



The National Conference  
on Ambulance Revenue  
Cycle Management  
and Compliance

October 17–21, 2015

Hershey Lodge and Convention Center  
Hershey, PA

*All new content!*

100% content 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](http://www.abc360conference.com)



The logo for abc3, featuring the lowercase letters 'abc' in a white, rounded font, followed by a large white number '3' with a registered trademark symbol. A white horizontal line extends from the bottom of the 'abc' to the left edge of the frame.

*is now*



In addition to providing the nation's best and most interactive ambulance billing education as we have for over 10 years, abc<sup>360</sup> will follow a new format — and a broader focus — on the entire ambulance revenue cycle. The “abc<sup>360</sup>” 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!

October 17–19, 2015

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!

October 17–18, 2015

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!

October 17–18, 2015

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**



**executive**  
**INSTITUTE**



October 19

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](http://www.abc360conference.com)  
Breakfast and lunch are included with conference registration.



# Day 1

# October 20

## *General Sessions*

- The abc<sup>360</sup> 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**

## *abc<sup>360</sup> Networking Reception*

**featuring *Dueling Pianos* ...**

Come enjoy a fun, relaxed evening with your colleagues. Sample the famous chocolate fountain and sing along with the dueling pianos! Networking Reception begins at 6:30pm, Entertainment 7–9pm.

“ 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](http://www.abc360conference.com)  
Breakfast and lunch are included with conference registration.



# Day 2

October 21

## *General Sessions*

- The abc<sup>360</sup> Compliance and Privacy Update
- The Return of Jeopardy: the abc<sup>360</sup> Game Show

## *abc<sup>360</sup> Coding Clinics*

- abc<sup>360</sup> Emergency Coding Clinic
- abc<sup>360</sup> Non-Emergency Coding Clinic

## *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
- abc<sup>360</sup> PCR Auditing Skills 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
- abc<sup>360</sup> Compliance Clinic

abc<sup>360</sup> 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](http://www.abc360conference.com)  
Breakfast and lunch are included with conference registration.

Company Name Phone

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Address

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City State Zip

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**Attendee Name**

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Email Job Title

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Phone NAAC Certification # *(if applicable)*

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

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If yes, please provide details:

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

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If yes, please provide accommodation requirements:

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

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

<b>PRIVACY</b>	<b>LEADERSHIP</b>	<b>COMPLIANCE</b>
<b>SESSION 1</b> <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
<b>SESSION 2</b> <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
<b>SESSION 3</b> <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
<b>SESSION 4</b> <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 abc<sup>360</sup> Day 2 Sessions** (Choose a total of four sessions. Pick from any category; please do not overlap sessions.)

REVENUE CYCLE MANAGEMENT		COMPLIANCE	abc <sup>360</sup> CODING CLINICS
<b>SESSION 1</b>	<input type="checkbox"/> Navigating Commercial Insurance After the ACA: High-Deductible Plans and Other Healthcare Reform Headaches	<input type="checkbox"/> Setting Up an Effective Personnel Incentive Program That Doesn't Break the Law	<b>SESSIONS 1 &amp; 2</b> <input type="checkbox"/> abc <sup>360</sup> Emergency Coding Clinic
<b>SESSION 2</b>	<input type="checkbox"/> How to Prevent Lawyers From Screwing Up Your Revenue Cycle	<input type="checkbox"/> Managing the Relationship Between Ambulance Services and Outside Billing Agencies: A Compliance Partnership	
<b>SESSION 3</b>	<input type="checkbox"/> We Want Our Money: 10 Strategies for Effective Collections When the Patient and Payer Won't Pay	<input type="checkbox"/> The Medicare Non-Emergency Prior Authorization Program: Setting Yourself Up for Success	<b>SESSIONS 3 &amp; 4</b> <input type="checkbox"/> abc <sup>360</sup> Non-Emergency Coding Clinic
<b>SESSION 4</b>	<input type="checkbox"/> abc <sup>360</sup> PCR Auditing Skills Clinic	<input type="checkbox"/> abc <sup>360</sup> Compliance Clinic	

EVENT	FEE	AMOUNT
<b>CACO</b>   Early Bird Tuition   Regular Tuition	\$1045 \$1145	\$
<b>CAPO</b>   Early Bird Tuition   Regular Tuition	\$1045 \$1145	\$
<b>CAC</b>   Early Bird Tuition   Regular Tuition	\$1175 \$1275	\$
<b>PWW XI</b>   Early Bird Rate   Regular Rate	\$355 \$410	\$
<b>abc<sup>360</sup></b>   Early Bird Rate   Regular Rate (Subtract \$20 <b>per person</b> if registering more than one person from your company)	\$570 \$670 \$-20 per person	\$
<b>abc<sup>360</sup></b>   Update Webinar Package (FREE with Early Bird Registration)	\$297 / \$0*	\$
<b>abc<sup>360</sup></b>   Networking Reception	\$25	\$
Total(s):		\$
<b>Grand Total Due:</b>		\$

#### 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 — Ends September 16**



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 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 abc<sup>360</sup>, \$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 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.

\* For questions about accessibility or to request accommodations, please contact our office at 717-691-0100 or [info@abc360conference.com](mailto: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](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.hershey lodge.com](http://www.hershey lodge.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 25, 2015

**SPECIAL abc<sup>360</sup> RATE: \$175/night.** Be sure to mention abc<sup>360</sup> to receive this special rate!

“This is a beautiful location. Meeting rooms and hotel rooms and accommodations were excellent!”



Photos and hotel information courtesy of Hershey Entertainment & Resorts Company. Hershey® Lodge is a trademark used with permission.



The National Conference  
on Ambulance  
Revenue Cycle Management  
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