



76TH Annual Convention

September 17-20, 2024

Resilience.

Deeply Rooted, Always Ready.



REGISTRATION BROCHURE



76TH 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 September 17-20, 2024 at the Westin Anaheim.

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 or visit our website to sign-up to attend today!

Please pass this convention brochure and registration information along to your colleagues and co-workers.

DATES TO REMEMBER

HOTEL RESERVATION DEADLINE:

August 16, 2024

Call (657) 279-9786 or [click here](#) to make your hotel reservation.

EARLY REGISTRATION DEADLINE:

August 30, 2024

Call the CAA toll-free at 877.276.1410 or [click here](#).

GENERAL INFORMATION

WESTIN ANAHEIM

1030 West Katella Avenue
Anaheim, CA 92802

GENERAL INFORMATION

A haven of wellness and renewal The Westin Anaheim Resort is a AAA Four Diamond hotel across from Disneyland Resort and next to the Anaheim Convention Center. Find respite in beautifully designed accommodations offering luxury amenities and Westin Heavenly Beds. Choose from seven diverse dining outlets such including the RISE rooftop lounge with panoramic views of Disney California Adventure Park. A short drive from Los Angeles and San Diego the hotel is surrounded by celebrated Southern California attractions such as Angel Stadium of Anaheim, Honda Center, and nearby beach cities.

HOTEL RESERVATIONS

For guest room reservations, please call (657) 279-9786 or [click here](#). The CAA rates are: \$299.00 plus taxes and fees. The deadline to make your hotel reservation is August 16, 2024.

TRANSPORTATION

The Westin Anaheim is 11.7 miles from John Wayne Airport. On-site daily parking is \$29. Valet parking is \$49. Electric car charging stations are available.

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 30, 2024. If registration is cancelled after August 30, 2024, a 50% cancellation fee will apply. Golf fees are non-refundable if cancelled after August 30, 2024. No refunds or credits will be made for "no shows."

FEATURED SPEAKERS

DR. DERRICK TIN



Dr. Derrick Tin is a Disaster Medicine Specialist and a Professor of Critical Care Medicine. He has extensive operational experience in disaster deployments to remote and austere environments worldwide. Dr. Tin serves as faculty and director of Counter Terrorism Medicine at the BIDMC/Harvard Medical School Disaster Medicine Fellowship. Additionally, he sits on the Board of Directors for the World Association for Disaster and Emergency Medicine and is on the Academic Board for the Counter Terrorism Preparedness Network.



AMBER HEALY
Buchalter



DOUG WOLFBERG
PWW Advisory Group



ALEXANDRA JABR
Emergency Resilience



RYAN COLLYER
Before Operational Stress



MATT ZAVADSKY
PWW Advisory Group



ED NORWOOD
ERN Enterprises

PRE CONFERENCE RECEPTION

TUESDAY, SEPTEMBER 17, 2024 AT 6PM



RISE ROOFTOP

WESTIN ANAHEIM RESORT

1030 W. Katella Ave., Anaheim, CA 92802

Join us for a pre conference reception on Tuesday evening from 6pm - 8pm on the Westin Anaheim's RISE Rooftop lounge. The rooftop lounge was awarded OpenTable 2022 Diners' Choice and features direct views into Disney's California Adventure Park. Separate registration required.

RAYMOND LIM/JIM McNEAL MEMORIAL GOLF TOURNAMENT

TUESDAY, SEPTEMBER 17, 2024
TEE TIMES START AT 12:00 PM
COYOTE HILLS GOLF COURSE

1440 E. Bastanchury Road, Fullerton, CA 92835
(714) 672-6800

In honor of the CAA's great friends and colleagues, Raymond Lim and Jim McNeal, Jr., a golf tournament will be held at the award winning Coyote Hills 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 30, 2024.



SCHEDULE OF EVENTS

TUESDAY, SEPTEMBER 17, 2024

8:00 am – 5:00 pm – Disneyland Resort/Grand Californian
Disney's Approach to Quality Service
Separate registration fee of \$1500 per person required. [Click here](#) for details. Limit 2 per company.

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

12:00 pm – 6:00 pm – Coyote Hills Golf Course
Golf Tournament
Staggered start, lunch provided. Separate registration required.

12:00 pm – 4:00 pm – Anabella B
Exhibitor Set-up

6:00 pm – 8:00 pm – RISE Rooftop - Westin Anaheim
Pre Conference Reception
Separate registration required.

WEDNESDAY, SEPTEMBER 18, 2024

6:30 am – 7:30 am – Anabella B
Exhibitor Set-Up

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

7:30 am – 5:00 pm – Anabella B
CAA Marketplace Open

7:30 am – 8:00 am – Anabella B
Continental Breakfast

8:00 am – 9:30 am – Anabella A

GENERAL SESSION:

Welcome & Keynote Address: Resilience in Chaos - An Exploration of Disaster and Counter Terrorism Medicine

Dr. Derrick Tin, Keynote Speaker

This talk will delve into the multifaceted realm of disaster medicine, spanning from the aftermath of natural events to the complexities of intentional acts of terrorism. From earthquakes and hurricanes to acts of bioterrorism and cyberattacks, we will examine the diverse array of threats faced by healthcare systems worldwide. We will also explore the operational opportunities and training pathways of this unique and increasingly important medical subspecialty, with a particular focus on its implication from an EMS perspective.

9:30 am – 9:45 am
Break

WEDNESDAY, SEPTEMBER 18, 2024

9:45 am – 10:45 am – Doria

HR SESSION:

On Operational Leadership: Using Lessons from the Past to Guide Future Development

Ryan Collyer - Before Operational Stress

This talk that will incorporate current empirical evidence and scientific data with lessons learned from frontline providers regarding the impact of leadership. It will focus on tangible ways leaders can contemplate operational and organizational shifts to optimize human performance and the valuing of experience of all members of paramedical and ambulance organizations.

9:45 am – 10:45 am – Gloriana A/B

REIMBURSEMENT SESSION:

A Passion for Appeals: Navigating AB72, AB716, and the DMHC Regulatory Complaint Process

Ed Norwood – ERN Enterprises, Inc.

Join Ed Norwood to learn navigation tools in the new landscape of Balance Billing legislation. The No Surprises Act went into effect January 1, 2022. The new federal law follows much of the blueprint of California's AB 72 legislation. Enacted in 2017, AB72 holds patients harmless from surprise bills, including from air ambulance providers, and prohibits out-of-network providers from balance billing unless they give patients 72-hour notice of their network status and an estimate of the charges. The California DMHC issued APL 22-011 which incorporates AB72 retroactive to July 1, 2017, and bans balance billing under Health and Safety Code 1367.11 in certain scenarios, for ground ambulance transports. With California's AB716 now in the ring for 2024, insurers are required to pay a locally-set rate for ambulance services when a contract is not present, and ambulance providers are prohibited from billing the patient more than the in-network cost-sharing, among other consumer protections. Join this session if you are looking for clarity on what ambulance providers can do to be reimbursed properly through all of this.

10:45 am – 11:15 am – Anabella B

Break in the CAA Marketplace

11:15 am – 12:15 pm – Anabella A

GENERAL SESSION:

Leg(islative) Before Lunch

Jaision Chand - Global Medical Response

Rob Lawrence – California Ambulance Association

Dorian Almaraz – Prime Strategies

Carol Meyer – McCormick Ambulance

Dan Southard - Department of Managed Health Care

It has been a very busy legislative year for the association and we are excited to provide an update on the bills, initiatives and outcomes of the last 12 months.

Our amazing legislative consultant Dorian Almiraz of Prime Strategies assisted by volunteer members of our legislative committee will provide the update.

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SCHEDULE OF EVENTS

WEDNESDAY, SEPTEMBER 18, 2024

12:15 pm – 1:30 pm – Anabella C/D
Luncheon

1:30 pm – 2:30 pm – Doria
HR SESSION:

Compliance & People Operations: The Key to a Resilient Workforce

Amber Healy – Buchalter

Resilience is a mandatory skill for today's EMS leaders. Our leaders must demonstrate resilience in the face of workforce shortages and ever evolving workplace norms often while managing crises (wildfires, pandemics, to name a few!). Balancing leadership's need for adaptability and compliance with robust federal and California employment laws is no easy feat. In this session employment attorney Amber Healy will guide industry leaders through emerging workplace trends and the maze of workplace laws headed our way in 2025. The session will identify strategies and best practices to stay compliant while cultivating and maintaining resilience in our leaders and workforce.

1:30 pm – 2:30 pm – Gloriana A/B
REIMBURSEMENT SESSION:

Resilience in Revenue Cycle Management & Payer Trending

Brian Choate – Solutions Group

Understanding healthcare billing from the patient's perspective is crucial to payment collection success. Patients often find themselves grappling with confusing invoices, insurance jargon, and unexpected charges, leading to frustration and financial stress. While healthcare providers are not responsible for today's complex billing apparatus, patients rely on providers for expertise and that includes explaining the complicated billing process and bills. Fostering a more transparent and collaborative approach to managing medical expenses will help you with your patient collections. In this session, Solutions Group Founder and Managing Partner, Brian Choate, will focus on using healthcare technology to develop a patient-centric approach to healthcare billing by empowering you and your patients with knowledge, encouraging proactive communication, and allowing for transparency within the healthcare system. This understanding enables patients to navigate the financial aspects of healthcare more effectively and alleviates the stress associated with medical billing.

1:30 pm – 2:30 pm – Gloriana C
OPERATIONS SESSION:

ED Talks: Innovative Resilience for EMS Operators - Quick Solutions You Didn't Know You Needed

Michael Kaduce – Falck Health Institute

Matt Burrue – AlphaOne Ambulance

Dillon Brock – Royal Ambulance

Carly Strong – Riggs Ambulance

Danielle Thomas – LifeLine EMS

Welcome to "Ed Talks," where we've trimmed the fat off TED to bring you rapid-fire inspiration perfect for the fast-paced world of EMS. In this hour-long session, prepare to be enlightened and entertained by six dynamic speakers, each

WEDNESDAY, SEPTEMBER 18, 2024

delivering their cutting-edge ideas in just 8 minutes. Whether you're easily distracted or just looking for quick, actionable insights to elevate your services, "Ed Talks" is designed for you. Join us and discover innovative concepts that you can Rip Off and Duplicate (ROD) to enhance your operations. Don't miss this unique opportunity to learn more by doing less and stay engaged throughout the Eds, where we just don't have time for the T.

2:30 pm – 3:00 pm – Anabella B
Break in the CAA Marketplace

3:00 pm – 4:00 pm – Anabella A
GENERAL SESSION:

EMS Transformed - Revising System Response is a High Priority Call

John "JP" Peterson – Mecklenburg EMS Agency

If you had a magic wand, how would you transform your 911 system? In April of 2023, Mecklenburg EMS Agency (MEDIC) completely overhauled the way it responds to 911 calls, aiming to preserve ALS resources for patients experiencing time sensitive medical emergencies while mitigating ever-increasing low acuity call responses. J.P. Peterson, Executive Director of MEDIC, will talk through the data, experience gained, and lessons learned after over one year in the new response configuration. Strategies to discuss include; enhanced use of MPDS in the 911 call center, increasing response times to low acuity calls, reducing lights and sirens usage, expansion of BLS resources, and revising the allocation of first responders. This session will also cover patient safety, predictions versus outcomes, community education, as well as how MEDIC leadership navigated the political landscape to get this major system change off the ground.

4:00 pm – 5:00 pm – Gloriana A/B
REIMBURSEMENT SESSION:

Wine & Whine: Rebounding from Your Reimbursement Hangover

Donna Hankins – American Ambulance

Melissa Harris – Ambuserve, Inc.

Brian Choate – Solutions Group

Ed Norwood, ERN – The National Council of Reimbursement Advocacy

Dan Southard - Department of Managed Health Care

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.

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SCHEDULE OF EVENTS

WEDNESDAY, SEPTEMBER 18, 2024

4:00 pm – 5:00 pm – *Gloriana C*

HR/OPERATIONS SESSION:

Beers & Tears: Hopping Back from What Ales You

Amber Healy – Buchalter

Doug Wolfberg – PWW Advisory Group

Michael Coan – Medic Ambulance Service

JohnRey Hassan – Royal Ambulance

What's better than an hour of free legal advice? 60 minutes of free legal advice – with beer! Join our 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!

5:00 pm – 6:00 pm – *Anabella B*

President's Reception

6:00 pm – 7:30 pm – *Anabella A*

California Premier of "Honorable But Broken: EMS in Crisis" with Meet & Greet and Q&A

Bryony Gilbey – Producer

Narrated by Sarah Jessica Parker, Honorable but Broken highlights the highs and significant lows — the emotional toll of the job, lack of mental health resources, pitiful wages, and overall undervaluation — of working in EMS and looks for solutions. It gives voice to the brave first responders desperately trying to warn us that the system has collapsed. Honorable but Broken has been screened in US Congress and state capitals across the country.

THURSDAY, SEPTEMBER 19, 2024

8:00 am – 4:00 pm – *Anabella Foyer*

Registration

8:00 am – 8:30 am – *Anabella B*

Continental Breakfast

8:00 am – 3:00 pm – *Anabella B*

CAA Marketplace Open

8:30 am – 9:30 am – *Anabella A*

GENERAL SESSION:

The National SWOT Team

Matt Zavadsky – PWW Advisory Group

Regina Godette-Crawford – EMS|MC

Doug Wolfberg – PWW Advisory Group

James Pierson – Medic Ambulance Service

Susan Fisher Bailey, MSEM, NRP, NAEMT President

Moderated by Rob Lawrence, CAA Executive Director

The effect of national politics and policies in the EMS space has a direct effect on ambulance operations in California. In this session we welcome a panel of EMS thought leaders that operate, influence and lead our profession. The panel will be asked to offer comment on the future of EMS and our Strengths, Weaknesses, Opportunities and Threats.

THURSDAY, SEPTEMBER 19, 2024

9:30 am – 10:30 am – *Gloriana A/B*

REIMBURSEMENT/EXECUTIVE SESSION:

Building Communication Between Operations and Reimbursement

Donna Hankins – American Ambulance

The complexity of ambulance reimbursement has become continuously more difficult over the last several years. Changing legislation, stricter compliance and winding reimbursement paths have created difficulty for EMS providers to be paid fairly for providing ambulance services in their community. Communication between operations and reimbursement is a critical need of every ambulance company. Knowledge of reimbursement and the expectations is a key skill needed by executives and operations to support the billing process and obtain proper reimbursement. Join Donna Hankins, CAA Payer Issues Chairperson, for a quick tour of revenue challenges and develop a better understanding of ambulance reimbursement hurdles faced by your reimbursement team.

9:30 am – 10:30 am – *Gloriana C*

OPERATIONS SESSION:

Deconstructing Terror: an Exploration of Attack Modalities

Dr. Derrick Tin – World Association for Disaster Emergency Medicine

Join Dr. Tin in this controversial topic. The local and greater communities plan for what they know, do they plan for what they couldn't even imagine?

10:30 am – 11:00 am – *Anabella B*

Break in the CAA Marketplace

11:00 am – 12:00 pm – *Anabella A*

GENERAL SESSION:

EMS Stakeholder Coalition

Moderated by Steve Grau – Royal Ambulance

Sean Burrows, Captain, Alameda County Fire Dept./

California Professional Firefighters

Nick Clay, Santa Clara County EMS Agency, EMSAAC

Immediate Past President

Alex Hamilton, Oxnard Fire Dept./CalChiefs

Zita Konik, MD, EMDAC President

Sheree Lowe – California Hospital Association

Join us for an insightful panel of organizational leaders who represent EMS stakeholders across California. In this session, we'll explore what keeps them up at night and discuss pressing concerns and strategic approaches to overcoming challenges in EMS together.

12:00 pm – 1:30 pm – *Anabella C/D*

Lunch, General Membership Meeting, CAASE Awards and CareStar Award

Continued on page 6

SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 19, 2024

1:30 pm – 2:30 pm – Doria

HR SESSION:

Identifying the Wounded Helper

Alexandra Jabr, PhD, EMT-P - Emergency Resilience

Designed specifically for first responders, 'Identifying the Wounded Helper' is based on the Jungian theory of the Wounded Healer. This lecture will examine underlying traumas that often accompany emergency personnel on the calls that they respond to and will explain the impact of intergenerational trauma and Adverse Childhood Experiences (ACEs) on the mental health of those who serve their community. This course goes beyond recognition and traditional therapeutic interventions by educating on effective methods for reprogramming the subconscious mind to build resilience in proactive and transformative ways. Course objectives: Understand the Wounded Helper Archetype in the context of first responders; Examine the impact of childhood and generational trauma on first responders; Explore tools for reprogramming the subconscious mind and building resilience.

1:30 pm – 2:30 pm – Gloriana A/B

REIMBURSEMENT SESSION:

Balance Billing Bounceback: California AB 716 – Effectively Using the CAA Toolkit

Doug Wolfberg – PWW Advisory Group

Donna Hankins - American Ambulance

The enactment of California's ambulance balance billing law – AB716 – has many implications for your company's billing, collections and revenue cycle practices. CAA and its consultants at PWW have assembled a new CAA AB716 Toolkit to give ambulance services the tools and information they need to successfully navigate this new law, stay in compliance when billing patients and sending accounts to collections, and hold your payers accountable when paying your claims. This session will roll out the new Toolkit and provide helpful information on how your service can use it most effectively.

1:30 pm – 2:30 pm – Gloriana C

OPERATIONS SESSION:

The Power of Three

Dillon B. Brock – LifeLine EMS

Join Dillon Brock, a proclaimed Edu-tainer by Rob Lawrence himself, for three micro learning sessions whose power combined have amazing positive effects on leaders and their teams. Previously seen in California Ambulance Association's "Ready, Next" series, this lecture covers three distinct skills targeted for all leaders on giving Feedback, Solving Issues and Introspection. Fun, energetic and valuable have been used to describe this session.

2:30 pm – 3:00 pm – Anabella B

Break in the CAA Marketplace / Vendor Raffle

THURSDAY, SEPTEMBER 19, 2024

3:00 pm – 4:00 pm – Anabella A

GENERAL SESSION:

Back to the Future: Is 'Regression' the Key to our Future?

Matt Zavadsky - PWW Advisory Group

EMS system design and delivery is rapidly changing due to the failing EMS economic model, growing EMS worker shortage, and lessons learned from the public health emergency. A growing body of patient outcomes research seems to prove that what we once thought was real, may no longer be true. Is what we once thought archaic, now becoming best practice? Ideas that would have been considered heresy a few years ago are becoming acceptable. What changes are occurring? What myths are being dispelled? How can you effectively educate your community to safely transition your system from the current state to the future state? These questions and more will be answers during this dynamic, interactive and, at times, controversial session.

4:00 pm – 4:30 pm – Anabella A

Closing Remarks & CAAPAC Raffle

FRIDAY, SEPTEMBER 20, 2024

8:00 am – 12:00 pm – Gloriana C

BOARD OF DIRECTORS MEETING:

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



76TH Annual Convention

IMPORTANT, PLEASE READ!

Full registration features admission to all events on Wednesday, September 18th & Thursday, September 19th 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

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 8/30/24)	____ @ \$600	\$725	_____
Late Full Registration	____ @ \$675	\$800	_____
Golf Tournament	____ @ \$175	\$200	_____
Pre Conference Reception (Tuesday)	____ @ \$ 75	\$ 85	_____

Guest Tickets

Golf Tournament	____ @ \$175	\$200	_____
Pre Conference Reception (Tuesday)	____ @ \$ 75	\$ 85	_____
Wednesday Lunch	____ @ \$ 80	\$ 90	_____
President's Reception (Wednesday)	____ @ \$ 75	\$ 85	_____
Thursday Lunch	____ @ \$ 80	\$ 90	_____
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 the CAA website to register online. [CLICK HERE](http://www.the-caa.org)

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