



# 73<sup>RD</sup> Annual Convention

**NEW DATES: OCTOBER 19-22, 2021**

**Harrahs**<sup>®</sup>  
**LAKE TAHOE**

**Registration Brochure**



# 73<sup>RD</sup> Annual Convention

The California Ambulance Association cordially invites California's EMS leaders and professionals to join us at the Annual Convention on October 19-22, 2021 at Harrah's in Lake Tahoe.

In addition to the Executive, Operations and Reimbursement tracks of outstanding speakers and topics, including state-specific issues that will help your ambulance thrive in the changing EMS environment, this year's program will feature a day of education that will be of interest to this year's Star of Life honorees. Stars will be recognized during the Wednesday evening Presidents' Reception.

**Please pass this convention brochure and registration information along to your colleagues and personnel.**

## DATES TO REMEMBER

### HOTEL RESERVATION DEADLINE:

**September 18, 2021**

Call (800) 427-7247 to make your hotel reservation.

### EARLY REGISTRATION DEADLINE:

**August 15, 2021**

Call the CAA toll-free at 877.276.1410

### PLEASE NOTE:

Presenters and topics are subject to change. Presentations and materials provided by speakers at CAA events are not reviewed by CAA for accuracy and are the sole opinion and advice of that speaker/presenter.

## GENERAL INFORMATION

### HARRAH'S LAKE TAHOE

15 Highway 50  
Stateline, NV 89449

### GENERAL INFORMATION

One of the most welcoming places around, Harrah's Lake Tahoe has been entertaining guests in style since 1955. With its casino excitement, relaxing pool and spa, fine dining and top entertainment, Harrah's offers an array of guest-pleasing features and one-of-a-kind venues. Each standard guest room is deluxe-sized with a king or two double beds and a flat screen television. Double soundproofed walls and special blackout curtains assure a relaxing atmosphere, and angled windows provide spectacular lake and mountain views.

### HOTEL RESERVATIONS

For guest room reservations, please call (877) 276-1410. The CAA rates are: \$125.00 on October 18-21 and \$185 on Friday, October 22 plus tax per night plus a daily resort fee of \$25. The deadline to make your hotel reservation is September 18, 2021.

### TRANSPORTATION

Guests will receive complimentary self-parking over the conference dates of October 18 through 23, 2021.

### CONVENTION CANCELLATION POLICY

A full refund of convention registration fees shall be made if registration is cancelled in writing by October 4, 2021. If registration is cancelled after October 4, 2021, a 50% cancellation fee will apply. No refunds or credits will be made for "no shows." If the CAA cancels this in-person conference, all registrants will have the option of receiving a full refund or having their fees applied towards the next event. If a registrant cannot attend the conference due to testing positive for COVID-19 they can receive a full refund or transfer their registration to another person.

## FEATURED SPEAKERS

**CONNIE PODESTA, Hall of Fame Keynote Speaker**



Connie is a game-changing, revenue-building, sales-generating ball of fire whose rare blend of laugh-out-loud comedy, killer take-away strategies, and interactive, no-power-point delivery style have made her one of the most unique and memorable speakers on the stage today. 25 years. Two million people. 1,000 organizations. Hall of Fame speaker. Award-

winning author. Seven books. Former Radio/TV personality. Therapist. Expert on the psychology of sales, leadership, change, accountability, and engagement. Amazing ROI. Plus (what we all could probably use in today's crazy world)... a Comedienne.



**ED NORWOOD – ERN**  
The National Council  
of Reimbursement  
Advocacy



**MATT ZAVADSKY**  
MedStar Mobile  
Healthcare



**SCOTT MOORE**  
Moore EMS Consulting



**CHRIS KELLY**  
Page Wolfberg & Wirth



**JAY WESTBROOK, MS,  
RN, AGRS**  
Clinical Director,  
*Compassionate  
Journey*

## PRE CONFERENCE RECEPTION

**TUESDAY, OCTOBER 19, 2021**



**EDGEWOOD TAHOE RESORT**  
100 LAKE PARKWAY  
STATELINE, NV 89449  
(775) 588-3566  
6PM - 8PM

## RAYMOND LIM JIM McNEAL MEMORIAL GOLF TOURNAMENT

**TUESDAY, OCTOBER 19, 2021**  
TEE TIMES START AT 9:40 AM  
LAKE TAHOE GOLF COURSE

2500 Emerald Bay Road  
South Lake Tahoe, CA 96150  
(530) 577-0788

In honor of the CAA's great friends and colleagues, Raymond Lim and Jim McNeal, Jr., a golf tournament will be held at the beautiful Lake Tahoe Golf Course. The golf registration fee includes green and cart fees, tee prizes, breakfast, lunch and two beverage tickets. Please send in your registration form indicating participation in the tournament as soon as possible. Golf fees are not refundable if cancelled after October 10, 2021.



# SCHEDULE OF EVENTS

## TUESDAY, OCTOBER 19, 2021

9:40 am – Lake Tahoe Golf Course

**Golf Tournament**

Staggered Start, lunch provided. Separate registration required.

12:00 pm – 4:00 pm – Foyer

**Registration Open**

12:00 pm – 4:00 pm – Tahoe BC - Sand Harbor I

**Exhibitor Set-up**

6:00 pm – 8:00 pm – Edgewood Tahoe Resort

**Opening Reception**

Separate registration required.

## WEDNESDAY, OCTOBER 20, 2021

6:30 am – 7:30 am – Tahoe BC - Sand Harbor I

**Exhibitor Set-Up**

7:30 am – 5:30 pm – Foyer

**Registration Open**

7:30 am – 5:00 pm – Tahoe BC - Sand Harbor I

**CAA Marketplace Open**

7:30 am – 8:15 am – Tahoe BC - Sand Harbor I

**Continental Breakfast**

8:15 am – 10:00 am – Sand Harbor II

**GENERAL SESSION:**

**Welcome & Keynote Address: StandOut Influence: How To Get People On Board - The Power of Consensus and Negotiation to Increase Buy-In**  
*Connie Podesta, Hall of Fame Keynote Speaker*

Zoom calls. Web cams. Conference lines. How do you create consensus in a world that is constantly changing? Connie's keynote gives you a crash course in psychology and human behavior to give you the tools necessary to help teams work more cohesively and creatively for better bottom-line results! Bottom line: Getting the job done the right way hinges on your ability to "sell" yourself and your ideas in such a trusting and positive way that people will CHOOSE to: Follow your lead. Cooperate with you. Learn from you. Buy from you. Partner with you. And... support you so you can make things happen! With a rare blend of laugh-out-loud humor, uncanny insight into human nature and killer persuasive strategies, Human Relations expert Connie Podesta will take you right inside the minds of the people you need to influence and impress. You will learn how to negotiate differences, influence behaviors, change attitudes, overcome objections, and close the deal so you can create an amazing network of PEOPLE who have one common goal: to willingly help you GET THE JOB DONE NOW!

# SCHEDULE OF EVENTS

**WEDNESDAY, OCTOBER 20, 2021 (continued)**

10:05 am – 10:55 am – Marla Bay - Emerald Bay

**EXECUTIVE SESSION:**

**Legislative Update Part 1 - Ambulance Industry (2021 and Beyond)**

*Jonathan Feldman, Arc Strategies*

The CAA's Legislative Advocate, Jonathan Feldman from Arc Strategies, will review the CAA's lobbying efforts that took place over the last legislative session and will provide an overview of what to expect in the future.

10:05 am – 10:55 am – Tahoe D

**REIMBURSEMENT SESSION:**

**PCCP ERISA: Mastering Appeal Dispute and Prompt Payment Laws - Part 1**

*Ed Norwood, ERN - The National Council of Reimbursement Advocacy*

There is an urban legend that ERISA stands for the "Employee Retirement Income Security Act of 1974," but is that really true? After all, we're talking about health coverage here, not "retirement income." And experts say that under existing federal law, there's nothing that gives employees "security" on their health coverage. To help healthcare providers advocate for patients under the ERISA and Patient Protection and Affordable Care Act, ERN/The National Council of Reimbursement Advocacy has organized a comprehensive professional claims compliance federal accelerated program that takes registrants into a 2 hour session on cases and laws that prohibits ERISA Plans from engaging in unfair payment patterns and claim settlement practices.

10:05 am – 10:55 am – Tahoe A

**OPERATIONS/STARS SESSION:**

**Wilderness Medicine – Case Study – A Story of Survival**

*Danielle Campagne, MD, UCSF Fresno*

How would you fare if left alone in the wilderness? Human behavior and how we respond to catastrophes is so variable. In this talk, you will hear an in-depth case discussion about an intense search and rescue mission that occurred inside the Sierra National Forest. You will get to hear both sides of the rescue – from the SAR team perspective and the victim.

10:55 am – 11:15 am – Tahoe BC - Sand Harbor I

**Break in the CAA Marketplace**

11:15 am – 12:10 pm – Sand Harbor I

**GENERAL SESSION:**

**'Riders on the Storm' - Surviving hyper turbulent times in EMS**

*Matt Zavadsky, MedStar Mobile Healthcare*

The unthinkable has happened! After decades of economic prosperity, rising call volumes and revenue, and healthcare growth, the world changed—overnight. Call volumes are down, sales taxes have tanked, and thousands of EMS and public safety jobs are on the line. Major national EMS associations are actually collaborating on major initiatives. How have some EMS agencies leveraged new EMS roles and value to gain economic stability and maintain relevance in their community? This session will highlight major national trends in EMS delivery, and walk participants through steps they can take to be good partners to their community leaders and enhance their value to the community.

12:10 pm – 1:25 pm – Sand Harbor III

**Luncheon**



# SCHEDULE OF EVENTS

**WEDNESDAY, OCTOBER 20, 2021 (continued)**

**1:30 pm – 2:20 pm – Marla Bay - Emerald Bay**

**EXECUTIVE SESSION:**

**Legislative Update Part 2 - Grassroots Advocacy Workshop**

*Jonathan Feldman, Arc Strategies*

The CAA's Legislative Advocate, Jonathan Feldman from Arc Strategies, will provide some tips on grassroots lobbying and helpful hints that you can use to build relationships with your Senators and Assembly Members.

**1:30 pm – 2:20 pm – Tahoe D**

**REIMBURSEMENT SESSION:**

**PCCP ERISA: Mastering Appeal Dispute and Prompt Payment Laws - Part 2**  
*Ed Norwood, ERN - The National Council of Reimbursement Advocacy*

There is an urban legend that ERISA stands for the "Employee Retirement Income Security Act of 1974," but is that really true? After all, we're talking about health coverage here, not "retirement income;" And experts say that under existing federal law, there's nothing that gives employees "security" on their health coverage. To help healthcare providers advocate for patients under the ERISA and Patient Protection and Affordable Care Act, ERN/The National Council of Reimbursement Advocacy has organized a comprehensive professional claims compliance federal accelerated program that takes registrants into a 2 hour session on cases and laws that prohibits ERISA Plans from engaging in unfair payment patters and claim settlement practices.

**1:30 pm – 2:20 pm – Tahoe A**

**OPERATIONS/STARS SESSION:**

**You Can Save a Life, You Can Save a System**

*Shawn Baird, MA, EMT-P - MetroWest Family of Companies*

Every call you run refines your talent as an influencer. You can take your unique experiences from the street and recognize that you have what it takes to impact the future of EMS.

**2:20 pm – 2:45 pm – Tahoe BC - Sand Harbor I**

**Break in the CAA Marketplace**

**2:45 pm – 3:35 pm – Marla Bay - Emerald Bay**

**EXECUTIVE SESSION:**

**CAA's First Annual Employment Law Appraisal**

*Amber Healy, Atkinson, Andelson, Loya, Ruud & Romo*

This session will touch on trending issues (report card type presentation) and provide a forecast/preview of employment bills that are pending and/or set to be effective on January 1, 2022.



# SCHEDULE OF EVENTS

**WEDNESDAY, OCTOBER 20, 2021 (continued)**

**2:45 pm – 3:35 pm – Tahoe D**

**REIMBURSEMENT SESSION:**

**Wine and Whine - A Discussion of Current Billing Challenges**

*Asbel Montes, Acadian Ambulance Service*

*Ed Norwood, ERN - The National Council of Reimbursement Advocacy*

*Melissa Harris - Ambuserve, Inc.*

Let's end Reimbursement Day 1 on a high note. Join our reimbursement specialists for a discussion of the hot topics in California ambulance reimbursement. Don't miss this opportunity to talk about the billing issues with our panel of experts and other billing office staff.

**2:45 pm – 3:35 pm – Tahoe A**

**OPERATIONS/STARS SESSION:**

**Preventing Compassion Fatigue and Burnout**

*G. Jay Westbrook, M.S., R.N., Compassionate Journey*

Compassion Fatigue is a dysfunctional state manifested by apathy, withdrawal, mistake-making and exhaustion, and created by ongoing exposure to suffering and trauma. Although Compassion Fatigue may be confused with burnout, it is distinct by cause & effect, and ultimately more dangerous & costly. This session will distinguish Compassion Fatigue from Burnout, address ways to reduce Compassion Fatigue, and increase the safety & integrity of our services for both responders & patients.

**3:40 pm – 4:30 pm – Sand Harbor II**

**GENERAL SESSION:**

**CAASE Awards Presentations From Finalists**

The CAASE awards program provides California ambulance operators the opportunity to be recognized for excellence, resourcefulness, and ground-breaking ideas. Attend this session to hear presentations from the CAASE awards finalists.

**4:30 pm – 5:30 pm – Tahoe BC - Sand Harbor I**

**Break in the CAA Marketplace**

**5:30 pm – 7:00 pm – Sand Harbor III**

**President's Reception and Stars of Life Awards**

# SCHEDULE OF EVENTS

**THURSDAY, OCTOBER 21, 2021**

**8:00 am – 4:00 pm – Foyer**

**Registration**

**8:00 am – 8:30 am – Tahoe BC - Sand Harbor I**

**Continental Breakfast**

**8:30 am – 9:45 am – Sand Harbor II**

**GENERAL SESSION:**

**COVID-19 Lessons Learned - Partnerships/Alternate Service Models**

*Moderated by Rob Lawrence, California Ambulance Association*

*Shawn Baird, President, American Ambulance Association*

*Todd Valeri, President, California Ambulance Association*

*Matt Zavadsky, Immediate Past President, NAEMT*

The last 18 months have provided many challenges and hardships for EMS providers both across the country and state. Join national and state EMS leaders as they discuss what has worked and what needs further work to keep our profession both afloat and solvent. CAA Executive Director Rob Lawrence will lead the panel through the pandemic, the problems and the paramedicine.

**9:45 am – 10:15 am – Tahoe BC - Sand Harbor I**

**CAA Marketplace Open**

**10:15 am – 11:05 am – Marla Bay - Emerald Bay**

**EXECUTIVE SESSION:**

**Difficult Conversations about Uncomfortable Topics**

*Scott Moore, Moore EMS Consulting*

Coaching and mentoring employees can be one of the more rewarding and challenging aspects of supervising or managing others. These issues are compounded when the reason for the interaction involves a difficult or embarrassing employee issue. Because these issues are sensitive in nature, many supervisors or managers chose to postpone or avoid the topic altogether, causing the problem to persist and undermine the team's performance. Difficult issues include employee hygiene, inappropriate clothing, political or religious workplace discussions, and personality issues are among some of the more challenging employee conversations to tackle. This session is intended to provide attendees with practical tips about how to approach these challenging supervisory discussions. We will discuss steps that every supervisor can take long before these issues arise, the implications for putting off the difficult conversation, and strategic considerations regarding the time and place of the employee meeting to give it the best chance of being successful. Attendees will participate in a facilitated discussion and witness interactive demonstrations of how these discussions can go very well or very poorly.

**10:15 am – 11:05 am – Tahoe D**

**REIMBURSEMENT SESSION:**

**A Federal Update: The Intersection of Ambulance, Congress and Policy**

*Asbel Montes, Solutions Group Consulting*

This session will provide attendees with updates from the ground ambulance cost data collection process, ground and air ambulance surprise billing initiatives to other legislative agendas surrounding other alternative payment methods. The impacts of the COVID-19 Public Health Emergency has provided a pathway for many alternative payment models and this session will discuss how the Telehealth, Treatment in Place and Hospital Without Walls waivers may impact future reimbursement.



# SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 21, 2021 (continued)

10:15 am – 11:05 am – Tahoe A

### OPERATIONS SESSION:

#### **PIO Class**

*Rob Lawrence, California Ambulance Association*

*Alexa Jobson, REMSA*

Both Alexa and Rob have many years' experience of managing both media and communications for organizations they have operated in and will provide an overview of methods to keep your agency in the public eye and maintain a great public image.

11:10 am – 12:15 pm – Sand Harbor II

### GENERAL SESSION:

#### **Best Practices for Mitigating Ambulance/ED Delays**

*James Pierson, Medic Ambulance Service, Inc.*

*Matt Zavadsky, MedStar Mobile Healthcare*

*Chris Kelly, Page, Wolfberg & Wirth*

In many communities, COVID has stressed healthcare systems to the max, and dramatically increased EMS response volume. Staffing in EMS and hospitals is critically low, hospitals are nearly full, and 911 call volume in some communities at record levels. The eye of this storm is the hospital emergency department. Patient volume at record levels, patients in the ED on observation status, and even patients awaiting inpatient beds are resulting in delays for ambulance crews trying to transition patients from their care to the ED staff. Numerous agencies across the country are reporting 60, 90, and 120+ minute delays getting patients into the ED. At the same time, some hospitals are seemingly able release EMS crews rather quickly, so they can respond to other 911 calls in the community. A panel of experts for AIMHI member agencies will share their best practices for mitigating ED delays, and the legal consequences of ambulance parking.

12:15 pm - 1:15 pm – Sand Harbor III

### **Lunch and CAASE Awards**

1:20 pm – 2:10 pm – Marla Bay - Emerald Bay

### EXECUTIVE SESSION:

#### **Preparing for PAGA: Mitigating Risk and Combatting the Rise of Wage & Hour Litigation in California**

*Corey J. Cabral, Partner & Chair of the PAGA Litigation Practice Group at CDF Labor Law*

EMS employers are not immune to the outbreak of wage and hour and PAGA claims plaguing California businesses. Healthcare is one of the largest and fastest-growing industries in the country, placing a bullseye on employers in this sector. Attendees will be provided with an analysis of wage and hour issues impacting ambulance companies, best practices to avoid these types of claims, and strategies for defending them. The session will include an examination of potential claims arising from timekeeping and break practices, off-the-clock work, non-hourly compensation and resulting wage calculations, wage statements, mandatory COVID-19 vaccination and testing, and other operational issues unique to EMS workers. The session will also include strategies for preventing, managing and resolving the representative PAGA/class action lawsuits in which these claims are typically raised.

1:20 pm – 2:10 pm – Tahoe D

### REIMBURSEMENT SESSION:

#### **Current Auditing Trends - A multi-payer perspective**

*Chris Kelly, Page, Wolfberg & Wirth*

Due to the Public Health Emergency, 2020 saw a pause in reimbursement auditing by most payers, but audits are now back in full swing. This session will look at current auditing practices that are being used by Medicare contractors, Medicaid, Commercial insurance, and other entities who review reimbursement issues. Types of audits and the most frequent errors cited by reviewers will be discussed. We will also consider strategies to avoid errors and the overpayments that they cause.



# SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 21, 2021 (continued)

1:20 pm – 2:10 pm – Tahoe A

**OPERATIONS SESSION:**

**Strike Team Planning, Response, Contracting & Reimbursement**

*James Pierson, Medic Ambulance Service, Inc.*

2:10 pm – 2:40 pm – Tahoe BC - Sand Harbor I

**Break in the CAA Marketplace / Vendor Raffle**

2:45 pm – 4:00 pm – Sand Harbor II

**GENERAL SESSION:**

**California Ambulance Industry: 2021 and Beyond**

*James Pierson, Medic Ambulance*

*Todd Valeri, American Ambulance, EMS Commission*

*Kimberly Freeman, MD, CPE, FACEP, Paramedic, President of EMDAC*

*Kristin Weivoda, EMS Administrator, Region IV, Disaster Medical Health Coordinator*

4:00 pm – 4:30 pm – Sand Harbor II

**Closing Remarks & CAAPAC Raffle**

## FRIDAY, OCTOBER 22, 2021

### COMMITTEE/BOARD MEETINGS

8:00 am – **CAAPAC Committee** – Tahoe AB

8:30 am – **Education Committee** – Tahoe AB

9:00 am – **Membership Development & Services Committee** – Tahoe AB

9:30 am – **Human Resources Collaborative** – Tahoe AB

10:30 am – **IFT Committee** – Tahoe AB

11:00 am – **Payer Issues Committee** – Tahoe AB

11:30 am – **Legislative & Agency Relations Committee** – Tahoe AB

12:30 pm – **Board of Directors Meeting** – Tahoe AB



# 73<sup>RD</sup> Annual Convention

## IMPORTANT, PLEASE READ!

Full registration features admission to all events on Wednesday, October 20<sup>th</sup> & Thursday, October 21<sup>st</sup> including seminars, all refreshments, CAA Marketplace, Wednesday Lunch, President's Reception and Thursday Lunch. Full registration does not include the golf tournament or Tuesday evening reception.

You can register online by visiting [www.the-caa.org](http://www.the-caa.org)

Company Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Signature: \_\_\_\_\_  
 Attendee Names & E-mail Addresses: \_\_\_\_\_

### REGISTRATION OPTIONS:

	QTY / MEMBER PRICE	NON-MEMBER PRICE	TOTAL
Early Full Registration (Before 8/16/21)	_____ @ \$425	\$550	_____
Late Full Registration	_____ @ \$515	\$640	_____
Golf Tournament	_____ @ \$175	\$200	_____
Tuesday Reception at Edgewood	_____ @ \$ 60	\$ 90	_____
<b>Guest Tickets</b>			
Golf Tournament	_____ @ \$175	\$200	_____
Tuesday Reception at Edgewood	_____ @ \$ 60	\$ 90	_____
Wednesday Lunch	_____ @ \$ 55	\$ 65	_____
Wednesday President's Reception	_____ @ \$ 65	\$ 75	_____
Thursday Lunch	_____ @ \$ 55	\$ 65	_____
CAAPAC Raffle Tickets	_____	1 for \$ 25 / 5 for \$ 99	_____

TOTAL REGISTRATION FEES = \_\_\_\_\_

### METHOD OF PAYMENT:

- Check Payable to California Ambulance Association     MasterCard     Visa     American Express

**Please fax credit card payments; do not email!**

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CID #: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

PLEASE COMPLETE AND RETURN TO:

## California Ambulance Association

2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833

Toll Free: (877) 276-1410 • Fax: (916) 924-7323 • [www.the-caa.org](http://www.the-caa.org)