



# 75<sup>TH</sup> Annual Convention

**AUGUST 29 - SEPTEMBER 1, 2023**



**Join us for this  
Game-Changing  
Event!**



**REGISTRATION BROCHURE**



# 75<sup>TH</sup> Annual Convention

## 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.

The California Ambulance Association cordially invites California's EMS leaders and professionals to join us at the Annual Convention on August 29 - September 1, 2023 at Harrah's Lake Tahoe Hotel & Casino. Unlike many other conferences, this year's annual event will empower you with Game Changing tactics and strategies to immediately impact your EMS agency. You will do it better tomorrow than you are doing it today. It's a home run, a slam dunk and learn the game a different way.

This year's program will feature three tracks of outstanding speakers and topics, including state-specific issues that will help your ambulance service thrive in the changing EMS environment. Please see pages 3-7 in this brochure for a complete schedule and description of all sessions. Please complete the registration form included with this brochure to sign-up to attend today!

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

## DATES TO REMEMBER

### HOTEL RESERVATION DEADLINE:

**August 7, 2023**  
Call (800) 427-7247 to make your hotel reservation.

### EARLY RESERVATION DEADLINE:

**August 7, 2023**  
Call the CAA toll-free at 877.276.1410

## GENERAL INFORMATION

### HARRAH'S LAKE TAHOE HOTEL & CASINO

15 US-50  
Stateline, NV 89449

### GENERAL INFORMATION

One 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 (800) 427-7247 or [click here](#). The CAA rates are: \$125.00 plus tax per night for Monday - Thursday and \$185.00 plus tax for Friday night. There is a daily resort fee of \$25 per room. The deadline to make your hotel reservation is August 7, 2023.

### TRANSPORTATION

Guests will receive complimentary self parking over the conference dates of August 28 - September 2, 2023.

### PHOTO/VIDEO DISCLAIMER

By registering for and attending this conference, you agree that your image may be taken during the conference and used at any time, without further notification, for printed materials, websites, social media and other marketing purposes.

### CONVENTION CANCELLATION POLICY

A full refund of convention registration fees shall be made if registration is cancelled in writing by August 18, 2023. If registration is cancelled after August 18, 2023, a 50% cancellation fee will apply. Golf fees are non-refundable if cancelled after August 15, 2023. No refunds or credits will be made for "no shows."

## FEATURED SPEAKERS

### DAN DWORKIS, MD, PHD, FACEP



Dan Dworkis, MD PhD FACEP is the founder of The Emergency Mind Project, the Chief Medical Officer at the Mission Critical Team Institute, a board-certified emergency physician, and an assistant professor of emergency medicine at the Keck School of Medicine of USC. Dan has a deep passion for

helping individuals, teams, and organizations perform at their best when they are needed the most and excel at applying knowledge under pressure. His book, *The Emergency Mind: Wiring Your Brain for Performance Under Pressure* is used by teams throughout the US and internationally in and out of emergency medicine to drive performance in high-stakes situations.



**AMBER HEALY**  
Atkinson Andelson



**ASBEL MONTES**  
Solutions Group



**SCOTT MOORE**  
Moore EMS Consulting



**DONNA HANKINS**  
American Ambulance



**MIKE TAIGMAN**  
FirstWatch



**DOUG WOLFBURG**  
PWW Advisory Group, LLC

## PRE CONFERENCE RECEPTION

**TUESDAY, AUGUST 29, 2023 AT 6PM**



**LODGE BALLROOM**  
**EDGEWOOD TAHOE RESORT**  
**180 Lake Parkway**  
**Stateline, NV 89449**

Join us for a pre conference reception on Tuesday evening from 6pm - 8pm at Edgewood Tahoe in the Lodge Ballroom. Separate registration required.

## RAYMOND LIM JIM MCNEAL MEMORIAL GOLF TOURNAMENT

**TUESDAY, AUGUST 29, 2023**  
**TEE TIMES START AT 10:30 AM**  
**EDGEWOOD TAHOE GOLF COURSE**

**180 Lake Parkway**  
**Stateline, NV 89449**  
**(775) 588-3566**

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 Edgewood Tahoe Golf Course. The golf registration fee includes green and cart fees, tee prizes, lunch and one beverage ticket. Please send in your registration form indicating participation in the tournament as soon as possible. Golf fees are not refundable if cancelled after August 15, 2023.



# SCHEDULE OF EVENTS

## TUESDAY, AUGUST 29, 2023

12:00 pm – 4:00 pm – Registration Foyer  
**Registration Open**

10:30 am – 5:00 pm – Edgewood Tahoe  
**Golf Tournament**  
Staggered Start, lunch provided. Separate registration required.

12:00 pm – 4:00 pm – TahoeBC - Sand Harbor I  
**Exhibitor Set-up**

6:00 pm – 8:00 pm – Edgewood Tahoe - Lodge Ballroom  
**Pre Conference Reception**  
Separate registration required.

## WEDNESDAY, AUGUST 30, 2023

6:30 am – 7:30 am – TahoeBC - Sand Harbor I  
**Exhibitor Set-Up**

7:30 am – 5:00 pm – Registration Foyer  
**Registration Open**

7:30 am – 5:00 pm – TahoeBC - Sand Harbor I  
**CAA Marketplace Open**

7:30 am – 8:15 am – TahoeBC - Sand Harbor I  
**Continental Breakfast**

8:00 am – 10:00 am – Sand Harbor III  
**GENERAL SESSION:**

### **Welcome & Keynote Address: From X to Excellence - Changing the Game in Performing Under Pressure**

*Dan Dworkis, MD, PhD, FACEP, Keynote Speaker*

How do teams working and playing at the highest levels thrive under pressure? How do individuals and organizations lead in times of crisis and excel in emergencies? In this keynote talk, Dan Dworkis MD PhD, the founder of The Emergency Mind Project, brings you into the worlds of elite teams in and out of emergency medicine to explore what it means to be excellent in times of crisis. Leveraging his own experience as an emergency physician and time working with groups around the world ranging from military, elite-sport, aerospace, entrepreneurship and beyond, Dr. Dworkis will inspire you to develop your own vision of excellence, apply knowledge under pressure, commit to learn from suffering, and perform at your best when you're needed the most.

10:05 am – 10:55 am – Tahoe A

### **HR SESSION:**

#### **Keeping Up with Change**

*Amber Healy – Atkinson Andelson Loya Ruud & Romo*

In the ever evolving world of people operations one thing is constant... Change! In this informative human resources focused session, we will cover key employment law updates, workplace issues facing ambulance providers in a post-pandemic world, litigation trends and best practices.

## WEDNESDAY, AUGUST 30, 2023 (CONT'D)

10:05 am – 10:55 am – Tahoe B

### **REIMBURSEMENT SESSION:**

#### **Empowering Game-Changers: Maximizing the Human Experience in a Post Pandemic World**

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

Post-pandemic. Where do we go from here? How do we heal the deep wounds that have scarred our hearts, and minds? COVID-19 has affected us in more ways than one, but now is our time to redefine what it means to recover. When times were uncertain, we were resilient. We led through the chaos. Pushed through the every day challenge and picked ourselves up. As providers, we continued to advocate for medically appropriate healthcare pursuant to Wickline v. State. But now a new challenge awaits us. How do we calm the storm and steer our way back to shore?

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

### **OPERATIONS SESSION:**

#### **Two Calls, Five Lessons: The Critical Takeaways from the Game-Changing EMS Murder Cases**

*Doug Wolfberg – Page, Wolfberg & Wirth*

Two recent headline-grabbing cases saw homicide charges being filed against EMS providers. Though these cases are still pending, the fact that they were brought in the first place holds critical lessons for EMS leaders and practitioners. Join national EMS attorney Doug Wolfberg as he reveals the five most important takeaways from the Elijah McClain and Earl Moore cases – and how EMS organizations can prevent future tragedies like these.

10:55 am – 11:15 am – TahoeBC - Sand Harbor I  
**Break in the CAA Marketplace**

11:15 am – 12:10 pm – Sand Harbor III

### **GENERAL SESSION:**

#### **Game Changing Communication: Having Crucial Conversations - Risk Mitigation & Doing the Right Thing**

*Scott Moore - Moore EMS Consulting*

Coaching and mentoring employees can be one of the more challenging and rewarding aspects of supervising or managing others. Real coaching requires honest, direct, and clear communications with employees. However, many leaders struggle with these crucial discussions because they are uncomfortable having honest and direct conversations with employees, or simply do not prepare for the discussion. This session is intended to provide attendees with practical tips about how to approach these challenging supervisory discussions. We will discuss how clear, concise, and consistent employee communications more often lead to desired performance related outcomes.

12:10 pm – 1:25 pm – Sand Harbor II  
**Luncheon**

*Continued on page 4*

# SCHEDULE OF EVENTS

## WEDNESDAY, AUGUST 30, 2023 (CONT'D)

1:30 pm – 2:20 pm – Tahoe A

### HR SESSION:

#### **Game Changing Leadership: Staying with your Boots on the Ground**

*Carly Strong – RIGGS Ambulance*

Staying connected to your boots on the ground staff while you move up as a supervisor, manager, executive, and beyond, is important to being an effective leader. Maintaining this connection and being relatable to your staff can be difficult at every stage, not just for new supervisors. In this session we will discuss the importance of staying connected to your staff, tips for doing so, while also taking the leap into a position of authority, and the growing pains that can come with it.

1:30 pm – 2:20 pm – Tahoe B

### REIMBURSEMENT SESSION:

#### **The Power of Technology: Changing the Game in Revenue Cycle Management**

*Asbel Montes – Solutions Group*

As healthcare organizations continue to face significant reimbursement challenges, there is increasing pressure to innovate. Based on information amassed from RevClarity and Solutions Group Consulting & Technology: what is trending and what is the data telling us? This session will analyze data from over 5 million transactions and give powerful projections for what organizations should be preparing for in the coming months. Attendees will obtain valuable information on why it is important to stay abreast of evolving reimbursement trends and will leave this session with a wealth of available technology resources that can innovate and elevate their business.

1:30 pm – 2:20 pm – Marla Bay / Emerald Bay

### OPERATIONS SESSION:

#### **The Only Person That Likes Change is a Wet Baby**

*Mike Taigman – FirstWatch*

*Dr. Remle Crowe - ESO*

Healthcare statistician Davis Balestracci said, "Improvement would be easy if no people were involved." This interactive session will explore how to lead, adapt to, and embrace disruptive change.

2:20 pm – 2:45 pm – TahoeBC - Sand Harbor I

#### **Break in the CAA Marketplace**

## WEDNESDAY, AUGUST 30, 2023 (CONT'D)

2:45 pm – 3:55 pm – Sand Harbor III

### GENERAL SESSION:

#### **Unleashing Game Changing Leadership: Lessons From Our Labor Partners**

*Shelly Hudelson – NAGE*

*Ryan Walters – NAGE*

*Lee Almeida - TEMSA/USW*

*Moderated by Rob Lawrence – California Ambulance Association*

Join us for an insightful conference panel featuring prominent representatives from labor unions as they discuss and explore the profound impact of recent developments within the industry. We're delighted to welcome back, our labor colleagues for a full and frank panel where we will discuss coalition, collaboration and cohesiveness in the recent legislative sessions and in the future. Attend this panel to celebrate our partnership, gain valuable insights, exchange ideas, and be part of the ongoing transformation in the ambulance industry.

4:00 pm – 5:30 pm – Tahoe B

### REIMBURSEMENT SESSION:

#### **Billing Wine and Whine**

*Donna Hankins – American Ambulance*

*Melissa Harris – Ambuserve, Inc.*

*Asbel Montes – Solutions Group*

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

Let's end Reimbursement Day 1 on a high note. Join our reimbursement specialists for wine and a discussion of the hot topics in California ambulance reimbursement. Don't miss this opportunity to talk about the billing issues with other billing office staff. We'll bring the wine, you bring the questions for our expert panelists.

4:00 pm – 5:30 pm – Tahoe A

### HR SESSION:

#### **Legal "Whine and Wine" – Chardonnay, Cabernet and Counsel – Oh My!**

*Amber Healy – Atkinson Andelson Loya Ruud & Romo*

*Scott Moore – Moore EMS Consulting*

*Doug Wolfberg – PWW Advisory Group*

*Jim Karras - Ambuserve, Inc.*

What's better than an hour of free legal advice? 90 minutes of free legal advice – with wine! Join three of the EMS industry's top legal beagles for an open session addressing your EMS legal questions about employment law, compliance, reimbursement, operations, liability and more. This is sure to be a rollicking, fun and insightful hour and a half!

5:30 pm – 7:00 pm – TahoeBC - Sand Harbor I

#### **President's Reception**

*Continued on page 5*

# SCHEDULE OF EVENTS

## THURSDAY, AUGUST 31, 2023

8:00 am – 4:00 pm – Registration Foyer  
**Registration**

8:00 am – 8:30 am – TahoeBC - Sand Harbor I  
**Continental Breakfast**

8:00 am – 2:40 pm – TahoeBC - Sand Harbor I  
**CAA Marketplace Open**

8:30 am – 9:45 am – Sand Harbor III

### GENERAL SESSION:

#### **Breaking Boundaries with Game Changing Programs: CAASE Awards Presentations**

*Moderated by Rob Lawrence – California Ambulance Association*

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.

9:45 am – 10:15 am – TahoeBC - Sand Harbor I  
**CAA Marketplace Open**

10:15 am – 11:05 am – Tahoe A  
**HR SESSION:**

#### **TRANSciever Patients**

*Dillon Brock - LifeLine Ambulance*

"TRANSciever Patients" is an open discussion in a safe space on the treatment and interaction for clinicians to ensure the best patient outcomes for our transgender patients. The focus, much like a transceiver radio, is open communication between two sources. A vibrant and colorful experience from the basics of transgender patient care and actionable steps for clinicians to utilize to ensure the best patient experience.

10:15 am – 11:05 am – Tahoe B

### REIMBURSEMENT SESSION:

#### **Unleash Your MVP: Scoring with Medicare Managed Plans**

*Liza Lane – Revenue Lane*

Oh, the games they play! With more and more Californians enrolling in managed care plans, the time is now to create a winning strategy. The goal of this breakout is to offer insight on how to translate eligibility, overcome authorization hurdles, submit cleaner claims for quicker payment, cut down on denials, avoid retro recoupments and minimize the medical group merry-go-round. We'll also touch on when contracting may set your agency up for a 'W' and what to be mindful of before signing that agreement.

## THURSDAY, AUGUST 31, 2023 (CONT'D)

10:15 am – 11:05 am – Marla Bay / Emerald Bay

### OPERATIONS SESSION:

#### **It's Gonna Take More than a Change of Pace: Beating Burnout Beyond an Individual Approach**

*Dr. Remle Crowe – ESO*

The negative consequences of burnout in EMS stretch well-beyond the individual – yet most interventions focus exclusively on this level. It is time to flip the script to address the underlying systemic causes. In this session, Dr. Remle Crowe will discuss the latest research and present multi-level strategies to meaningfully reduce and prevent burnout at your EMS agency.

11:10 am – 12:15 pm – Sand Harbor III

### GENERAL SESSION:

#### **Surfing the Waves of Change: CAA State of the Union & Legislative Update**

*James Pierson – Medic Ambulance Service*

*Jaision Chand - Global Medical Response*

*Rob Lawrence – California Ambulance Association*

Attend this session to hear an overview of CAA activities over the last year.

12:15 pm - 1:15 pm – Sand Harbor II

#### **Lunch, General Membership Meeting and CAASE Awards**

1:20 pm – 2:10 pm – Tahoe A

### HR SESSION:

#### **Ready, Next!**

*Danielle Thomas - LifeLine Ambulance Service*

*Steve Grau - Royal Ambulance*

*Rob Lawrence - California Ambulance Association*

With a continued focus on developing EMS leadership, The California Ambulance Association has pioneered an innovative development series called "Ready Next." Since the program's inception in early 2023, many national EMS LEadership experts have impacted the industry with mind-shaping and action-molding sessions. Organizations throughout the state continue to support and attend "Ready Next," but do you, as the Owner, Operator, and Executive, know, understand, and execute these Game Changing concepts? Join Rob Lawrence and Education Committee Co-Chairs Steve Grau and Danielle Thomas as they perform a lightning-round recap of the main takeaways of how we, as leaders, advance to the next play to win big as an industry. Understand what your Ready Nexters are learning. This fast-paced session is full of critical points to get the ball down the field more efficiently and effectively. This dynamic team will offer an engaging visual and verbal executive summary. It's a slam dunk!

*Continued on page 6*

# SCHEDULE OF EVENTS

## THURSDAY, AUGUST 31, 2023 (CONT'D)

1:20 pm – 2:10 pm – Tahoe B

### REIMBURSEMENT SESSION:

#### **Power Play of Innovation: Energieze Revenues with Technology and Leave Your Revenue Cycle at the Top of its Game**

*Donna Hankins – American Ambulance  
Brendan Cameron – LifeLine Ambulance*

An ambulance revenue challenge faced by many providers is implementing innovation while continuing to move claims through the billing cycle. Join Brendan Cameron, Chief Revenue Office of Lifeline Ambulance and Payer issues Chairperson Donna Hankins to discuss projects implemented that improve efficiency, increase automation and embrace technology.

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

### OPERATIONS SESSION:

#### **Inspiring Game Changers in EMS Leadership: Leadership Lessons From the Beatles**

*Doug Wolfberg – PWW Advisory Group, LLC*

What do EMS leadership and The Beatles have in common? Come find out in this highly entertaining, multimedia presentation from nationally renowned EMS leader Doug Wolfberg, who is also the author of a new book called *The Beatles: Fab But True – Remarkable Stories Revealed*. In this fun and insightful presentation you'll hear lessons about finding the right people for the job, knowing your core competencies and leading in an evolving industry.

2:10 pm - 2:40 pm – TahoeBC - Sand Harbor I

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

## THURSDAY, AUGUST 31, 2023 (CONT'D)

2:45 pm – 4:00 pm – Sand Harbor III

### GENERAL SESSION:

#### **Level Up Your Strategy: Game-Changing Ideas that Dominate the Field!**

*Michael Baulch - Stanford Life Flight  
Donna Hankins - American Ambulance  
Daron Tooch - King & Spalding LLP*

The Federal No Surprises Act and state regulations prohibiting balance billing is a major disruptor of medical reimbursement. Join Panelists Donna Hankins, Daron Tooch, and Michael Baulch for a summary of current California Balance Billing status and a look into how hospitals and air ambulance have responded to this change in the revenue landscape.

4:00 pm - 4:30 pm – Sand Harbor III

#### **Closing Remarks & CAAPAC Raffle**

## FRIDAY, SEPTEMBER 1, 2023

8:00 am – 12:00 pm – Tahoe AB

### BOARD OF DIRECTORS MEETING:

Board of Directors orientation meeting. All Board members and Committee Chairs are encouraged to attend!



# 75<sup>TH</sup> Annual Convention

## IMPORTANT, PLEASE READ!

Full registration features admission to all events on Wednesday, August 29<sup>th</sup> & Thursday, August 30<sup>th</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 8/7/23)	____ @ \$600	\$725	_____
Late Full Registration	____ @ \$675	\$800	_____
Golf Tournament	____ @ \$125	\$175	_____
Pre Conference Reception (Tuesday)	____ @ \$ 65	\$ 75	_____

GUEST TICKETS			
Golf Tournament	____ @ \$350	\$375	_____
Pre Conference Reception (Tuesday)	____ @ \$ 85	\$ 95	_____
Wednesday Lunch	____ @ \$ 75	\$ 85	_____
President's Reception (Wednesday)	____ @ \$ 65	\$ 75	_____
Thursday Lunch	____ @ \$ 75	\$ 85	_____
CAAPAC Raffle Tickets	1 for \$ 25 / 5 for \$ 99		_____

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

### METHOD OF PAYMENT:

Check Payable to California Ambulance Association

*If paying by credit card, please use the CAA website to register online. [CLICK HERE](#)*

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)