE-CONFERENCE SESSIONS



Las Vegas, NV: March 22
Orlando, FL: April 11
St. Louis, MO: June 7

The PWW Executive Institute ("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.

General Sessions

- Shaping EMS Change — How Leaders Can Create Their Own Future
 - Ten Lessons Leaders Must Learn From Three Recent Ambulance Fraud and Kickback Cases
-

Privacy

- Body Cameras in the Age of Privacy
- HIPAA's Dirty Dozen: Snooping and 11 Other Ways Your Staff are Putting Your Agency at Risk
- Five Fundamental Traits of Providers Who Take Privacy Seriously
- Real Breach Lessons From the EMS Trenches

Leadership

- Documenting for HR: The Personnel Paperwork Problem
- Leadership Lessons From James O. Page
- Do's and Don'ts of Workplace Discipline
- Breaking Up is Hard to Do: Reducing Legal Risk in Employee Departures

Compliance

- How to Market Your Agency Without Going to Jail
- Compliance Hotlines: How to Set One Up — and How it Can Save Your Agency
- Seven Essential Habits of an Effective Compliance Officer
- Your Rights — and Obligations — in a Government Investigation

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

The logo features the lowercase letters 'abc' in a bold, green, sans-serif font, enclosed within a green oval shape that has a white highlight on its left side. To the right of the 'abc' is the number '360' in a bold, orange, sans-serif font, with a small 'TM' trademark symbol to its upper right. A green arrow curves from the bottom right of the 'abc' oval towards the '360' number.

abc³⁶⁰ Day 1

General Sessions

- The abc³⁶⁰ Medicare and Reimbursement Update**
- A Holistic Look at the Ambulance Service Revenue Cycle: From Dispatch to Dollars — and Call Intake to Compliance**
- CDI for EMS: How a Clinical Documentation Improvement Program Can Solve Your PCR Problems**
- The Top Ten “Phrases of Rejection” — The Words That Lead to Denied Claims**
- A View From the Other Side: What Prosecutors and Whistleblowers Say Makes a Good Ambulance Fraud Case**

Las Vegas, Nevada

March 23-24

Orlando, Florida

April 12-13

St. Louis, Missouri

June 8-9

“ Always a positive, informative and upbeat way of learning and reinforces everything we have discovered on new trends in EMS and how to help the ambulance industry. How does this keep getting better year after year?! ”



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

The logo features the lowercase letters 'abc' in a bold, green, sans-serif font, enclosed within a green oval shape that has a slight 3D effect. To the right of the 'abc' is the number '360' in a bright orange, bold, sans-serif font, with a small 'TM' trademark symbol to its upper right.

abc³⁶⁰ Day 2

General Sessions

- The abc³⁶⁰ Compliance and Privacy Update
- The Return of Jeopardy: the abc³⁶⁰ Game Show

Revenue Cycle Management Sessions

- Navigating Commercial Insurance After the ACA: High-Deductible Plans and Other Healthcare Reform Headaches
- How to Prevent Lawyers From Screwing Up Your Revenue Cycle
- We Want Our Money: 10 Strategies for Effective Collections When the Patient and Payer Won't Pay
- abc³⁶⁰ PCR Auditing Skills Clinic

abc³⁶⁰ Coding Clinics

- abc³⁶⁰ Emergency Coding Clinic
- abc³⁶⁰ Non-Emergency Coding Clinic

Compliance Sessions

- Setting Up an Effective Personnel Incentive Program That Doesn't Break the Law
- Managing the Relationship Between Ambulance Services and Outside Billing Agencies: A Compliance Partnership
- The Medicare Non-Emergency Prior Authorization Program: Setting Yourself Up for Success
- abc³⁶⁰ Compliance Clinic

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



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

Company Name Phone

Address

City State Zip

Attendee Name

Email Job Title

Phone NAAC Certification # CACO CAPO CAC *(if applicable)*

Do you have any food allergies or special dietary needs? (i.e. Kosher, vegetarian, etc.) Yes No

If yes, please provide details:

Do you have a disability or special access need that requires reasonable accommodation?* Yes No

If yes, please provide accommodation requirements:

Do you require access to an electrical outlet to power your laptop or tablet? Yes No

Please select the location you wish to attend: Las Vegas Orlando St. Louis

I will attend the following XI Sessions (Choose a total of four sessions. Pick from any category; please do not overlap sessions.)

PRIVACY	LEADERSHIP	COMPLIANCE
SESSION 1 <input type="checkbox"/> Body Cameras in the Age of Privacy	<input type="checkbox"/> Documenting for HR: The Personnel Paperwork Problem	<input type="checkbox"/> How to Market Your Agency Without Going to Jail
SESSION 2 <input type="checkbox"/> HIPAA's Dirty Dozen: Snooping and 11 Other Ways Your Staff are Putting Your Agency at Risk	<input type="checkbox"/> Leadership Lessons From James O. Page	<input type="checkbox"/> Compliance Hotlines: How to Set One Up — and How it Can Save Your Agency
SESSION 3 <input type="checkbox"/> Five Fundamental Traits of Providers Who Take Privacy Seriously	<input type="checkbox"/> Do's and Don'ts of Workplace Discipline	<input type="checkbox"/> Seven Essential Habits of an Effective Compliance Officer
SESSION 4 <input type="checkbox"/> Real Breach Lessons From the EMS Trenches	<input type="checkbox"/> Breaking Up is Hard to Do: Reducing Legal Risk in Employee Departures	<input type="checkbox"/> Your Rights — and Obligations — in a Government Investigation

I will attend the following abc³⁶⁰ Day 2 Sessions (Choose a total of four sessions. Pick from any category; please do not overlap sessions.)

REVENUE CYCLE MANAGEMENT

SESSION 1 Navigating Commercial Insurance After the ACA: High-Deductible Plans and Other Healthcare Reform Headaches

SESSION 2 How to Prevent Lawyers From Screwing Up Your Revenue Cycle

SESSION 3 We Want Our Money: 10 Strategies for Effective Collections When the Patient and Payer Won't Pay

SESSION 4 abc³⁶⁰ PCR Auditing Skills Clinic

COMPLIANCE

Setting Up an Effective Personnel Incentive Program That Doesn't Break the Law

Managing the Relationship Between Ambulance Services and Outside Billing Agencies: A Compliance Partnership

The Medicare Non-Emergency Prior Authorization Program: Setting Yourself Up for Success

abc³⁶⁰ Compliance Clinic

abc³⁶⁰ CODING CLINICS**SESSIONS 1 & 2**

abc³⁶⁰ Emergency Coding Clinic

SESSIONS 3 & 4

abc³⁶⁰ Non-Emergency Coding Clinic

EVENT	FEE	AMOUNT
CACO Early Bird Tuition Regular Tuition	\$1045 \$1145	\$
CAPO Early Bird Tuition Regular Tuition	\$1045 \$1145	\$
CAC Early Bird Tuition Regular Tuition	\$1175 \$1275	\$
PWW XI Early Bird Rate Regular Rate	\$355 \$410	\$
abc³⁶⁰ Early Bird Rate Regular Rate (Subtract \$20 per person if registering more than one person from your company)	\$570 \$670 \$-20 per person	\$
abc³⁶⁰ Update Webinar Package (FREE with Early Bird Registration)	\$297 / \$0*	\$
Total(s):		\$
Grand Total Due:		\$

METHOD OF PAYMENT

Credit Card #:

Exp Date:

CVV #

Check Enclosed

Bill Me (P.O. Required, Term Net 30) P.O. #

Credit Card Address (If different from address provided):

Continues on next page

Early Bird Registration

LAS VEGAS – FEBRUARY 17 • ORLANDO – MARCH 9 • ST. LOUIS – MAY 4



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 10 days prior to the start of any conference, attendees may transfer their paid registration to a future conference within the current annual series. Any transfer requests made within 10 days of the event start are subject to a \$225/person fee for abc³⁶⁰, \$150/person fee for PWW 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.

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

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 questions about accessibility or to request accommodations, please contact our office at 717-620-2521 or info@abc360conference.com. Please provide a minimum of two weeks notice to allow us to make any reasonable accommodations you may need.

By submitting this registration 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

3667 Las Vegas Boulevard South
Las Vegas, Nevada 89109
(866) 317-1829

www.planethollywoodresort.com



Hotel Information:
Planet Hollywood Resort and Casino features Las Vegas stage 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: March 1, 2016

Special abc³⁶⁰ rate: \$99/night + \$22 daily resort fee

Rosen Centre Hotel

9840 International Drive
Orlando, FL 32819
(800) 204-7234
www.rosencentre.com



Photo credit: Rosen Centre Hotel

Hotel Information:

The Rosen Centre Hotel raises the bar in guest service, convenience and value among

Orlando hotels with

the numerous amenities at the 1,334-room, award-winning convention property. Our hotel features nine restaurants and lounges including Everglades Restaurant and Bar, a Florida-themed steak and seafood restaurant, Café Gauguin, featuring three daily extensive buffets and a la carte menu items; Bانشoo Sushi; 98Forty Tapas & Tequila; Smooth Java, proudly serving Starbucks drinks, smoothies and pastries; and the 24-hour Red's Deli. For recreation, the hotel features an Olympic-size tropical outdoor swimming pool and The Spa at Rosen Centre, featuring seven treatment suites, a full-service hair salon, health club and state-of-the-art fitness center.

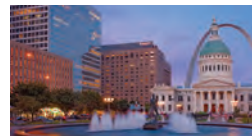
Rosen Centre Hotel is located on the famous International Drive, connected to the Orange County Convention Center. The hotel is at the center of Orlando's famous theme parks, only 15 minutes from downtown Orlando, just a short stroll from the Pointe Orlando shopping, dining and entertainment complex, and only 12 minutes from Orlando International Airport.

Reservation Deadline: March 21, 2016

Special abc³⁶⁰ rate: \$135/night

Hyatt Regency at The Arch

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



Hotel Information:

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: May 12, 2016

Special abc³⁶⁰ rate: \$145/night. Includes free guest room internet & 35% discount on published parking fees!



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