

Registration

Please photocopy if additional forms are needed. **YOU MUST PRE-REGISTER** prior to April 29, 2017. Mail your registration and payment to:
Ambulance Association of Pennsylvania
PO Box 60183, Harrisburg, PA 17106-0183
Fax registrations to: 717.789.9091.

Do not mail registrations after April 29, 2017.

Registration fee includes all lectures, handouts, refreshments, continental breakfasts and lunch on Wednesday.

Please Print Clearly

Organization: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Email: _____

Attendee names and titles (add extra lines for additional attendees):

Questions for speakers (all questions will be submitted anonymously):

Registration Fees

Member Rate: _____ (# attending) x \$269.00 per person = _____

Special Discount (Members Only):

2 or more registrations from the same organization
(# attending) _____ x \$245.00 per person = \$ _____

Non-Member Rate: _____ (# attending) x \$369.00 per person = \$ _____

Total Due: \$ _____

Method of Payment

☐ Check enclosed
(Payable to the Ambulance Association of Pennsylvania)

Check number _____

Credit Card: ☐ Visa ☐ MasterCard ☐ Discover

Card Number: _____

Expiration Date: _____ Validation code _____

Billing Address of Credit Card: _____

Signature: _____ Date: _____

Overnight Accommodations

Accommodations can be made at the Hershey Lodge and Convention Center by calling 717.533.2171 or 1.800.437.7439 and let them know you are part of the AAP group. The group rate is \$172.00 single or double per night. Please make your overnight reservation by April 10, 2017.

There are many activities to enjoy in the Harrisburg/Hershey area. The Hershey Lodge is located off of Route 322 and there are many local attractions within a 20 mile radius. Go to http://www.hersheypa.com/things_to_do/index.php and select any of the options for a listing of things to see and do while in the area.

Registration, Payment and Cancellation Procedures

- **YOU MUST PRE-REGISTER.**
- Please register by mail or fax. Do not mail registrations after April 29, 2017. Faxed registrations will be accepted until May 7, 2017.
- Payment must be received with your registration. For your convenience we accept Visa, MasterCard, and Discover for payments.
- If paying by check, please make checks payable to the Ambulance Association of Pennsylvania.
- Cancellations made prior to April 29, 2017, will be subject to a \$25 administrative fee. No refunds will be made for cancellations after April 24.

Conference attire is business casual for all events.

Questions

Call 717.789.9090 or 717.512.5609 or email Heather Sharar, Executive Director, at executivedirector@aa-pa.org.



Pennsylvania’s 2017 Ambulance Reimbursement Conference

May 9– May 10, 2017

Hershey Lodge and Convention Center, Hershey, PA



Liability, Accountability and Compliance
ACA and Health Care Reform under President Trump
Medicare and Federal Issues
Emergency and Non-Emergency Compliance

Whether you are a seasoned staff member, new to the world of billing, or just want to network with colleagues ... **you cannot afford to miss this vital information!**
This program is offered to both members and non-members.

Program Schedule

Tuesday, May 9, 2017

- 8:00–8:30am Registration and continental breakfast
- 8:30am Welcome and Opening Remarks
Dean Bollendorf, President
- 8:30–9:30am Keynote Session: Accountable: And Time to Change That!
Steve Wirth, Esq., EMT-P, Page, Wolfberg & Wirth
- Whether you have 10, 100, or 1,000 staff members, the liability of your EMS organization comes down to the actions of just a few people. And there is typically no one there to supervise their actions. The bottom line is that our health care syste—including hospitals, EMS and the ambulance industry—is largely “unaccountable” to anyone. But the new culture of healthcare reform demands transparency and our future success requires a high level of personal accountability at all levels of the organization. This motivational and engaging session will help you shift your EMS organization to this new “culture of accountability.” We will discuss how your organization can improve efficiency, increase patient satisfaction, improve your patient care documentation, and reduce risk—with 7 concrete strategies that you can engage now to improve accountability at all levels of your organization.
- 9:30–9:50am Break (vendor area)

- 9:50–11:00am Unique—and Not So Unique Compliance Case Studies from the PWW Files—and Lessons Learned
Steve Wirth, Esq., EMT-P, Page, Wolfberg & Wirth
- Every year PWW attorneys and consultants deal with a wide range of cases where “compliance” was either non-existent or went terribly wrong. From audits and investigations, to overpayments and Medicare appeals to full blown false claims act lawsuits—we’ve seen it all. And there are many “common themes” in these cases where ambulance companies found themselves in a “heap of trouble!” For this session, we have hand-picked the most interesting and relevant cases we have dealt with for our clients. Of course, the names will be changed to protect the innocent, but we will give you the essential “facts” and issues of each case. Then we will discuss what happened, why it happened, the outcome, and, most importantly—what you and your agency can do to avoid becoming one of these “bad” cases.
- 11:00–11:20am Break (vendor area)
- 11:20am–12:30pm Healthcare Reform and the Impact of Trump and the Republican Congress on MS
Steve Wirth, Esq., EMT-P, Page, Wolfberg & Wirth
- January 20, 2017, brought not only a new President, but equally significant, an entirely new leadership team at all federal government agencies. On top of this monumental

- administration change, the new 115th Congress is in full “repeal and replace” mode that will revolutionize health care reform. These massive changes in the new executive leadership will have a profound impact on EMS and the ambulance industry. Federal agency actions, decisions and the regulations they promulgate impact all aspects of EMS from reimbursement, compliance, workplace safety, to labor and employment law. How will this massive government change affect your ambulance service and its bottom line? This session will address key aspects of how these changes—and the newly proposed American Health Care Act (AHCA)—will affect your EMS organization. We will discuss the “predicted agendas” of the new administration and congressional leadership. We will describe the “key players” and their anticipated focus and address key elements of the proposed AHCA and how that could affect many areas of your EMS operation.
- 12:30 –1:30pm Lunch (provided) AAP and PA EMS Provider Foundation Annual Meeting
- 1:30–4:00pm National Initiatives and Medicare Update
Brian Werfel, Esq., Werfel and Werfel
- Annual update on the federal initiatives, the American Ambulance Association and Medicare.
- 2:30–3:00pm Break (vendor area)
- 4:00–4:15pm Break (vendor Area)
- 4:15–5:15pm AAP and the Medicaid Strategy

- Wednesday, May 10, 2017
- 7:30am Registration
- 7:45–8:45am Novitas Solutions Annual Update
Sharon Cardinale, Education Specialist
- 8:45–9:00am Break (Vendor area)
- 9:00–10:20am Emergency Reimbursement Headaches
Maggie Adams, EMS Financial Services
- Having trouble getting paid for emergencies? Pennsylvania providers are used to intense scrutiny of non-emergency transports, but these days the concern extends to emergency providers. Are you confident that your trip was ALS or was BLS more appropriate? What about emergency calls that come directly to you? The Office of Inspector General is closely monitoring ALS services. ALS over-payments have grown significantly. Attend this session to learn how to determine the appropriate levels of service. The presentation will be lively and offer real-life examples of the struggles everyone faces dealing with this topic.
- 10:20–10:45am Break (vendor area)
- 10:45–12:00pm Better Call Intake = Better Payments
Maggie Adams, EMS Financial Services

All non-emergency providers struggle with the balancing act of getting information to provide good service while trying to keep your facility customers happy. Compound this with the requirement to maintain compliance and get reimbursed for transports, and you have the need for a high-quality call intake system. Join us to discuss best practices in the call center and how to meet the ever-changing needs of modern transport management.

Faculty

Maggie Adams
Maggie Adams is the president of EMS Financial Services, with 25 years’ experience in the ambulance industry as a business owner and reimbursement and compliance consultant. Known for a practical approach and winning presentation style, Maggie has worked nationwide with medical transportation providers and billing companies of all kinds to support their billing, auditing, and documentation training efforts. Maggie is a Cum Laude graduate of the Wharton School of the University of Pennsylvania. For more info, contact maggie@ems-financial.com or visit www.ems-financial.com.

Brian Werfel, Esq.
Brian S. Werfel, Esq. is a partner in the New York-based law firm Werfel & Werfel, PLLC. Werfel & Werfel, PLLC specializes in reimbursement and compliance matters affected the Emergency Medical Services industry. The firm has served as the Medicare Consultants to the American Ambulance Association (AAA) for more than 30 years. Brian is a frequent lecturer at national and state EMS conferences, speaking on a wide range of topics, including Medicare and Medicaid reimbursement, compliance with federal kickback and inducement laws, and HIPAA compliance. Brian is also the author of numerous articles on EMS reimbursement and compliance, including a monthly blog for

the AAA. Brian is the author of the AAA’s HIPAA Compliance Manual, and the co-author of the AAA’s Medicare Reference Manual, Compliance Manual, and Documentation Manual. Brian is a graduate of the University of Pennsylvania and the Columbia School of Law. Prior to joining the firm in 2005, he specialized in mergers & acquisitions and commercial real estate at several prominent New York law firms.

Steve Wirth
Steve Wirth is a founding partner of Page, Wolfberg, and Wirth, LLC (PWW), and is one of the best known EMS attorneys and consultants in the United States. Widely regarded

as the nation’s leading EMS law firm, PWW represents private, public, and non-profit EMS organizations, as well as billing companies, software manufacturers, and others that serve the nation’s ambulance industry. In a distinguished public safety career that spans four decades, Steve has worked in virutally every facet of EMS—as a first responder, firefighter, and EMS executive—and was one of central Pennsylvania’s first paramedics. Steve brings a pragmatic, business-oriented perspective to his diverse legal practice, having served almost a decade as senior executive of a mid-sized ambulance service, helping to build the company from the ground up.