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Siren

A PUBLICATION OF THE CALIFORNIA AMBULANCE ASSOCIATION





CAA Vision

Assure delivery of excellent pre-hospital care to the people of California by promoting recognized industry best practices.

CAA Mission

- Serve as the voice and resource on behalf of private enterprise emergency and non-emergency ambulance services.
- Promote high quality, efficient and medically appropriate patient care.
- Advocate the value that pre-hospital care provides in achieving positive patient outcomes.
- Promote effective and fiscally responsible EMS systems and establish standards for system design.

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Circulation among California's private ambulance providers, elected officials and EMSA administrators.

Chair's Message



Eb Muncy | *Chair of the Board*

It is that time of year when the membership renewal invoices have been sent out. The majority of the association's expenses are paid by the dues collected. The association has three contractors. After paying the costs of the conventions and meeting expenses, the majority of the expenses go to pay these three contractors.

The first contractor is California Advocates Management Services ("CAMS"). They house our association office, answer the phone, collect money owed to us, pay the bills, do the bookkeeping, manage our website. Additionally, they do the things necessary to hold our two major events (the Stars Of Life Celebration & Legislative Summit and the Annual Convention & Reimbursement Conference). In a nutshell they do the day-to-day things necessary to keep the association doors open.

The second contractor is Chris Micheli. Chris is our lobbyist. Chris is responsible for keeping track of legislation that effects our businesses. If a legislator has a question about legislation that may affect our businesses, then they generally contact Chris. Chris will meet with legislators in their Sacramento offices to explain our positions on the various bills before the legislature. He testifies on our behalf before the legislature. He keeps us advised on the various fund raising efforts by the legislature, and helps us get the biggest "bang for our buck" with our PAC dollars. Without Chris, the legislators would not know how proposed legislation is going to affect our businesses.

The third contractor is Ross Elliott. Ross is our Executive Director. He is our manager and Chief Executive Officer. He works with CAMS and Chris to assure that they get the necessary support to do their jobs. He works with Chris on the various legislative issues. He works with the Board of Directors and various committees to help them do their job better. He works with the various state agencies that impact our businesses. He attends and provides input during regulatory hearings that may affect our businesses. Without Ross, Chris would not be as effective, and vast regulatory bodies would not have our input before decisions are made that impact our businesses.

All three of our contractors do much more for us than is, or can be, stated in this article. Without each of them, our association would fail to be effective. They are your voice in Sacramento.

There are a few large ambulance companies that do for themselves what our association does for us. Additionally, various fire associations weigh in on issues that affect our businesses. As is expected, they advocate what is in their interest. Sometimes our interests are the same, and their support is appreciated. However, many times they are different. Without an effective association their voices will be heard and not yours.

This brings us back to your membership dues. The membership dues are necessary for the association to continue. Without your continued support we could survive but not necessarily be effective. So please renew your membership so that your voice can be heard. *



Executive Director's Report



Ross Elliott | Executive Director

Collaboration with DHCS Results in Member Benefits

CAA membership brings many benefits such as the power and influence of “speaking as one” for California’s ambulance industry. All membership benefits are real, yet some are more tangible than others. One specific new tangible benefit will be realized in the coming months.

The CAA has been working diligently in 2015 collaborating with the California Department of Health Care Services (DHCS) to improve Medi-Cal billing practices for ambulance services. The time and effort is paying off. CAA members are expected to see five changes beginning in May 2016 that will ease Medi-Cal billing and reduce the number of rejected claims.

The CAA’s Payer Issues Committee led by chairperson Donna Hankins of American Ambulance listened to members’ problems and identified specific areas with Medi-Cal that are causing claims to be rejected.

Some Medi-Cal billing codes are inconsistent with Medicare billing codes and inconsistent with codes used by most commercial insurance payers. This is a continual problem. The coding inconsistencies create extra work and special handling by ambulance companies’ billing staff. The problems are more prevalent in situations where a patient has two sources of insurance. Medi-Cal’s unique billing codes create the need for greater staff time and attention. In other words, one of the worst payer sources is the most expensive and time-consuming to bill. CAA’s Payer Issues Committee set actions in motion to fix this.

In collaboration with DHCS, the CAA requested changes in Medi-Cal billing policies. A case for each change, with supporting documentation and rationale, was presented to DHCS. Although the state bureaucracy moves slowly, Director Jennifer Kent does listen and DHCS is taking actions in our favor.

The five specific areas for change include:

- **Mileage Coding** – code changes to be consistent with Medicare/industry standards
- **Ambulance Coding Modifiers** – code changes to be consistent with Medicare/industry standards
- **Extra attendant coding** – changing from a flat fee to an hourly rate
- **Rate Categories for ALS2 and SCT services** – code changes to be consistent with Medicare/industry standards
- **Rates for 12-lead ECG** – seeking rate changes for 12-leads ECGs

DHCS has tentatively indicated that each of these requested policy changes are expected to occur in the coming months, perhaps as soon as May 2016. Once implemented CAA members should enjoy a more streamlined claims process for Medi-Cal billing, fewer claims rejections especially for patients with multiple payers, and in some cases small increases in a couple of rate categories.

Without the CAA and the Payer Issues Committee, these changes would not be forthcoming. *

Legislative Update



Chris Micheli | *Legislative Advocate*

The first year of the 2015-16 Legislative Session concluded in mid-October. There were over 2,350 bills introduced during the 2015 Session, and 941 reached the Governor’s Desk. He signed 808 and vetoed 133, which is a 14% veto rate. In addition, 40% of the introduced bills reached the Governor’s Desk and 35% of the introduced bills were enacted into law. Bills from 2015 can be carried over to the 2016 Session, which commences on January 4. CAA was busy on a number of bills this year, including those listed below:

CAA supported AB 162 (Rodriguez), which was signed into law. This bill requires the Department of Transportation, in consultation with the Department of the California Highway Patrol, to update a 1989 report on wrong-way driving on state highways to account for technological advancements and innovation, to include a review of methods studied or implemented by other jurisdictions and entities to prevent wrong-way drivers from entering state highways, and to provide a preliminary version of the report to specified legislative committees on or before December 1, 2015, and the final report on or before July 1, 2016.

CAA supported AB 366 (Bonta), which is pending in the Senate Appropriations Committee. This bill would require the State Department of Health Care Services, by March 15, 2016, and annually thereafter by February 1, to submit to the Legislature and post on the department’s Internet Web site a Medi-Cal access monitoring report providing an assessment of access to care in Medi-Cal and identifying a basis to evaluate the adequacy

of Medi-Cal reimbursement rates and the existence of other barriers to access to care, as specified.

CAA supported AB 503 (Rodriguez), which was signed into law. This bill authorizes a health facility to release patient-identifiable medical information to a defined EMS provider, a local EMS agency, and CEMSA to the extent specific data elements are requested for quality assessment and improvement purposes. The bill also authorizes CEMSA to develop minimum standards for the implementation of this data collection.

CAA supported AB 1129 (Burke), which was signed into law. This bill requires an emergency medical care provider to, when collecting and submitting data to a local EMS agency, use an electronic health record system that exports data in a format that is compatible with the California Emergency Medical Services Information System (CEMSIS) and the National Emergency Medical Services Information System (NEMSIS) standards, includes those data elements required by the local EMS agency, and uses an electronic health record system that can be integrated with the local EMS agency’s data system, as specified. In addition, the bill prohibits a local EMS agency from mandating that a provider use a specific electronic health record system to collect and share data with the agency. The bill does not modify or affect a contract or agreement executed before January 1, 2016 between a local EMS agency and an emergency medical care provider.

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Legislative Update

Continued from page 3

CAA supported AB 1223 (O'Donnell), which was signed into law. This bill authorizes a local EMS agency to adopt policies and procedures relating to ambulance patient offload time, as defined. The bill requires CEMSA to develop a statewide standard methodology for the calculation and reporting by a local EMS agency of ambulance patient offload time.

CAA supported AB 1506 (Roger Hernandez), which was signed into law. This bill provides an employer with the right to cure a violation of the requirement that an employer provide its employees with the inclusive dates of the pay period and the name and address of the legal entity that is the employer before an employee may bring a civil action under the act.

CAA opposed SB 3 (Leno), which is pending in the Assembly Appropriations Committee. This bill would increase the minimum wage on and after January 1, 2016 to not less than \$11 per hour, and on and after July 1, 2017, to not less than \$13 per hour. The bill would require, commencing January 1, 2019, the annual

automatic adjustment of the minimum wage to maintain employee purchasing power.

CAA supported SB 251 (Roth), which was vetoed by the Governor because it had a small tax credit in this extensive ADA reform measure. This bill would have exempted a defendant from liability for minimum statutory damages with respect to a structure or area inspected by a certified access specialist for a period of 120 days if specified conditions are met.

CAA supported SB 326 (Beall), which was signed into law. This bill extends the dates of the Emergency Medical Air Transportation Act so that the assessment of the penalties will terminate commencing January 1, 2018 (a 2-year extension on the sunset date) and any moneys unexpended and unencumbered in the Emergency Medical Air Transportation Act Fund on June 30, 2019, will transfer to the General Fund.

CAA opposed SB 406 (Jackson), which was vetoed by the Governor. This bill would have expanded California's Family Rights Act by increasing the number of family members to be covered under this protected leave of absence.

CAA supported SB 658 (Hill), which was signed into law. This bill provides an exemption from civil liability for a physician and surgeon or other health care professional that is involved in the selection, placement or installation of an AED. The bill requires a person or entity, other than a health facility, that acquires an AED to, among other things, comply with specified regulations for the placement of the device and ensure that the AED is maintained and tested as specified.

CAA opposed SCA 5 (Hancock), which is pending in the Senate Governance & Finance Committee. This measure would place on the November 2016 a "split roll" property tax system that would regularly assess commercial and industrial property at fair market value. *



CAA Membership is a Business Essential

The business environment, the healthcare sector and the EMS industry are evolving at an ever-increasing pace. At the CAA we are dedicated to providing members with the essential tools, information, resources, and solutions to help your organization grow and prosper. And, the CAA's collective efforts on statewide legislative and regulatory issues are not possible without strong membership support and engagement.

Take your place in California's statewide ambulance leadership

Membership not only saves you money on CAA events and resources, but also keeps you up to date on trends, innovations, and regulatory changes through:

- Leadership on statewide legislative and regulatory issues
- Targeted conferences & educational programs
- Member-only updates and alerts
- Member-only discounts & access to expert resources
- Opportunities to exchange ideas with your colleagues statewide



Join the California Ambulance Association

Go to www.the-caa.org/membership for a membership application.

CAA Implements Policy on the Ambulance Signage and Uniform Law

SB 556 was approved by the legislature in 2014 and added Section 3273 to the California Civil Code. The law establishes specific signage and emblem requirements for non-publicly owned ambulances and uniforms. The law applies to all contracts that become effective on or after January 1, 2015

There are no agencies at the State or county level empowered to enforce this law; non-compliance is determined solely by the courts through a civil lawsuit. The lack of an enforcement agency means there will be no guidelines or instructions issued to achieve compliance; everyone is on their own to interpret the law. As a benefit to our membership, the CAA adopted a standard for compliance with this law. It is envisioned that this CAA policy will help to protect our members by establishing the *industry standard*.

Rules for Ambulance Signage

A private company cannot display the logo of a government entity on its vehicles to imply that services are provided by employees of government service. Ambulances that contain a government logo must disclose, with a specific display, that the ambulance is privately owned. The specific display requires the following elements:

1. The company logo and name of the private ambulance company;
2. The state or the country where the ambulance company is legally incorporated, organized, or formed; and



3. Disclosure must be displayed on the vehicle in the same location as the logo of the public agency, placed prominently as compared with other words, statements, or designs displayed in connection with the logo of the public agency.

The display, above, is an example of a compliant disclosure. The display must be at least same size as the government logo; it may be larger.

Ambulances that do not contain a government logo are already in compliance with the law; no action is required.

Rules for Uniforms/Emblems

It is unlawful for private ambulance company personnel to wear a uniform bearing a logo (i.e., patch) of the public agency, thereby implying that the labor or

services are being provided by employees of the public agency.

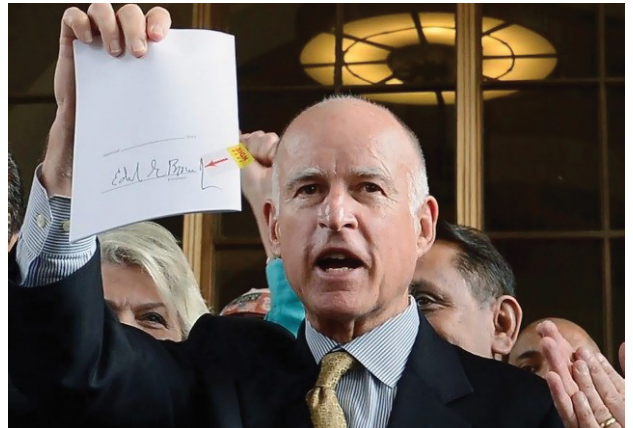
If the uniform does contain a public agency patch/logo then the uniform must conspicuously displays the logo and the name of the private ambulance company (i.e., patch). The private company patch is to be located on the opposing shoulder, pocket, or similar opposing location relative to the location of the public agency logo.

If an identifying mark affixed to a uniform (i.e., patch) is required by state or federal law, and the LEMSA, the private ambulance company shall not construe or imply that the labor or services are being provided by employees of a public agency.

It is unlawful for a public agency to require private company personnel to wear a badge containing a public agency logo. It is unlawful for private ambulance company personnel to wear a badge containing a public agency logo. *

California Governor Rejects Major Labor-Backed Legislation; Signs Other Important Measures

Chris Micheli | CAA Legislative Advocate



In the just-concluded 2015 Legislative Session, California Governor Jerry Brown rejected several priority bills of organized labor. Two of those bills were labeled “Job Killers” by the California Chamber of Commerce. Sixteen Job Killer bills did not get to the Governor’s Desk, while three of them did, but the Governor vetoed two of those three measures. In addition, Governor Brown signed three measures that had support from the business community.

Ban on Arbitration Agreements Rejected (AB 465)

In a major victory against organized labor, the Governor vetoed a bill that would have banned employment arbitration agreements used to address employment disputes. Authored by Assemblyman Roger Hernandez, AB 465 would have deemed arbitration agreements for employment matters that are signed as a condition of employment to be unconscionable, against public policy and, therefore, unenforceable. However, existing contract law already requires all employment arbitration agreements to be freely and mutually executed. Arbitration does not appear to favor employers and many studies show that employment arbitration is more efficient and provides equal success rates for employees. There was significant concern that AB 465 would be pre-empted by federal law and the practical impact of the bill would be to force low-wage workers into overburdened courts.

The following was the Governor’s veto message:

Assembly Bill 465 would outlaw the use of mandatory arbitration agreements as a condition of employment, making California the only state in the country to have this particular prohibition.

I have reviewed in depth the arguments from both sides about the fairness and utility of mandatory arbitration agreements. While most evidence shows that arbitration is quicker and more cost-effective than litigation, there is significant debate about whether arbitration is less fair to employees. The evidence on actual outcomes in arbitration versus litigation is conflicting and unclear, with some studies showing employees receive more in arbitration while other studies show the opposite.

While I am concerned about ensuring fairness in employment disputes, I am not prepared to take the far-reaching step proposed by this bill for a number of reasons.

California courts have addressed the issue of unfairness by insisting that employment arbitration agreements must include numerous protections to be enforceable, including neutrality of the arbitrator, adequate discovery, no limitation on damages or remedies, a written decision that permits some judicial review, and limitations on the costs of arbitration. See, e.g., *Armendariz*

v. Foundation Health Psychcare Services, Inc. 24 Cal4th 83 (2000). If abuses remain, they should be specified and solved by targeted legislation, not a blanket prohibition.

In addition, a blanket ban on mandatory arbitration agreements is far-reaching approach that has been consistently struck down in other states as violating the Federal Arbitration Act (“FAA”). Recent decisions by both the California and United States Supreme Courts have found that state policies which unduly impede arbitration are invalid. Indeed, the U.S. Supreme Court is currently considering two more cases arising out of California courts involving preemption of state arbitration policies under the FAA. Before enacting a law as broad as this, and one that will surely result in years of costly litigation and legal uncertainty, I would prefer to see the outcome of those cases.

For these reasons, I am returning Ab 465 without my signature.

Sincerely, Edmund G. Brown Jr.

Expansion of CFRA Rejected (SB 406)

The Governor vetoed a proposed, significant expansion of the California Family Rights Act. Authored by Senator Hannah-Beth Jackson, SB 406 would have mandated

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Feature Article

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employers to provide up to 24 weeks of protected leave that can be taken each day in as small of increments of one-hour with the threat of litigation and punitive damages for any unintentional misstep. California already has extensive family-related protected leaves of absence. And there are numerous articles and studies that discuss the burden on employers of complying with current CFRA and FMLA requirements. Moreover, CFRA includes a private right of action with the opportunity to obtain compensatory damages, injunctive relief, declaratory relief, punitive damages, and attorney's fees. This private right of action creates costly litigation for employers, even when employers take reasonable steps to address abuse under CFRA.

The following was the Governor's veto message:

I am returning Senate Bill 406 without my signature.

This bill expands the circumstances under which a qualified employee may take up to 12 weeks of unpaid leave under the California Family Rights Act.

I support the author's efforts to ensure that eligible workers can take leave to care for a seriously ill family member. The expansion provided in this bill, however, creates a disparity between California's law and the Federal Medical Leave Act and, in certain circumstances, could require employers to provide employees up to 24 weeks of family leave in a 12 month period. I am open to legislation to allow workers to take leave for additional family members that does not create this anomaly.

Sincerely, Edmund G. Brown, Jr.

Ban on Salary History Rejected (AB 1017)

An effort to prohibit employers from seeking a job applicant's prior salary history was vetoed by the Governor. Authored by Assemblywoman Nora Campos, AB 1017 would have precluded an employer from asking or requesting an applicant to disclose his or her prior salary, compensation or benefits under the proponents' claim that employers will solely base any offer of compensation on the employee's prior salary. Under the bill, an employer could be subject to litigation under the Labor Code Private Attorneys General Act (PAGA) simply for inquiring into an applicant's salary history or prior compensation when there may not be any harm to the applicant/employee.

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Feature Article

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The following was the Governor's veto message:

I am returning Assembly Bill 1017 without my signature.

This bill would prohibit an employer from seeking salary information from an applicant for employment.

I agree with the sponsors that we must endeavor to ensure that all workers are paid fairly and do not receive a lower wage because of their gender or any other immutable characteristic that has no bearing on how they will perform in their job. This year, I signed SB 358 that gives California the strongest equal pay law in the nation. This bill, however, broadly prohibits employers from obtaining relevant information with little evidence that this would assure more equitable wages. Let's give Sb 358 a chance to work before making further changes.

Sincerely, Edmund G. Brown Jr.

Promoting Gender Pay Equity (SB 358)

The business community backed legislation to bring clarity to California's decades-old "fair pay act." Authored by Senator Hannah-Beth Jackson, SB 358 prohibits an employer from paying any of its employees at wage rates less than those paid to employees of the opposite sex for "substantially similar work" when viewed as a composite of skill, effort, and responsibility. Prior language concerning the "same establishment" requirement is now considered as a possible bona fide factor.

Combatting Wage Theft (SB 588)

The business community worked out amendments to a measure to provide the California Labor Commissioner with substantial, additional powers to address the growing problem of wage theft in California. Authored by Senate President pro tempore Kevin de Leon, SB 588 provides extensive new powers to the California Labor Commissioner to enforce judgments against an employer arising from the employer's nonpayment of wages for work performed in California. Essentially, the new law authorizes the Labor Commissioner to use any of the existing remedies available to a judgment creditor and to act as a levying officer when enforcing a judgment pursuant to a writ of execution.

Modest PAGA Reform (AB 1506)

In a major victory, a measure strongly backed by the business community was enacted that will limit certain types of lawsuits involving employee wage statements. Authored by Assemblyman Roger Hernandez, AB 1506 provides that an employer has the right to cure a violation of the requirement that an employer provide its employees with the inclusive dates of the pay period and the name

and address of the legal entity that is the employer on an itemized wage statement before an employee may bring a civil action under California's Private Attorneys General Act. The new law provides that a violation of these requirements shall only be considered cured upon a showing that the employer has provided a fully compliant, itemized wage statement to each aggrieved employee.

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Business Community Enjoys Successful 2015 Legislative Session

Chris Micheli | CAA Legislative Advocate



The just-concluded 2015 Legislative Session ended on a relatively good note for the California business community. While a number of bills sponsored or supported by the business community were not successful getting through the Legislature, several hard-fought bills opposed by California’s employers were vetoed by the Governor. In fact, all but one “Job Killers” opposed by the California Chamber of Commerce were defeated this year. Sixteen such bills did not even get to the Governor’s Desk, while three of them did, but the Governor vetoed two of those three measures.

According to the Governor’s Office, Governor Brown signed 808 bills and vetoed 133 bills, for a total of 941 bills that reached his Desk this year. That is a 14% veto rate. There were just over 2,300 bills introduced this first year of the 2015-16 Session. Roughly 41% of the introduced bills got to the Governor’s Desk.

The following is an overview of key measures of interest to the business community and their outcome this year:

- The proposed increase to the state’s minimum wage was rejected (SB 3), but there will likely be a statewide ballot measure in November 2016 sponsored by labor groups.
- In a major victory against organized labor, the Governor vetoed a bill that would have banned employment arbitration agreements (AB 465).
- Business-backed gender pay equity legislation was signed into law (SB 358).
- Efforts to reform excessive litigation under California’s version of the Americans with Disabilities Act were met with limited success (AB 1251 was enacted). The main bill was vetoed because it contained a tax credit for small businesses (SB 251). The other major reform bills (SB 67, AB 52 and AB 54) all were held in policy committees.
- Minor legal reform bills to promote judicial efficiency on summary judgment motions (SB 470) and expedited jury trials (AB 555) were enacted, but a measure that will create more hurdles in using demurrers passed over business’ objections (SB 383).
- The Governor vetoed a proposed, significant expansion of the California Family Rights Act (SB 406).
- The business community resolved concerns about a measure to provide the California Labor Commissioner with substantial, additional powers to address wage theft (SB 588).
- In early successes, bills to increase employer costs for employees working on “family holidays” (AB 67) and one

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Feature Article

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that would penalize scheduling changes (AB 357) were defeated.

- The only “Job Killer” that got enacted this year could impose a costly employee retention mandate on grocery businesses (AB 359).
- The Governor did sign a business-opposed bill that expands the Labor Commissioner’s powers to enforce local minimum wage laws (AB 970).
- The business community resolved their concerns about a measure on franchise agreements (AB 525).
- Unfortunately, the Governor vetoed all of the bills that would have created or increased tax credits in this state, including those for research and development (AB 437), phantom

income on home short sales (AB 99), and insurance tax credits (SB 377).

- The Governor did sign the first omnibus federal tax conformity bill enacted in the last five years (AB 154).
- Efforts to address over-warning and excessive Prop. 65 lawsuits did not pass out of the policy committee (AB 543) nor did one to limit lawsuits against small businesses under Prop. 65 (AB 1252).
- An effort to prohibit employers from seeking a job applicant’s prior salary history was vetoed by the Governor (AB 1017).
- An important measure that will limit certain types of lawsuits involving

employee wage statements was enacted (AB 1506).

- The targeted tax increase measures were all defeated in the Legislature, including those on tobacco (SB 591) and sodas (AB 1357).
- Legislation to increase taxes on corporations with high CEO salaries did not get heard (SB 684), nor did a measure to create a split roll property tax system (SCA 5), nor a measure to make public certain change of ownership information (AB 567). *

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Conference *Wrap-up*

CAA 67TH Annual Convention a Great Success

Kim Oreno | CAA Administrative Director



Outgoing Chair of the Board, Richard Angotti passes the gavel to incoming Chair of the Board, Eb Muncy.

This year, California Ambulance Association's Annual Convention & Reimbursement Conference was held at the Anaheim Marriott Hotel from September 23rd – 25th. Many thanks to our Convention Sponsors, **Lyn Faunt Le Roy of Der Manouel Insurance Group** and **Frank Kelton of San Luis Ambulance Service**.

The Jim McNeal Raymond Lim Memorial Golf Tournament was held on Wednesday, September 23rd at Strawberry Farms Golf Club. Many thanks to our golf tournament sponsors, **King American Ambulance** and **Schaefer Ambulance**. Lunch and refreshments were sponsored by **Hall Ambulance**. Golf awards were presented that evening at the Welcome Dinner. Garrett Adelman of Emergency Vehicle Group came in first place and Aaron Wike of Sierra Medical Services Alliance won the closest to the pin contest hole. The Welcome Reception was sponsored by **Republic EMS** and the Welcome Dinner was sponsored by **King American Ambulance**.



Golfers gearing up for the tournament.

The Annual Chair's Banquet was highlighted by the recognition of Donna Hankins as recipient of this year's "Chair's Award of Excellence." Donna was recognized for her leadership of the Payer Issues Committee which has helped the CAA and the CAA's members navigate the rough payer issues landscape. The Commercial Member of the Year award was given to Leader Ambulance for their support of the CAA over many years. The



Chair, Richard Angotti presents the First Place Tournament Award to Garrett Adelman.

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Conference *Wrap-up*

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Chair's Reception was sponsored by **Leader Ambulance** and the Chair's Banquet was sponsored by **Bound Tree Medical** and **Grant Mercantile Agency**. The evening came to a close as 2014-2015 Chair, Richard Angotti passed the gavel to incoming Chair, Eb Muncy.

Convention attendees were treated to 2 tracks of outstanding speakers. Those attending the billing track heard a variety of topics including "Billing Audits and Compliance" presented by Dr. Jonathan Nissanoff, "Billing Bootcamp" and "A Billing State of the Union" presented by Donna Hankins, "ICD-10 Awareness" presented by Angela Lehman and a "Medicare Update" presented by representatives of NORidian Healthcare Solutions. Those present for the Executive Track heard sessions such as "Business Issues from the State Capitol" presented by Cal Chamber's Jennifer Barrera, "REMSA's Community Health Programs" presented by Brenda Staffan, "Strategies for Retaining Your Best Employees" presented by Daniela Devitt of the California Employers Association, "Ground Vehicle Standards for the Ambulance Industry" presented by Mark Van Arnam and Ron Thackery, "The Great Divide" presented by Matthew Marchese and "Public Relations - Winning the Public's Hearts and Minds" presented by Janet Smith.

In addition to the outstanding workshops and seminars, the Annual Convention serves as the formal Membership Meeting of the Association at which time Officers and Directors are elected. This year, the membership elected Eb Muncy from Desert Ambulance Service to serve as the Chair of the Board;

Alan McNany from American Legion Post #108 as Vice-Chair of the Board and Edward Guzman from Sierra Ambulance Service, Inc. as Secretary/Treasurer. In addition, Richard Angotti from St. Joseph's Ambulance Service, Alan McNany and Todd Valeri of American Ambulance were re-elected as Directors. James Pierson of Medic Ambulance Service, Inc. was elected as a new Director.

The success of this year's convention is due, in large part, to the vendors and sponsors who participated in the convention this year. Thank you for joining us in Anaheim. We look forward to seeing you at the 2016 Annual Convention & Reimbursement Conference in Lake Tahoe! The 2016 Convention will be held at Harrah's from August 17-19, 2016. *

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Member Profile



Rudy Manfredi remembers his first day as CEO of Medic Ambulance as though it were yesterday. It was June 1, 1979 and Rudy, then 27 years old, had just acquired Burton Ambulance – a company in Vallejo for over 30 years – and changed the name to Medic. He was a young Solano County newcomer, an outsider from Sacramento, when he arrived at the old Nebraska Street station.

His primary goal at the time was to stay in business. If he was lucky, he thought, he'd have a few years, maybe more. His parents, Harry and Giannina, were working with him, as was his sister, Marisa. He

was proud of his new business and he hoped others would embrace it too. “I can honestly tell you that when I got to work that morning, June 1, 1979, at eight o'clock, I never imagined what it was going to become,” Rudy said from inside the company’s conference room at the corporate headquarters on Vallejo’s Couch Street. “At the time, we just wanted to keep the doors open. As the years went on, we built something here and we hoped it would carry on.”

He can rest assured that he accomplished that goal at Medic Ambulance and many others too. The company now provides

medic service throughout Solano County and has a station operating 24 hours a day in every community in the county. Medic Ambulance’s fleet includes 70 ambulances in Solano and Sacramento counties – with about 80 percent of the rigs in Solano – and the personnel list has grown from six employees in 1979 to 220 today. Medic Ambulance averages 130 calls for service a day and has a 99 percent response time, significantly higher than the 90 percent rate in the county’s contract. The company is also one of just 160 accredited ambulance companies in the nation, with over 16,000

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Member Profile

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eligible. Medic Ambulance has been the Exclusive 9-1-1/ALS Franchise operator since 1999.

Rudy's older sister, Helen Manfredi-Pierson, is the chief financial officer. Helen is also past Board Chair of the California Ambulance Association, and served on the Board for 8 years. Her son, Jimmy Pierson, 31, is the vice-president of operations and a newly elected Board of Director for the California Ambulance Association. Helen's 33-year-old twin daughters, Cindy Pierson-McBride and Sandra Pierson-Whaley, are the quality assurance director and communications director, and Rudy's stepdaughter, Kristi Kendall, 38, is the company's finance director. When asked why she joined Medic Ambulance, Helen laughed and said that was the "million-dollar question." When her brother first took over at Medic Ambulance, Helen lived in Oregon, where she had a career as a bank branch manager. She and her husband returned to California in 1988 and she joined the Medic Ambulance team shortly after. "The billing department was going through trials and tribulations at the time and I was at the right place at the right time," she said. "I told them though that it would probably be no more than six months. I had a great career in banking. I had no reason to change my career. But those six months



have turned into 27 years. Time flies when you are having fun."

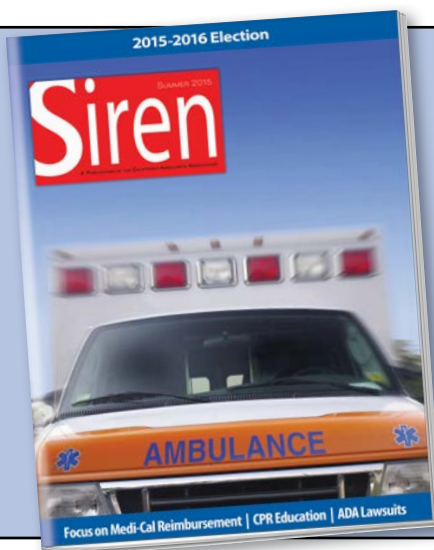
Kristi, Cindy, Sandra and Jimmy grew up in and around Medic Ambulance. When they were young, Jimmy said, they would hang out, 'annoying Mom and Rudy and washing the rigs.' All three girls were working in the billing office at 14 years old, filing the many, many documents that come with ambulance service. "One of my earliest memories is at the Nebraska Street station," Cindy said. "I was probably six or seven years old, sitting in the living room, watching TV and I can remember my Nona cooking pasta for the

crews. We would always hang out there and listen to the call center." One of Jimmy's favorite childhood memories was attending the groundbreaking of the company's first corporate office, adjacent to its current location, in 1993. Prior to the opening, Medic Ambulance had just three small stations, which were in a house in Vallejo, a house in Benicia and a billing office in Fairfield. "I remember that day so vividly because of how proud everyone was – Rudy, my mom, my grandparents, everyone," he said. "It was a really cool day. That new building felt like the Taj Mahal to us, it was so huge. Little did we know that just 10 years later, it would be obsolete. And now we have this office, which opened last April."

All four knew early on they wanted to be a part of the family business. For Jimmy, it was a childhood dream. He dressed up as a medic every Halloween when he was growing up. Many of his mentors and role models worked at Medic. A lot of the fire chiefs and captains in Solano County started there, and Jimmy can remember spending time with them when he was a child. "They were such good people," he said. "As a kid, I'd always run to the street and watch them take off with the lights and sirens. There are always things in life

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The California Ambulance Association is now welcoming non-members to subscribe to the *Siren* magazine. Published quarterly, the *Siren* is a comprehensive source of information on issues that are important to the ambulance industry. Contents include feature articles, association educational and networking events, legislative updates and analysis, member news and much more.



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Member Profile

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that flow easily to you and for me, EMS was one of them.” He was a dispatcher for Medic Ambulance at 17 years old. By 2003, he was an EMT. He became a paramedic in 2006, a supervisor in 2008, an office manager in 2010 and vice-president in 2013. “I’ve been in just about every role,” he said. “Except billing,” exclaimed Kristi, sparking laughter around the table. All three girls were working in the billing department at 14 years old. Cindy, who was away from home for college, came back to Medic in 2006 as a Quality Assurance Assistant and worked her way up from there. Sandra, who continued working in the billing office while in college in Sacramento, became a dispatcher in 2005 and worked her way to supervisor and director of communications.

Kristi, meanwhile, originally planned to be a teacher but later changed her mind. After graduating from college, she went to work in Medic Ambulance’s Sacramento office. Like her cousins, she worked her way up through the ranks and took over as finance director when Marisa retired two years ago and Helen became the CFO.

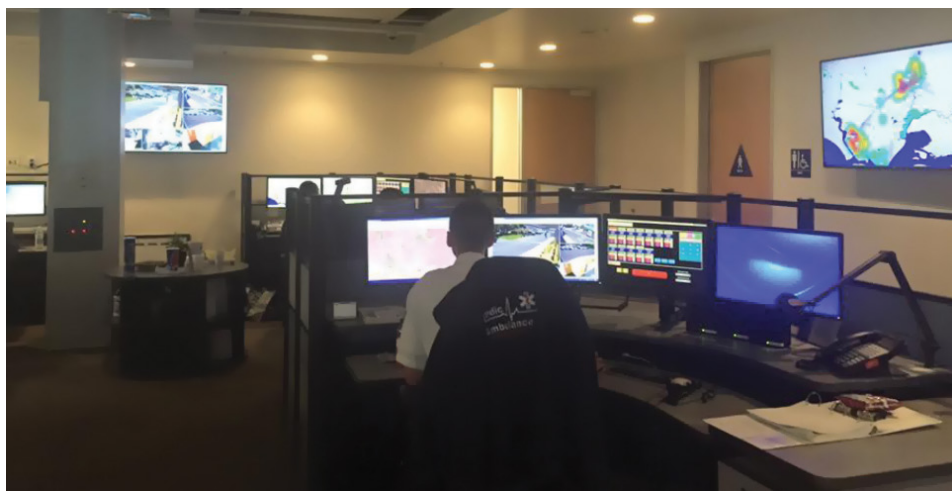
After working together for so long, this second generation has grown up and matured together and it’s become easy to communicate and navigate obstacles or situations thrown their way. “It gives us a great foundation for the future,” Jimmy said. “We know how to properly communicate as a family.” “The day to day operations may have its ups and downs but at the end of the

day, it is a family business and the success of the family and the success of the business go hand in hand,” Kristi added.

One great piece of advice for any family business is to not bring the business home with you. The younger generation admits they struggled with that in the past but are much better now – a sign of both experience and maturing over the years.

“When we have those disagreements, we always leave it on the table and then we go to lunch,” Sandra said. “We’re very Italian that way.”

Over the years, both Rudy and Helen have provided countless words of advice and guidance for their children – and it’s clear they were listening. With the same enthusiasm and commitment as their parents and grandparents, this generation carries on the importance of giving back to their community and industry. Being involved with local and state organizations such as the California Ambulance Association have made lasting impacts on the family and the organization. “The personal and business relationships we have created in this industry we can directly point to our involvement with the California Ambulance Association,” Helen says. “The



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Member Profile

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CAA has helped evolve and become a more dynamic agency.”

Medic Ambulance’s long list of community activities and contributions include membership in multiple chambers of commerce, presenting sponsorship for the Solano Turkey Trot, involvement with the Solano Land Trust and Solano County Coalition for Better Health, a presence at all Solano County football games, and ongoing community health education, such as CPR and First Aid classes. Medic Ambulance is also one of 12 pilot sites in the state conducting a Community Paramedicine program, which provides services to patients after their release from the hospital. “We live and breathe this community,” Jimmy added. “Rudy always told me, from day one, to never promise something that you cannot do. People know that when they call Medic, whether they need an ambulance or someone to teach a class, they know that we will be there.” Additionally, on Medic’s 36th year anniversary, the doors opened to its new \$4.1 million headquarters, located at 506 Couch Street, in Vallejo, CA. The new building features 8,600 square feet in additional administrative space, a new state-of-the-art communications center, emergency operations center, and a three classroom education center. *

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