



EMS Economics

A one-day workshop that will explore the various funding mechanisms of ambulance services, the true costs and impacts of EMS system enhancements and pass-throughs and how to calculate them, implementation of the new GEMT-QAF (SB 523), and more.



.....

THURSDAY, DECEMBER 7, 2017
8:00 AM - 4:00 PM
MARINE'S MEMORIAL CLUB
609 SUTTER STREET
SAN FRANCISCO, CA 94102

Schedule

7:30am - 8:30am **Registration & Continental Breakfast**

8:30am - 9:00am **Introductory Remarks and Ambulance Revenue 101**

Ross Elliott, Executive Director, California Ambulance Association

This segment will open some brief introductory remarks followed by some basic information about ambulance finances. Beginning the day by establishing “common knowledge” about ambulance revenue sources will help to set the stage for the later presentations.

9:00am - 10:15am **Ambulance Economics from the National and California Perspective**

Susan Fitzgerald, Regional Finance Officer, American Medical Response

Greg James, Chief Operating Officer, West Region, American Medical Response

Learn about the real-life circumstances of maintaining a financially viable private ambulance service; discover the “hidden” costs of the ambulance business; and understand the dynamics on a private company that is faced with local requirements to “enhance” an EMS system.

10:15am - 10:30am **Break**

10:30am - 11:30am **Local EMS System Costs & Revenues**

*Michael Petrie, EMS Bureau Chief & EMS Director, Monterey County, EMSAAC
President*

There is an invisible limit on revenue that can be earned from any local EMS system to pay for EMS services. Uncover the parameters for determining that limit, and understand the impacts on price, service, and quality when other EMS system costs are passed onto private ambulance companies. Also, learn the truth about alternate revenue sources for public agencies, such as GEMT, and how these can be framed in light of Triple Aim goals.

11:30am - 12:30pm **Hurry Up and Wait**

*Todd Valeri - Vice President, California Ambulance Association & President/CEO,
American Ambulance*

A provider’s perspective on the cost of ambulance patient offload delays. Ambulance patient offload delays impact almost every ambulance provider in California. These delays take a huge toll on providers, employees, patients and communities. This session will cover the impact on operating cost, patient charges and strategies for improvement.

12:30pm - 1:30pm **Lunch**

1:30pm - 2:45pm **SB 523 - Ambulance QAF Overview and Implementation**

*Steve Grau, Director, California Ambulance Association, President & COO, Royal
Ambulance*

*Lindy Harrington, Deputy Director of Health Care Financing, California Department of
Health Care Services*

The 911 Ambulance Provider’s Medi-Cal Alliance was instrumental in advancing and gaining approval of SB 523. This new law imposes a tax on emergency ambulance service which in-turn conceivably improves Medi-Cal reimbursement rates. Many ambulance service providers stand to benefit from this law, while others may not. This new law represents many changes; come learn about how it is being implemented and what to expect in the future.



EMS Economics

Schedule (con't)

2:45pm - 3:00pm Break

3:00pm - 4:00pm Q & A Roundtable

Moderator:

*James Pierson, Board of Directors, California Ambulance Association
& Vice President and COO, Medic Ambulance Service*

Panelists:

- *Alan McNany, President, California Ambulance Association & Vice President, American Legion Post No. 108 Ambulance Service*
- *Susan Fitzgerald, Regional Finance Officer, American Medical Response*
- *Greg James, Chief Operating Officer, West Region, American Medical Response*
- *Michael Petrie, EMS Bureau Chief & EMS Director, Monterey County, EMSAAC President*
- *Todd Valeri - Vice President, California Ambulance Association & President/CEO, American Ambulance*
- *Dan Smiley, Chief Deputy Director, State of California Emergency Medical Services Authority (EMSA)*

This segment goes beyond the prepared presentations and examines underlying issues and burning questions. Some of the key leaders of EMS in California will share their perspectives in a Q & A format.

Thank You Sponsors



American Legion Ambulance



KING-AMERICAN

Space is limited! Register Today!



CALIFORNIA AMBULANCE ASSOCIATION



REGISTRATION FORM

Thursday, December 7, 2017 • 8:00 am – 4:00 pm
Marines' Memorial Club - San Francisco, CA

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ E-mail _____

ADDITIONAL ATTENDEES —

Name	E-mail
_____	_____
_____	_____
_____	_____

CAA MEMBERS/LEMSA/EMSA —

Workshop Registration

# People	Total
_____	@ \$75 = \$ _____

NON-MEMBERS —

Non-members may register at the member rate if a completed CAA Membership Application and membership dues are submitted with the registration form.

Workshop Registration

_____	@ \$100 = \$ _____
TOTAL \$ _____	

PAYMENT —

Check payable to **California Ambulance Association** Mastercard Visa American Express

Card Number _____ Exp Date _____ 3-4 Digit CID _____

Name on Card _____

Address (if different from above) _____

Signature _____

Cancellations must be received in writing by November 20, 2017. No refunds shall be given after November 20, 2017. Registrations may be transferred to another individual within the same company.

CALIFORNIA AMBULANCE ASSOCIATION

2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
877.276.1410 (toll free) • 916.924.7323 (fax) • www.the-caa.org



2520 VENTURE OAKS WAY, SUITE 150
SACRAMENTO, CA 95833 • www.the-caa.org
877.276.1400 (toll free) • 916.924.7323 (fax)

FIRST CLASS
U.S. POSTAGE
PAID
PERMIT #949
SACRAMENTO, CA

Faculty

- *Ross Elliott, Executive Director, California Ambulance Association*
- *Susan Fitzgerald, Regional Finance Officer, American Medical Response*
- *Steve Grau, Director, California Ambulance Association & President & COO, Royal Ambulance Service*
- *Lindy Harrington, Deputy Director of Health Care Financing, California Department of Health Care Services*
- *Greg James, Chief Operating Officer, West Region, American Medical Response*
- *Alan McNany, President, California Ambulance Association & Vice President, American Legion Post No. 108 Ambulance Service*
- *Michael Petrie, EMS Bureau Chief & EMS Director, Monterey County, EMSAAC President*
- *James Pierson, Board of Directors, California Ambulance Association & Vice President and COO, Medic Ambulance Service*
- *Dan Smiley, Chief Deputy Director, State of California Emergency Medical Services Authority (EMSA)*
- *Todd Valeri - Vice President, California Ambulance Association & President/CEO, American Ambulance*