

2010 Ambulance Reimbursement Conference Registration

Please photocopy if additional forms are needed.

YOU MUST PRE-REGISTER.

Prior to April 16, 2010, mail your registration and payment to: Ambulance Association of Pennsylvania, 720 Montour Road, Loysville, PA 17047

Do not mail registrations after April 16, 2010

Fax Registrations to: (717) 789-9091

Registration fee includes all lectures, handouts, refreshments, lunch on Thursday, and the vendor reception.

Please Print Clearly

Organization: _____

Mailing Address: _____

City, State, & Zip: _____

Phone: _____

Fax: _____

Email: _____

Attendee Names and Titles: _____

Questions for speakers (all questions will be submitted anonymously). Please attach a separate sheet if necessary:

Registration Fees:

Member Rate: _____ (# attending) x \$275.00 per person = _____

Special Discount (Members Only):

For two or more registrations from the same organization

_____ (# attending) x \$225.00 per person = _____

Non-Member Rate: _____ (# attending) x \$375.00 per person = _____

Total Due: _____

Method of Payment:

Check enclosed (Payable to the Ambulance Association of Pennsylvania)
Check # _____

Credit Card Payment: Visa Master Card American Express

Card Number: _____ Exp. Date: _____

Validation code (from the back of the card): _____

Billing Address of Credit Card: _____

Signature: _____ Date: _____

Overnight Accommodations

Accommodations can be made at the Holiday Inn Harrisburg Hershey by calling (717) 469-0661 and let them know you are part of the AAP group. The group rate is \$105.00 single or double per night.

Please make your overnight reservation by April 10, 2010.

There are many activities to enjoy in the Harrisburg/Hershey area. The Holiday Inn is located off of interstate 81 and there are many local attractions within a 20 mile radius. Go to www.stayholiday.com and click on Area Attractions for a listing of things to see and do while in the area.

Registration/Payment and Cancellation Procedure(s):

YOU MUST PRE-REGISTER.

- Please register by mail or fax. Do not mail registrations after April 16, 2010. Faxed registrations will be accepted until April 30th.
- Payment must be received with your registration. For your convenience we accept Visa, Master Card, and American Express credit cards for payments.
- Please make check payable to the Ambulance Association of Pennsylvania.
- Cancellations made prior to April 16, 2010 will be subject to a \$25.00 administrative fee. No refunds will be made for cancellations after April 16th.

Conference attire is business casual for all events.



Questions???

Call (717) 789-9090 or (888) 262-9121 or email Heather Sharar at executivedirector@aa-pa.org

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720 Montour Road
Loysville, PA 17047

- Medicare and Health Care Reform Update
- Direct Pay Litigation Update
- EMS Rules and Regs Townhall Meeting
- Medicare Billing Workshop
- And much more

The Ambulance Association of Pennsylvania (AAP) Presents

Pennsylvania's 2010 Ambulance Reimbursement Conference

May 5 – May 7, 2010



Holiday Inn
Harrisburg-Hershey,
604 Station Road,
Grantville, PA 17028

You Cannot Afford to Miss This Vital Information

This Program is offered to both members and non-members.



Faculty

Maggie Adams, MBA - Margaret M. (“Maggie”) Adams, MBA, is the Executive Director of the National Academy of Ambulance Coding. Maggie brings over 20 years of EMS industry experience to her new role as Executive Director, enhanced by her personal experience as the owner of two successful businesses. In her most recent role as Senior Reimbursement Consultant with Page, Wolfberg & Wirth, Maggie brings to her new position considerable experience in assisting ambulance services and EMS organizations across the country in maintaining compliance and organizing and obtaining maximum efficiency from their billing operations. Additionally, Maggie has extensive experience in managed care payment, contracting and appeals issues. Prior to joining PWW, Maggie was the founder and president of EMS Financial Services, Inc., a company dedicated to resolving billing and collections problems for medical transportation providers. Her firm successfully collected thousands of ambulance bills for volunteer, hospital-based, for-profit, and non-profit ambulance services. Maggie later expanded her business to offer consulting services for ambulance providers on accounts receivable management and reimbursement issues. Maggie

currently serves on the Reimbursement Committee for the Ambulance Association of Pennsylvania, and has written numerous articles on reimbursement issues for the ambulance industry. She is an engaging and popular speaker at EMS conferences such as EMS Today, conferences of The American Ambulance Association, Ambulance Association of Pennsylvania and other state and national organizations on subjects such as maintaining billing compliance, accounts receivable management, insurance and managed care issues, improving collections and cash flow, and coping with collections problems. Maggie serves on the Editorial Board of Advisors of “Best Practices in Emergency Services”. Maggie is a member of Sigma Kappa Phi, the Wharton School Honors Society and is a Cum Laude graduate of the Wharton School of Economics & Finance of the University of Pennsylvania with a BBA in Management. Devoted to community service, Maggie has served on the board of directors of several nonprofit organizations. In addition, Maggie has spent several years actively involved in the Boys Club of her community.

Knox T. Walk, BS, EMT-P - In January of 2006, Knox became the first Manger of the Division of Emergency Medical Services within the Department of Emergency Services for Allegheny County. In that

capacity he is directly involved with 70 licensed EMS Agencies, 130 municipalities and 214 fire departments within the county. Additionally, Knox works directly with the Allegheny County 9-1-1 Center and the other divisions of Emergency Services. As part of his position with Allegheny County, Knox serves as the Chief Administrative Officer/Secretary for the Allegheny County EMS Council. Knox also holds the position of Commander, for Disaster Medical Assistance Team (DMAT) PA-1 which is part of the US Department of Health and Human Services, National Disaster Medical System and Adjunct Instructor for Texas A&M University and the Community College of Allegheny County. In addition to his day-to-day responsibilities, Knox has been active with the PA Region 13 Task Force since its inception. Knox has previously served as the chairperson of the PA Region 13 WMD Working Group Medical and Health Committee, the Technology Integration Group and Co-Chair or the Metropolitan Medical Response System Planning effort. Prior to starting his career with Allegheny County, Knox spent more than 18 years in various positions with the Community College of Allegheny County (CCAC). Most recently, Knox was responsible for the expansion of public safety educational programs throughout Western PA. While at CCAC, Knox severed in various administrative positions, including the Director of

the Community College of Allegheny County Public Safety Institute and EMS Coordinator for Allegheny County.

David M. Werfel, Esq. - David M. Werfel, Esq. is the Medicare Consultant to the American Ambulance Association, several state ambulance associations and dozens of individual ambulance companies. His law firm is now called Werfel & Werfel, PLLC. His partner is Brian Werfel. He is the author of the AAA’s Medicare Reference Manual for Ambulance. He has also authored hundreds of articles concerning Medicare reimbursement and related issues. He is a frequent lecturer concerning ambulance coverage and reimbursement. He has been acknowledged in many forums as the leading expert on Medicare reimbursement for ambulance services. He has also been recognized by the AAA as the recipient of their Decade of Achievements Award (for the first decade of the AAA) and, in 1997, of the President’s Award. Prior to representing the ambulance industry, he was a prosecutor in New York City; Director of Program Security for Blue Cross Blue Shield of Greater New York; a Vice President for RSI, a security consulting firm; and a computer programmer/systems representative for Burroughs Corporation.

Program Schedule

Wednesday, May 5th

10:00 am – 1:00 pm **Registration**

1:00 – 1:15 pm **Welcome/Opening Remarks**
Dean Bollendorf, President
Kimberly Shank,
Reimbursement Committee Chair

1:15 – 2:30 pm **Medicare and Health Care Reform Update**
David M. Werfel, Esq., Werfel & Werfel, PLLC

Mr. Werfel will provide an update on “what’s happening” on health care reform at the national level. In addition, he will provide information on the RAC audit process, what to expect and how to deal with it and current audit issues, how to prepare, how crews need to document the dispatch situation and how it plays into the audit process, when the audit teams down code due to the lack of or misinterpretation of the documentation —how should the organization handle the down coding and what is needed from the dispatch center.

2:30 – 3:00 pm **Break** (vendor area)

3:00 – 4:30 pm **Medicare and Health Care Reform Update** Continued

5:00 – 6:30 pm **EMS Rules and Regulations Townhall Meeting**
Douglas Kupas, MD,
Commonwealth EMS Medical Director
Kenneth Brody, Esq.
Commonwealth EMS Attorney

Passage of Senate Bill 240, now Act 37 of 2009, brings many changes to EMS in Pennsylvania. With the drafting of the rules and regulations well underway, Dr. Kupas and Ken Brody will provide an update on the draft rules and regs and allow attendees to provide feedback.

6:30 pm **Reception in the vendor area**
Come and meet our vendors who support you and your industry.

Thursday, May 6th

8:00 am **Registration and Breakfast** (provided)

9:00 – 10:15 am **Litigation Update**
Charles Kelly, Esq., Kelly Hayden, LLC

The Ambulance Association of Pennsylvania filed a complaint in Federal Court against several insurers for violations of Act 68 and RICO statutes. Attorney Charles Kelly will provide information on the filing and what may happen next.

10:15 – 10:30 am **Break** (Vendor area)

10:30 am – 12:30 pm **What’s New with the AAP and Foundation**
Dean Bollendorf, President, and Ed Heltman, Vice President, will provide an update on the many projects the AAP has in the works.

Don DeReamus and Chuck Cressley, Legislative Committee Co-Chairs, will provide information on the legislative and regulatory issues affecting you.

Kimberly Shank, Reimbursement Committee Chair, will be on hand for a Q&A session to answer your burning reimbursement questions.

Barry Albertson,
Chair of the PA EMS Provider Foundation,

12:30 – 1:30 pm **Lunch** (provided) with no speakers based on the request of attendees. Please visit the vendors

1:30 – 2:45 pm **Highmark Medicare Services**
Heidi Fisher, CPC, EMS, Education Specialist,
Outreach and Education

Annual update from Highmark Medicare Services.

2:45 – 3:15 pm **Break** (Vendor Area)

3:15 – 4:30 pm **“911 or the Equivalent”—How Your Dispatch & Documentation Effects Your Reimbursement**
Knox T. Walk, BS, EMT-P, EMS Manager,
Allegheny County Department of Emergency Services; Chief Administrative Officer, Allegheny County EMS Council

With the recent onset of audits and the auditors looking at documentation for justification of emergencies based on dispatch, billing staff need an understanding of how the basic EMD process works with the dispatch centers, how the EMD cards are used, and how determinations are made.

Mr. Walk will provide an overview of the 911 center process and its affect on your billing.

Based on the request of attendees this evening is free to enjoy the local attractions.

The Hollywood Casino is located ¼ of a mile from the hotel, which offers free shuttle service. Enjoy an evening at the race track and casino or any of the local attractions.

Friday, May 7th

7:30 am **Registration and Continental Breakfast** (provided)

8:00 am – 12:00 pm **Medicare Billing Workshop**
Maggie Adams, MBA, Executive Director,
National Academy Ambulance Coding

In ambulance billing, it all starts when the phone rings and ends with the payor or patient. From dispatch and call intake to documentation and billing, this fast-paced session will provide an overview of the critical compliance issues of ambulance reimbursement to help providers learn more about the legitimate reimbursement to which they are entitled. We will review the levels of emergency and non-emergency service, medical necessity, forms requirements (PCS, signature forms and ABN), Part A facility billing and how to handle covered versus non-covered services.

This session is approved for 3.5 NAAC CEUs.