

Pre-Convention Issue

Siren

A PUBLICATION OF THE CALIFORNIA AMBULANCE ASSOCIATION

*Candidates Statements
for Board Elections*

Stars of Life



36 Paramedics, EMTs and Dispatchers from across California gathered at the State Capitol to be honored as Stars of Life for their lifesaving efforts.



CAA Member News

Manteca's "Every 15 Minutes" Program Reveals the Horrors and Consequences of Drinking and Driving

The images of a multi-vehicle car crash with bodies strewn across the Sierra High School football field in Manteca seemed all too real. And that's just what emergency workers were hoping for. Once again Manteca District Ambulance joined with other first responders to present their city-wide "Every 15 minutes" program which is geared towards showing students and parents alike what the consequences of drinking and driving can be.



Manteca District Ambulance personnel provide medical aid during the mock accident, while the grim reaper at left claims more souls.

The two-day event consisted of a grim reaper visiting senior classrooms to summon the "walking dead" while a Manteca police officer read their death notices to classmates. "Drunk drivers" were ordered to appear in court and a memorial service drew a crowd of over 2,300 students, parents and first responders.

This is just one of hundreds of public education programs CAA members participate in with their service areas each year.

Hall Ambulance Owner Named 2009 Hillel Award Recipient for Service to Community

Harvey L. Hall, founder and president of Hall Ambulance Service and Mayor of the city of Bakersfield had the distinction of being honored with the Temple



Harvey L. Hall proudly displays his Hillel Award with his family (from left): daughter Amy, Lavonne and mother-in-law, Libby Allen.

Beth El's 2009 Hillel Award. The award honors a community leader who exemplifies the teachings of the famous Jewish religious leader, Hillel.

Mayor Hall was honored for his commitment to "Unity in the Community" and dedication to improving the quality of life for Bakersfield's citizens and business community. Several hundred friends and colleagues of Hall's attended the dinner which highlighted his accomplishments both as Mayor and owner of Hall Ambulance which provides 9-1-1 paramedic service to 87% of Kern County, California.



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* SALUTE TO THE * STARS OF EMS *

61ST ANNUAL CONVENTION

July 8-10, 2009

Hilton Los Angeles Universal City

With all the fanfare of a movie-premiere, the CAA marks its triumphant return to southern California for its 61st Annual Convention. With its close proximity to Universal Studios, this year's event makes it the ideal family get-a-way. Of course there will be the regular convention attractions, you have come to expect, such as golf, bunco, and seminars, commencing with the Chairman's Ball.

Join us as we pay special tribute to David and Cathy Nevins for their over twenty years of dedication to the CAA and the private ambulance industry.



Convention Highlights:

- * Gordon Graham, Keynote
- * Cathy Montoya, Palmetto Update
- * Doug Wolfsberg on the California EMS Act
- * Janet Smith on Business Development
- * Vendors display showcasing the latest EMS products





Chairman's Message



The Stars Came Out in Sacramento

by Dana Solomon, Chairman of the Board

The California Ambulance Association was formed in 1948; the Association serves as a voice and clearinghouse for the industry. Its goals are to advocate and assist in the development of private enterprise, prehospital emergency medical treatment, and medical transportation services as a viable, cost-effective alternative to publicly operated services. The Association views prehospital care not only as a public service, but also as an essential part of the total medical care system. It concentrates on the quality of medical care the patient is receiving.



Dana Solomon

We were honored to have Assemblyman Jerry Hill for our lunch speaker and Assemblyman Nathan Fletcher as our Keynote speaker at our Stars Awards Banquet Dinner. Both Assemblymen were excellent speakers and spoke of our industry and the challenges they know we face. Assemblyman Fletcher was very personable, and let's not forget he is a decorated Marine who served our country in Iraq! It was an honor and a privilege to visit with both Assemblymen and hear their perspectives.

State EMSA Medical Director Dr. Steven Tharratt paid tribute to our Stars and personally handed out the Legislative Proclamations to every one of our Stars of Life. Dr. Tharratt has a tremendous amount of Pre Hospital Care experience and congratulated all of our Stars for their commitment and dedication to a very challenging, demanding and even very rewarding service that we provide to our communities. Thank You Dr. Tharratt for the giving of your time and being a vital part of the CAA's Stars of Life program!

I have been a member of the California Ambulance Association for almost thirty years and would like to personally invite all of my old mentors and friends that I haven't seen in many, many years, and of course our entire membership to come to our 61st Annual Convention. We will be honoring David and Cathy Nevins for all of their contributions, dedication and hard work on behalf of your CAA. Please make plans to be there and be a part of the celebration.

Thank you for being engaged in our organization. Without you, we

Continued on page 13

CAA Leadership

Board of Directors

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Dana Solomon

Vice Chair

Bob Barry

Secretary/Treasurer

Leslie Jessop-Watkins

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James H. McNeal, Jr.

Helen Pierson

Fred Sundquist, Jr.

Sgt-at-Arms

Alan McNany

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What an event! The fellowship shared by Members, their Stars, and Families made this year's Stars of Life an event to remember. I'm so proud of the event and all who participated. A big thank you goes out to all of our sponsors - they stepped up big and made this our best event ever. Thirty Six Stars were honored for their contributions to our Industry and individual companies. I have to thank each and every one of our member companies for participating in this wonderful event! I know that our Stars got to see another side of what we do as administrators - they were nervous but excited to meet with our elected Leaders and did a marvelous job of educating their Legislators about what we do to care for those who require our services. Thank You Mark Corum for making sure that the local media was there to highlight several of our Stars! I believe we had three different TV stations present and we started the day off right with three of Medic Ambulance's Stars being interviewed by KCRA'S Adrienne Bangcord for their involvement in a multi casualty hotel fire in Vallejo. They handled themselves as the Professionals they are.

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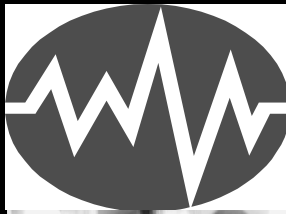
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New Funding Mechanism Being Evaluated



Brenda Staffan

During these uncertain times, CAA members are focusing on delivering the highest quality services to their patients and communities within a tougher financial climate. Your association management team is also focusing on meeting members' priority needs for information and education on critical industry issues. In addition, the association is sharpening our focus on the very important strategic priority for a Medi-Cal rate increase.

In addition to the CAA's legislative goal for a Medi-Cal rate increase, the CAA is also concerned about protecting against another Medi-Cal rate decrease and achieving recognition of ALS level of care. Recently, a new funding mechanism has been proposed which would establish a provider fee paid to the state which is then matched by federal dollars and is returned to ambulance providers through increased Medi-Cal rates. This proposal is based upon a similar program recently established for SNFs. A Medi-Cal Provider Fee Work Group has been formed to research the issue including an analysis of the policy options under consideration, the amount of a possible rate increase and the potential advantages and disadvantages for ambulance providers. Members are encouraged to attend the CAA 61st

Annual Convention where the work group will present an update to members and host a forum for members to have input on the funding options for a Medi-Cal rate increase. Each registered attendee at the convention will receive a FREE CD which contains a template specifically designed for ambulance providers to analyze the individual impact of various proposals. There will also be a legislative update regarding the prospects for a Medi-Cal increase in the face of the state's severe budget crisis.

This is a convention you won't want to miss!! Hot topics include:

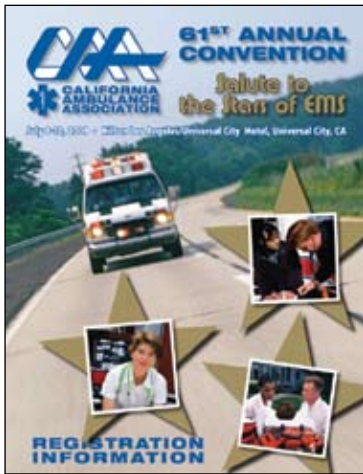
- In depth look at the California EMS Act and its regulation of the marketplace
- Ever-changing compliance issues surrounding public-private partnerships
- Strategies for dealing with organized labor
- Updates from Medicare and Medi-Cal representatives
- Special Events Day with Golf & Bunco Tournament
- "CAA Marketplace"
- Special Recognition of David & Cathy Nevins' many EMS contributions



Annual Convention

61st Annual Convention Returns to Southern California

by Helen Pierson, Director and Education Committee Chair



Are you looking for some excitement? Searching for answers in the EMS industry??? Want to meet the Movers and Shakers of our Association???

Answer: Mark your calendar for the 61st Annual Convention of the California Ambulance Association July 8-10, 2009 at the Hilton Universal

Hotel, Universal City, California.

Entitled, "Salute to the Stars of EMS", this marks the first time in more than a decade that the annual convention has been held in southern California. The education committee has been hard at work developing a convention that will entertain members, and provide them with the latest industry related news. Our close proximity to Universal Studios makes it an ideal event to bring the entire family to.

The fun gets started on July 8th with a Golf Tournament and Bunco Tournament. The Golf Tournament will be held at DeBell Golf Course just 2 miles away from the Hotel. Close and convenient!!!! There will be award opportunities and lunch will be provided.

Ladies won't want to miss our annual Bunco event to be held at the Hotel.....Come join the fun!!! There will be a special prize for the person or persons who has 5 BUNCOS!!!! This is a great way to meet and mingle!!!!

Later in the evening we will be hosting a Get Acquainted Reception with dinner and an awards banquet to follow.

For our conference portion of the convention, we are pleased to present a stellar line-up of industry experts. We are proud and excited to have back by popular demand Mr. Gordon Graham. He will be our keynote speaker on Thursday morning and you will have the opportunity to decide to join him at one of his sessions after the general session.

The next two days are filled with seminars and

workshops to learn and become more knowledgeable about the ever-changing policy and procedures of our EMS industry. Representatives from Medicare, Medi-Cal, legal, risk management and business development areas will give you a chance to learn about the new changes that are happening and assist you in developing your company's strategies.

Our industry vendors will be on hand to give demonstrations and talk to you about ways they can assist you and your company to stay competitive and keep you up to date on new state of the art equipment and insurance coverage's that are required in our business.

A special event at this year's convention will be the Chairman's Banquet where we will be honoring David and Cathy Nevins for their years of support and years of dedication to the California Ambulance Association.

We will be having our annual Recognition Lunch/ State Fund Safety Awards and will distribute the CAAPAC Level of Recognition Pins and have the CAAPAC drawing.

The General Membership Meeting will follow the lunch.

This convention promises to have something for everyone. Consider bringing the family and plan to go to Universal Studios or discover the beauty and excitement that only Southern California can offer with its amusement parks, beaches, world class shopping, sports and of course you could visit a local ambulance company.

We hope to see you there!!!

61st Annual Convention Schedule of Events

July 8-10, 2009
Hilton Universal Hotel,
Universal City, California

WEDNESDAY, JULY 8, 2009
Special Event Day

7:30 am
Leave Hotel Golf Tournament
9:00 am
Shotgun Tee Off
DeBell Golf Course
1500 Walnut Avenue
Burbank, CA 91501
"Hole-in-One" sponsored by
Leader Industries Manufacturing
11:00 am
Bunco Tournament / Brunch

6:00 pm – 6:45 pm
Get Acquainted Reception
7:00 pm – 9:00 pm
Golf/Bunco Awards & Buffet Dinner

THURSDAY, JULY 9, 2009

8:00 am – 4:00 pm
Registration
8:00 am – 3:15 pm
CAA Marketplace

9:00 am – 10:00 am
"Why Things Go Right, Why Things Go Wrong"
Gordon Graham, Graham Research Consultants, Long Beach, CA
This dynamic, humorous and informative presentation provides an organizational risk management look inside any service-oriented business to show what can be done today to avoid and minimize the opportunities for incidents to go wrong. With a focus on the Five Pillars of a Successful Organization, Mr. Graham gives the informed listener ideas that can be initiated in the workplace immediately to improve performance, including a series of rules to prevent incidents from going wrong.

10:00 am – 10:15 am
Break – CAA Marketplace

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Stars of Life

by Mark Corum, Siren Editor and Chris Micheli, Lobbyist

Thirty-six paramedics, EMTs and emergency medical dispatchers from across the state of California were recognized as Stars of Life at the state Capitol on March 18, 2009. Their actions, whether from a single life-saving event or a career-long exemplary performance record demonstrates they have stood out among their peers as the best of the best among California's private ambulance providers.

Their stories demonstrate the courage, discipline and skill needed to remain calm under pressure while delivering basic and advanced life support care in the field. Among those being honored are: Paramedic Max Baldridge who responded to a motor vehicle crash in Napa where he performed an advanced scope of practice skill called a "Needle Decompression" to relieve the pressure within the chest cavity and create an exchange of air—allowing his patient to breathe.

Paramedic Jim Clark and his EMT partner, Tina Fantozzi were dispatched to evacuate an injured firefighter during the Humboldt Fire in Butte County. When the engine company was unable to evacuate the injured firefighter due to fire activity, the EMS crew drove their ambulance down the dozer line, with fire on each side, to rescue the firefighter. By doing so, they were able to prevent unnecessary pain and delay in treatment of a fellow public safety member.

Eight EMS professionals from Vallejo are being commended for their excellence in service during a fire at an elderly- Assisted Living Facility in Vallejo that displaced over 100 residents and sent 36 people to the hospital.

Paramedic Michael Wallace responded to an injured person on a roof in Blythe where he found his patient trapped with a semi-detached arm. The patient was under an air conditioning unit which was attached to a crane that had tipped over. Mike's professionalism and actions in aggressively coordinating his patient's successful evacuation from the rooftop, prompt air ambulance resources and assuring trauma center orthopedic standby services were activated contributed to his patient's arm being saved.

The Stars of Life event got off to a great start when KCRA did a live shot recognizing our Stars of Life during its morning news program. Shortly thereafter, the honorees were presented with their Stars of Life medals and pins. Afterwards, the 36 Stars and two dozen Hosts, participated in over 50 meetings with legislators and staff at the state Capitol. In addition to having our Stars meet their respective Assembly Members and Senators at the State Capitol, we used the opportunity to state our support for AB 1174 (Hernandez), which would increase Medical provider rates for ambulance companies. Our bill passed out of the Assembly Health Committee on Tuesday,

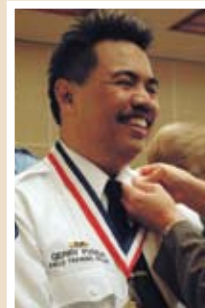


President pro Tem Darrell Steinberg (Sacramento) congratulates Heather Bonetti and Bobbie Miller (Manteca District Ambulance) for their lifesaving efforts.

April 21. Please contact your legislators and let them know of your strong support for this important legislation.

At lunch, we were treated to insightful remarks from

Assemblyman Jerry Hill (D-San Mateo). He is the Chairman of the Assembly Budget Subcommittee # 1 which handles all state spending in the health and human services areas. At dinner, we enjoyed a keynote address from Assemblyman Nathan



Fletcher (R-San Diego). He is the Vice Chair of the Assembly Health Committee, the policy committee which will also consider our sponsored bill, AB 1174. After his address, our Stars were presented with a legislative resolution from State Senator Roy Ashburn (R-Bakersfield), who has been a consistent supporter of CAA and its legislative agenda.





From top left clockwise:

Senator Patricia Wiggins (Vallejo) visits with Max Baldrige (Piner's Napa Ambulance) and Jason Comer, Joseph Viergutz, Alexa Kronschnabel, Erik Hahn, Owen Goodrum, Chris Regalado, Jesse Perla, David Hoytt, and Ben Davis.

Assemblyman Jerry Hill (San Mateo) addressed the Stars during lunch.



Bob Barry (Care Ambulance) introduced fellow Marine and keynote speaker Assemblyman Nathan Fletcher.

Assemblyman Nathan Fletcher (San Diego) expressed his gratitude to our Stars during his keynote address.

Jeremy Lambright, Karl Venrick and Jim McNeal (Schaefer Ambulance) visit with former public safety dispatcher, Assemblymember Norma Torres (Ontario).

Leslie Jessop-Watkins and Mike Wallace (Blythe Ambulance) with Denise Ducheny (San Diego).

Executive Director Brenda Staffan with honorary member Joe Dolphin.

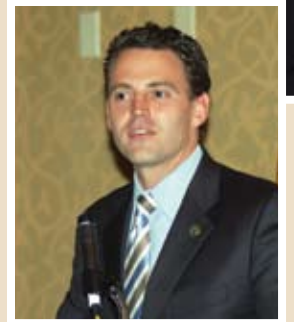
Chairman Dana Solomon presents Owen Goodrum (Medic Ambulance) with his Star of Life award.

Mark Corum (Corum Communications) addresses the Stars about the various news media covering the Stars of Life event.

Jim Clark is interviewed by a KCRA cameraman for his response during the Humbolt Fire in Butte County.

Dave Bockholt, Bill Bockholt, Pedro Contreras, Jarrod Hollinger and Karlene Allen with Assemblymember Ira Ruskin (Los Altos).

Dan Bobier, Dennis Web, Senator Mark Leno (San Francisco) and Brandon Edwards (ProTransport-1)





Elections Report

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NOMINATIONS COMMITTEE REPORT TO THE BOARD OF DIRECTORS

by Edward Guzman, Chair

May 18, 2009

As chair of the Nominations Committee, I am pleased to present the following slate of candidates for consideration by the membership for the elected positions of the Association in 2009/2010. The results of which will be announced on July 10, 2009 at the Annual Meeting of the Membership at the CAA Annual Convention in Universal City, CA

In accordance with the By laws of the CAA, ballots will be mailed to the Active Membership 30 days (June 8, 2009) prior to the commencement of the Annual Convention. Ballots must be returned to the CAA Executive Offices no later than 10 days (July 1, 2009) prior to the Annual Meeting of the Membership. Members eligible to vote may do so by mail only. Any election resulting in a tie will be decided by private ballot voting by the Active Membership in attendance at the Annual Meeting of the Membership (July 10, 2009).

Nominees for the Board of Directors (five positions, two-year terms)

Richard Angotti
St. Joseph's Ambulance Service San Rafael, CA

Bob Barry
Care Ambulance Service Orange, CA

Leslie Jessop-Watkins
Blythe Ambulance Blythe, CA

Helen Pierson
Medic Ambulance Service Sacramento, CA

Fred Sunquist
City Ambulance of Eureka, Inc. Eureka, CA

Nominees for the Ethics & Professionalism Committee: (one position, two-year term)

Byron Parsons
First Responder Emergency Medical Services, Inc. Chico, CA

Nominees for Officer Positions (one-year term for each position)

CHAIR:
Dana Solomon
Manteca District Ambulance Manteca, CA

VICE CHAIR:
*Bob Barry
Care Ambulance Service, Inc. Orange, CA

SECRETARY/TREASURER:
*Leslie Jessop-Watkins
Blythe Ambulance Blythe, CA

** Must be elected to the Board of Directors to be qualified to hold the position of officer of the Board of Directors.*



Pending Membership Applications:

Crestline Coach Ltd.
Roseville, CA
Tim Morrow,
Vice President,
Ambulance Division

Comments, or questions about this applicant should be directed to:

Richard Angotti, Chair
Ethics and Professionalism Committee

richardangotti@hotmail.com



Candidates Statements



Richard Angotti

St. Joseph's Ambulance Service,
San Rafael, CA

Candidate for Director
(Two-Year Term)

I am Richard Angotti, Chairman of the Ethics and Professionalism Committee for the last three years. I am a candidate for the Board Of Directors because I want to continue my involvement and contribute all my expertise to the association. I am a graduate of Daniel Freeman Hospital Paramedic School and Gonzaga University's School Of Business where I am a member of the University's Board of Regents.

I am President and CEO of St. Joseph's Ambulance Service and I serve on many EMS committees. I have a solid core value of fundamental ethics and business practice that will enable me to be a good steward for all member's interest. Thank you.

Bob Barry

Care Ambulance Service, Inc.,
Orange, CA

Candidate for Director
(Two-Year Term)

Candidate for Vice Chair
(One-Year Term)

It has been my pleasure to serve the members of the California Ambulance Association this past year as Vice Chairman of the Board, and Chairman of the Legislative and Agency Relations Committee.

Since the departure of AMR from the association a few years ago, the Association has overcome many challenges and undertaken major changes in both management and advocacy representation. Today I can proudly say that your Association is in an outstanding position financially, and is better represented at the State Capital then ever.

Even while undergoing these major changes, we have been moving forward on achieving our main goal of a Medi-cal rate increase. While money is tight in Sacramento, we have continued to work within the system and have introduced our second bill in as many sessions. We are also very proactive in watching for other legislation that may impact our industry and are working to build our clout here in Sacramento.

I would like to ask for your support to remain as both your Board of Director and Vice-Chairman of the Board. By casting your vote for my candidacy, I shall be able to continue to represent you with the same commitment to all members, large and small, and ensure that you are equally represented and protected. The future of our Association depends upon member

Continued on page 13

Leslie Jessop-Watkins

Blythe Ambulance Service,
Blythe, CA

Candidate for Director
(Two-Year Term)

Candidate for
Secretary/Treasurer
(One-Year Term)

I would first like to extend my thanks to our members for entrusting me for the past two years as your CAA Secretary/Treasurer. It has been a great honor to work with our members, Board, Management Staff and Legislative Advocate toward the CAA's goals and objectives.

As you are aware, we have made some changes within the CAAs structure over the last several months, and it has been truly remarkable to witness the flow and transition that could not have been possible without David and Cathy Nevins' assistance. We will be honoring them at our 61st Annual Convention in July and I hope to see everyone there to celebrate the contributions they have made to our industry!

I have been operating our family business since 1989 and am both an owner and clinician (Paramedic) in a rural area that serves over 7000 square miles in three counties and two states (mutual aid areas included). I am capable of gleaning the aspects of various governances, operating methods, reimbursement strategies and public sector liaison which do or do not work well for ambulance companies. I am known to research issues thoroughly and provide relative comments on issues.

I am seeking a second term on your Board of Directors and am also looking to continue my role as the Association's Secretary/Treasurer.

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Helen Pierson

Medic Ambulance Service,
Sacramento, CA

Candidate for Director
(Two-Year Term)

I have been proud of serving as a member on the Board of Directors and as Chairperson of the Education Committee for the last two years. It has been a wonderful opportunity to meet our members and learn more about the legislative side of our Ambulance Industry.

It is fantastic to see our Association growing and reaching out to all the private ambulance companies that serve this great state. One thing is perfectly clear that I have learned, if we expect to be heard in Sacramento, to get our agenda's passed we need the support of our members. Participation from as many pre-hospital care providers is essential to make our voices heard as ONE association. My goal is to assist the Executive Director, Chair and Vice -Chair in reaching out to as many providers as possible.

As a co-owner of Medic Ambulance since 1988 I have had the exposure to different aspects of the EMS industry and how it affects your company's business. I believe educating our members in the every changing issues of reimbursements are important. I am proud to say I have been an active member in organizing with the Education Committee in formulating informative Annual Conventions.

It would be honor to service our association for 2 more years on the Board of Directors. Your kind consideration to vote for me is greatly appreciated.



Candidates Statements



Dana Solomon

Manteca District Ambulance,
Manteca, CA

Candidate for Chair
(One-Year Term)

Fred Sundquist

City Ambulance of Eureka, Inc.,
Eureka, CA

Candidate for Director
(Two-Year Term)

Byron Parsons

First Responder Emergency
Medical Services, Inc.,
Chico, CA

Candidate for E & P Committee
(Two-Year Term)

Hello Fellow CAA members:

My name is Dana Solomon, I have been in the business of treating and transporting the sick and injured since 1974. Over the past thirty-five years I have worked for Private Companies, Hospital District Ambulance Service, owned my own company, Hospital owned Medical Helicopter service and a Community Based Not for Profit. I will admit that the Twenty Two years I spent as a field Medic gave me great satisfaction. However, I don't think I could handle those long sleepless nights. I do enjoy hearing about those calls where we made the difference and our employees have the ultimate feeling of saving a life. That life we saved will enjoy many more family days.

I have been a CAA member since the early 80's and have seen just about every challenge to our Industry over the past couple of decades. I don't believe that we can ever let our guard down, we must continue to provide high quality pre-hospital care, be active in our communities, give back more than you take out of those communities that we serve.

It has been an honor and a challenge to serve as one of your Board of Directors. I have served as a Director, Secretary- Treasurer, Vice Chairman to my current position Chairman of the Board of Directors. I am happy to say, after a couple of challenging years California Ambulance Association

It has been my pleasure to serve on the Board of Directors for the past six years. Having said that, I feel that it is time for me to step aside and encourage other members to serve on the board but, after some thought and some discussion with my wife, I have decided to seek one more term as a board member for the California Ambulance Association.

In the past six years the association has witnessed many changes. The departure of AMR reduced our membership dues by one half, we contracted with a new advocacy group, and have also contracted with a new leadership team. I am sorry to see David and Cathy leave the association and wish them well in the future.

I believe that over the past six years we have made great strides in the California legislature. Through our increased presence and enhanced image, we are now the face of EMS in our State Capitol. This has helped us greatly in moving forward on achieving our goal of a Medi-Cal increase. And it is because of this goal I ask for your support to continue to serve as a Board of Director.

Thank you for your support.

Greetings fellow members,

I started my career in EMS as an EMT-1A in 1978, the same year I graduated from High School. I worked my way through school and received my AA degree in Paramedicine from Butte College in June of 1981. I have worked my entire adult life in EMS, first as an EMT-1A, then as a Paramedic, and the last 20 years as the CEO of an Ambulance Company. My wife Louwane and I have three daughters, Ellie (18), Emma (16), and Claire (13).

I believe, The California Ambulance Association is now in the best position in its history, to represent the independent ambulance providers of California, and accomplish the changes that the industry will need to progress and excel into the future. I am grateful to the current Board of Directors for all of the hard work, service, and difficult decisions made on behalf of the Association. It will take continued support, dedication and volunteerism of the membership to continue the positive direction the Association has taken. I would be honored to serve the Association on the Ethics and Professionalism Committee.

Thank you for your Consideration.

Continued on page 13



Numerous Legislative Items of Interest for CAA Members

by Chris Micheli, Lobbyist

Since our successful Stars of Life program in March at the State Capitol, we have been busy working on numerous pieces of legislation of interest to California's ambulance industry. As you can imagine, our priority legislation is our sponsored bill, AB 1174 by Assemblyman Dr. Ed Hernandez. That bill enjoyed a unanimous, bi-partisan vote out of the Assembly Health Committee in late April, and the bill is pending on the Assembly Appropriations Committee's "Suspense File," where it will be voted upon in late May. Thereafter, it will need to clear the full Assembly by early June.

As you probably know, AB 1174 would create the Ambulance Payment Reform Act of 2009 to substantially increase the amount of Medi-Cal reimbursements to ambulance providers in our state. In addition, the bill would create a CPI to ensure that those increased rates continue to reflect increases in inflation. Additionally, the bill would create a "prudent layperson" standard to ensure that all emergency transports, even if they turn out not to be a medical emergency, are reimbursed as such, similar to the treatment offered to hospital emergency departments.

As you can see from our strong vote last month, we have been delivering a very strong message to legislators and their staff, as well the Governor's Office and Department of Health Care Services (DHCS). They appreciate that we are unique among underpaid Medi-Cal providers in this state, including our requirement to serve all patients, regardless of their ability to pay, with a specified time period. No other provider faces the same requirements as our industry does.

In addition to our sponsored bill, we have become heavily involved with Assemblyman Hector de la Torre's bill, AB 511, which would create a quality assurance fee for ambulance providers within the Medi-Cal program. Under current law, there is a "QA fee" program for skilled nursing and intermediate care facilities. Like ambulance providers, the hospitals are sponsoring a bill by Assemblyman Jones to create a similar "QA fee" program for hospitals serving Medi-Cal patients.

This effort is very labor intensive and CAA has created a work group to negotiate the parameters of such a program, including the actual statutory language and the required economic modeling. Assuming we are able to pass this legislation later this session, the program will have to be approved by the federal CMS. As Assembly Health Committee Chairman Dave Jones stated to us publicly, a provider fee is the other way at this point for us to obtain any Medi-Cal rate increases.

In addition, we are working with a number of Medi-Cal providers on Assemblyman Jim Beall's AB 613, which attempts to tackle the problems associated with treatment authorization requests (TARs). As you know, TARs are used as a method of utilization control under the Medi-Cal program, which is basically approval by the DHCS in advance of the rendering of services based upon medical necessity. The Assemblyman hopes to streamline the TAR process in several ways, including performing a cost-benefit analysis for each TAR and actually reducing the numbers of TARs required.



We have also been closely monitoring AB 538 by Assemblyman Juan Arambula. His bill attempts to combat instances of 911 emergency call abuses by allowing an entity that provides emergency services to report a violation to the public safety entity that received the 911 call so that the entity receiving the call can issue applicable warnings and citations for those who abuse the system.

We have been supporting a bill that Assemblyman Jerry Hill is carrying (AB 1272) that he spoke with CAA about at our March convention in Sacramento. Essentially, AB 1272 attempts to preclude a county from prohibiting a trauma care center from installing a helicopter landing pad at or near its facility for the purpose of receiving emergency trauma care patients.

Finally, we have been actively supporting SB 159 by Senator Joe Simitian which would repeal the sunset date of his "move over" law. The current January 1, 2010 sunset date is on his prior law which requires a person driving a vehicle on a freeway that approaches a stationary emergency vehicle displaying emergency lights to move over and pass with due caution.



Annual Convention *Schedule*

10:15 am – 11:45 am
“Why Things Go Right, Why Things Go Wrong – Part II”
 Gordon Graham, Graham Research Consultants, Long Beach, CA
 The second part of this presentation provides an in depth view of operational risk management techniques that can be implemented immediately by ambulance service providers.

10:15 am – 11:45 am
“Palmetto: Year in Review”
 Kathy Montoya, Palmetto, GBA
 Kathy Montoya, representing the Medicare Part B Carrier for California, Palmetto GBA, will provide an industry-specific overview for ambulance companies billing Medicare including enrollment, electronic billing requirements, local ambulance coverage policies and procedures, coding and other requirements unique to ambulance services.

11:45 am – 1:15 pm - Lunch
Medi-Cal Rate Increase Funding Options State Fund Safety Awards
 The CAA has sponsored legislation that would significantly increase Medi-Cal rates. However, the long-term fiscal and political realities caused by the state budget crisis pose a very large hurdle. In addition to the CAA's legislative goal for a Medi-Cal rate increase, the CAA is also concerned about protecting against another Medi-Cal rate decrease and achieving recognition of ALS level of care. A new funding mechanism has been proposed which would establish a provider fee paid to the state which is then matched by federal dollars and is returned to ambulance providers through increased Medi-Cal rates. This proposal is based upon a similar program recently established for SNFs. Members of the CAA's Medi-Cal Provider Fee Work Group will present an update on their research on the issue including an overview of policies under consideration, the amount of a possible rate increase and potential advantages and disadvantages for ambulance providers. The work group will also present a template (each attendee will receive the template FREE on a CD) for ambulance providers to analyze the individual impact of various proposals.

A new funding mechanism has been proposed which would establish a provider fee paid to the state which is then matched by federal dollars and is returned to ambulance providers through increased Medi-Cal rates.

1:30 pm – 3:00 pm
“Strategies for Dealing with Organized Labor”
 Art Tharpe, Regional Director, California Employers Association, Sacramento, CA
 This session will discuss strategies for dealing with organized labor in your organization, including strategies for avoiding interest in unionization, what you can and cannot do if a union targets your organization, how to avoid an unfair labor practice, and an update on upcoming federal legislation including the Employee Free Choice Act and the COBRA provisions of the federal stimulus package.

1:30 pm – 3:00 pm
“Medi-Cal: eTARs and Other Claims Issues”
 Cindy Garrett, EDS, Rancho Cordova, CA
 Representatives from EDS, the fiscal intermediary for fee-for-service Medi-Cal, will provide an update on the latest ambulance billing requirements including eTARs and other claims topics.

3:00 pm – 3:15 pm
 Break – CAA Marketplace

3:15 pm – 4:30 pm
“Ambulance Reimbursement Panel”
 Several ambulance reimbursement specialists including representatives from Medicare (invited) and Medi-Cal (invited) will answer questions and share best practices in billing operations management. This session is specifically designed for owners and middle-managers, as well as, billing office personnel.

3:15 pm – 4:30 pm
“Progressive Discipline”
 Gordon Graham, Graham Research Consultants, Long Beach, CA
 This session is designed to benefit all levels of managers within your organization. Failure to adequately discipline can cause a host of problems, both internal and external. This session identifies the problems with discipline within an organization and why supervisors, management and HR must work together to have an effective program of discipline. Attendees will receive Graham's Rules for Application of Effective Discipline (GRAED).

6:00 pm – 7:00 pm
Chair's Reception

7:00 pm – 11:00 pm
Annual Banquet and Ball Awards Presentations Black Tie Optional

FRIDAY, JULY 10, 2009

8:00 am – 4:00 pm
Registration

9:00 am – 10:30 am
“Public-Private Partnerships in EMS: The Legal Cutting Edge”
 Doug Wolfberg, Page, Wolfberg & Wirth, Mechanicsburg, PA
 Many communities are served by public-private EMS partnerships. These partnerships often have varying degrees of formality. Sometimes the arrangements are formal, with competitive procurements, performance standards, and subsidies. Other times, they are less formal, and include simple contracts, shared resources, joint responses or other types of arrangements. Regardless of which end of the spectrum your arrangements may fall, this session will bring you up-to-date on the ever changing compliance issues that surround all types of public-private partnerships, whether they involve waiving co-payments, paying dispatch or first response fees, subsidies, “high bid” contracts, or others. This session will review all of the relevant OIG advisory opinions and other compliance issues you need to know.

9:00 am – 10:30 am
“Stick to the Knitting: Maximizing Core Capabilities for New Revenue Streams”
 Janet Smith, On Assignment, San Diego, CA
 California's ambulance companies are uniquely qualified to offer products and services that leverage companies' investments in sophisticated dispatch technologies, data gathering and reporting expertise, clinical innovation and applied mobile medicine therapies, injury and illness prevention and EMS/healthcare education. In this conference workshop, EMS new business development/ambulance marketing specialists Janet Smith and Chip Magdelinkas use industry case studies, recent contracting trends and creative on-screen brainstorming



sessions with some of the industry's most profitable and innovative ambulance business owners to explore the new revenue opportunities in RFP response, preferential and exclusive contracting, expanded scope services, contracted call center operations, data gathering and reporting products and EMS education/continuing education services.

10:30 am – 10:45 am
Break

10:45 am – 12:15 pm
“The California EMS Act: Grandfathering, EOAs, Market Rights and More”
Doug Wolfberg, Page, Wolfberg & Wirth, Mechanicsburg, PA

The California EMS Act is a unique law that regulates the EMS industry in a way unlike most of the rest of the United States. Public agencies can be vested with so-called “201” rights, private companies can have “grandfathered” exclusive operating areas (EOAs), or local EMS agencies can select exclusive providers through a competitive bid process. But the application of these rules has led to some controversy and litigation, and a number of important cases regarding the rights of LEMSAs, cities, private companies and other parties. This session will look at the California EMS Act and its regulation of the EMS marketplace.

12:30 pm – 1:45 pm
Recognition Lunch
Legislative Update: Legislative Prospects for a Medi-Cal Rate Increase & Other Bills Affecting Ambulance Providers
CAAPAC Drawing/Level of Giving Recognition

Chris Micheli, CAA Legislative Advocate
Chris Micheli, CAA Legislative Advocate, will provide an update on prospects of AB 1174 which would provide the structure for a Medi-Cal rate increase and on AB 511 which would provide the funding mechanism for a Medi-Cal rate increase as well as efforts to protect against another Medi-Cal rate decrease. In addition, he will provide an overview of other legislation that impacts ambulance services including bills to: streamline the TAR processes; increase the emergency telephone users surcharge; extend the rules governing

motorists passing emergency vehicles; and change the EMS funds program among others.

2:00 pm – 3:15 pm
General Membership Meeting
Board of Directors Meeting/Election Results
Membership Forum: Medi-Cal Rate Increase Funding Options

All conference attendees are encouraged to attend this membership forum addressing the critical issue of Medi-Cal Rate Increase Funding Options. Based upon updates provided to convention attendees regarding Medi-Cal rate increase policy options and political realities, participants will consider the advantages and disadvantages of various proposals and provide feedback regarding the best policies to achieve desired outcomes for ambulance providers.

The California EMS Act is a unique law that regulates the EMS industry in a way unlike most of the rest of the United States.

Candidates Statements

Continued from pages 9 & 10

Bob Barry

Continued from page 9

companies working together for the betterment of the industry. I believe you have a Board of Director's that does just that.

Thank you for your support.

**Note: Must be elected to the Board of Directors to qualify to hold the office of Vice Chair.*

Leslie Jessop-Watkins

Continued from pages 9

We have begun the process of upgrading our member services and making the CAA very visible and known in Sacramento. I would like the opportunity to continue serving our industry in this capacity. It is important that our state association continue its endeavor to serve members large and small and insure that the future of all facets of emergency pre-hospital care throughout the state of California remain viable. I can provide insight from a rural standpoint as both an owner and care giver, and it would be an honor to serve our association in this capacity for a second term.

Thank you.

**Note: Must be elected to the Board of Directors to qualify to hold the office of Secretary/Treasurer.*

Dana Solomon

Continued from pages 10

should have a balanced budget! A legislative program that I believe is second to none and our second Bill AB- 1174 (Hernandez) Medi-Cal: Ambulance Payment Reform Act of 2009. We need everyone to participate at some level!

I would be honored to serve another term as your Chairman of the Board of Directors.

Chairman's Message

Continued from page 3

are nothing. Please stay involved. Thank you to those quality companies that have been members and have participated in our association over the years. To those who have never been a part of our wonderful organization - please think about joining into the fold - we can always use your best practice smarts and the camaraderie it brings.

CAA 61st Annual Meeting, July 8-10, 2009 – REGISTRATION FORM

Company/Employer _____

Address: _____ City, State, Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

FULL REGISTRATION

Full registration features admission to all events on Thursday, July 9th & Friday, July 10th including seminars, all refreshments, lunches, CAA Marketplace, Chair's Reception and Chair's Banquet & Ball. *Full registration does not include Special Events on Wednesday, July 8th (Golf, Bunco or Golf/Bunco Awards Dinner).*

CAA Members

Prior to June 18, 2009:
Qty. _____ @ \$425 each = \$ _____ Total **A-1**

After June 18, 2009:
Qty. _____ @ \$475 each = \$ _____ Total **A-3**

Non-Members

Prior to June 18, 2009:
Qty. _____ @ \$600 each = \$ _____ Total **A-1**

After June 18, 2009:
Qty. _____ @ \$650 each = \$ _____ Total **A-3**

MEALS REGISTRATION

All meals are included in full registration, however, tickets can also be purchased on an individual basis:

CAA Members

Opening Lunch (7/9/09):
Qty. _____ @ \$40 each = \$ _____ Total **M-1**

Chair's Banquet (7/9/09):
Qty. _____ @ \$80 each = \$ _____ Total **M-2**

Recognition Lunch (7/10/09):
Qty. _____ @ \$40 each = \$ _____ Total **M-3**

Non-Members

Opening Lunch (7/9/09):
Qty. _____ @ \$55 each = \$ _____ Total **M-1**

Chair's Banquet (7/9/09):
Qty. _____ @ \$110 each = \$ _____ Total **M-2**

Recognition Lunch (7/10/09):
Qty. _____ @ \$55 each = \$ _____ Total **M-3**

SPECIAL EVENT REGISTRATION (separate fee required)

Golf registration includes: green fees, lunch, 1/2 cart, refreshments, tee prize, Reception and Golf/Bunco Awards Dinner. *Golf fees are non-refundable if cancelled after June 17, 2009. No refunds will be made for "no shows."*

CAA Members

Raymond Lim Memorial Golf Tournament (7/8/09):
Qty. _____ @ \$160 each = \$ _____ Total **S-1**

Brunch & Bunco (7/8/09):
Qty. _____ @ \$35 each = \$ _____ Total **S-2**

Golf / Bunco Awards Dinner (7/8/09):
Qty. _____ @ \$50 each = \$ _____ Total **S-3**

Non-Members

Raymond Lim Memorial Golf Tournament (7/8/09):
Qty. _____ @ \$224 each = \$ _____ Total **S-1**

Brunch & Bunco (7/8/09):
Qty. _____ @ \$50 each = \$ _____ Total **S-2**

Golf / Bunco Awards Dinner (7/8/09):
Qty. _____ @ \$70 each = \$ _____ Total **S-3**

TOTAL REGISTRATION FEES = \$ _____

Please print or type all attendee names (even if they're only attending social functions) as they should appear on each name badge. Indicate the type of registration for each person (A-1, A-2, etc.) and the social activities each person will attend (S-1, S-2, etc.):

Attendee Name **E-mail** **Type (A-1, S-1, etc)**

METHOD OF PAYMENT

Check Payable to California Ambulance Association

MasterCard Visa American Express

Card # _____ CID # _____

Signature _____ Date _____

(Please attach separate sheet if needed)

Send completed form to: CAA
2520 Venture Oaks Way, Suite 150 • Sacramento, CA 95833
(877) 276-1410 • Fax: (916) 924-7323 • info@the-caa.org



How's Your New "Sprinter"?

by Stewart Slipiec, Chair, Safety Committee

Many ambulance providers have made the switch from the traditional Ford Van to the Dodge "Sprinter" ambulance. While the economics of operating a Sprinter have been the primary reason for making this change, i.e., 18 MPG (Sprinter) versus 10 MPG (Ford Van) there is also a little discussed safety benefit – the six point restraint system for the paramedic in the rear ambulance compartment. This is now standard equipment on the Sprinter.

Studies have been conducted over the last several years to identify opportunities to enhance safety practices yet real change in equipment, vehicle modifications and care practices has been dismally slow. Serious risks factors identified are unrestrained occupants, less than optimal seating configurations and placement, being struck by unsecured medical equipment or worse striking another person and hostile interior surfaces in the ambulance interior.

There is a myth in our industry, which contrasts with the data, that an ambulance vehicle is safe. USA Federal transportation databases record approximately 5,000 ambulance crashes annually, of which 10-15% are categorized as major crashes. Yet, many of us will not use the seatbelt or safety harness in the patient care compartment. "I feel too constrained while attending to patient care", is a common complaint.

I was recently asked by a 17 year old "When do you know you are old"? I think someone is old when they resist change just because it's a change.

Let's give the six point restraint a chance.



Take home message:

1. Drive cautiously.
2. Wear your seat belt and restrain all occupants
3. Secure all equipment.

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