

# ARKANSAS EMSS 2012 EXPO

ARKANSAS AMBULANCE ASSOCIATION

A Professional Provider Education Conference

[www.aaaintouch.com](http://www.aaaintouch.com)



Reimbursement Management Trauma

EXPANDED 3-DAY SCHEDULE

April 24-26

Special Offering ...



HANDS-ON CADAVER & HIGH FIDELITY SKILLS LABS

Get a careers worth of experience in a single day!

Upclose Anatomy & Physiology, Advanced Critical Care Skills Including Airway Management, Vascular Access, IO's, Chest Tubes, Needle Decompressions, Plus Much More!

Who Should Attend?

- Trauma care professionals—EMS, nurses, physicians, specialists, rehab
- Ambulance service directors and administrators
- Billing center staff
- Finance and collections managers
- EMS Supervisors & Operations Directors
- Compliance Officers
- QA, HR, and others who manage key business functions

*Bringing Together The Pieces That Make Our System Work For Life!*





**Doug Wolfberg** Founding Partner

Page, Wolfberg & Worth, LLC

Doug Wolfberg is an attorney and founding partner of Page, Wolfberg & Wirth. PWW represents private, public and non-profit EMS organizations, as well as billing companies, software manufacturers and others that serve the nation's ambulance industry.

Doug has been involved in EMS for more than 30 years, becoming an EMT at age 16 — and his entire professional life since then has been dedicated to EMS. He was also an EMS instructor, and served as an EMS administrator at the county, regional, statewide and Federal levels, including the United States Department of Health and Human Services. His engaging and humorous presentation style has been featured at EMS conferences nationwide.

Doug's work as an ambulance industry attorney and consultant focuses primarily on reimbursement, compliance, coding, business counseling and transactions, contracts and other areas of the firm's practice. Doug is a Certified Ambulance Coder (CAC) and a founder of the National Academy of Ambulance Coding (NAAC). He is admitted to practice before the United States Supreme Court as well as numerous other Federal and state courts.

A prolific EMS writer, Doug has authored hundreds of articles and columns, and he is an author, co-author or contributor for many of the industry's leading textbooks. He serves as a member of the *Journal of Emergency Medical Services* Editorial Board. Doug also served as a Commissioner of the Commission on Accreditation of Ambulance Services (CAAS).



**Ryan L. Stark** Associate Attorney

Page, Wolfberg & Worth, LLC

Ryan Stark is an associate attorney with Page, Wolfberg & Wirth, LLC. He began his tenure with PWW as an intern during his second year of law school and then joined the firm full time after becoming a member of the Pennsylvania Bar.

Ryan helps PWW clients manage a wide variety of issues including employment concerns, contractual matters, and federal and state agency oversight actions. Ryan also works closely with clients to improve and expand their compliance with various state, federal, and local laws affecting the industry.

Closely monitoring important legislative and regulatory changes is one of Ryan's primary duties for the firm, and he plays a big part in developing the firm's industry alerts, compliance publications, and webinar materials. Ryan also participates as a speaker in many PWW seminars, conferences and webinars, including the firm's signature ABC3 Conference.

Ryan is a graduate of Widener University School of Law and Indiana University of Pennsylvania, where he dual-majored in psychology and political science. Ryan is a member of national honor societies in psychology and political science. During law school, Ryan was a member of the moot court and trial advocacy honor societies. He also volunteered his time teaching constitutional law to local area high school students and is currently an active member of the Big Brothers Big Sisters program

Ryan has also clerked for the Pennsylvania Department of Health and the Department of Public Welfare, where he participated in implementing many health policy initiatives. Before that, Ryan worked for a local hospital concentrating his efforts on healthcare compliance issues.

**Expanded Offerings**

**Rom Duckworth**

A passionate emergency responder and internationally recognized writer, speaker and educator, Rom Duckworth has more than twenty years of experience working in career and volunteer fire departments, public and private emergency services and hospital based healthcare systems.

A lecturer since 1992 and American Heart Association National Faculty Rom Duckworth has educated thousands of police, fire and EMS responders and healthcare professionals of all levels around the world.

Founder of the New England Center for Rescue and Emergency Medicine, Rom is currently a career Fire Lieutenant / Paramedic and EMS Coordinator. Using his background in local, regional and national emergency response to bring his classes to life Rom's energetic style blends humor, experience and the latest research for programs that you won't soon forget.

**Bob Page**

Bob Page is an internationally known speaker, instructor, author and paramedic. He has presented seminars across the United States, Canada, Mexico and in Europe. He is recognized for his energetic, humorous and motivational style. Bob takes ordinarily dry and hard to teach topics and transforms them into a fun, learning experience.

Bob's presentations are accompanied by exciting AV support and use of audience response systems that gets the participants involved. He has been dubbed "The Master of Presentations" by many educators across the nation. Bob was recently recognized by his peers in Missouri as the "Most Creative Educator 2009"

**Sarah House, MICT**

Sarah House has been involved in EMS for 14 years and is currently the Program Manager for Emergency Medical Services for Children Program through the Kansas Department of Health and Environment. As the EMSC Program Manager, Sarah works directly with EMS agencies and hospitals across Kansas to ensure they have the policies, protocols, education and training, and equipment to care for children in an emergency. Through her previous Paramedic field experience for hospital based, county based, and private EMS, Sarah works collaboratively with other organizations to bring pediatric emergency medicine to the forefront of healthcare issues and policies.

**Plus more local and regional experts presenting topics that will help you lead and manage your service today and well into the future.**

**Dr. Robert Maxsom**

**Jason Smith**

**Rusty Tinney**

**Jim Morrissey**

## Hotel Information



# VENDOR AREA

This year's PEC will feature key industry vendors who will be available to demonstrate innovative products and help you plan equipment purchases and upgrades. All session breaks will be featured in the vendor area in order to maximize time with each representative.



*ArAA Partners with NAAC*

The ArAA is pleased to announce that the educational topics presented at this year's conference are approved for NAAC continuing education units. Get a jump on your annual requirements by attending the ArAA PEC today!



I-430 / 630 at Schackelford Rd  
West Little Rock, Arkansas  
Tel: 501-223-3000

## CROWNE PLAZA

The Crowne Plaza Little Rock meets the distinct needs of both corporate and leisure guests with special services and 244 upscale guest rooms, including 11 suites and a club floor. Going above and beyond with our exemplary service, the Crowne Plaza is one of Little Rock's most exceptional properties that offers an inviting place to gather, work and relax. Located at the intersection of Interstate 630 and 430 in west Little Rock, the Crowne Plaza is positioned in the fastest growing and most affluent area of Little Rock.

Explore the Little Rock area and enjoy access to many historic attractions including the Arkansas State Capitol, Old State House, Arkansas Territorial Restoration, The River Market and The Arkansas Museum of Science and History. For business, relaxation or a little of both, the Crowne Plaza Little Rock welcomes you with warm hospitality and outstanding service.



# \$99.00

Per night

Single or Double Occupancy

Call Today For Reservations

**1-866-276-6648**

Group ID: Arkansas Ambulance Association

**Special ArAA room rate for the conference is available (single or double occupancy). Ask for the Arkansas Ambulance Association rate when you make your reservations!**

**Rate effective thru April 2, 2012**

**Special conference rate good until room block is filled.**



The ArAA is pleased to announce continuing participation in a special subgrant program offered by the Arkansas Department of Health. Registration fees for this year's conference are covered by the grant and attendees are required to pay a daily facility fee only – a savings of more than \$350. The ArAA and the Health Department have partnered together to develop this year's conference which will feature an EMS management track as well as the latest news and topics in trauma management care. The conference will feature topics and sessions that will keep you up-to-date on all of the issues facing our industry. Expanded topic content will include dynamic speakers, high fidelity simulations, and a first of its kind offering of an advanced cadaver skills lab.

**Make plans to attend Arkansas' Premier EMS Management & Trauma Systems Conference!**

**About the ArAA** - The Arkansas Ambulance Association (ArAA) is a professional trade organization for EMS and mobile health care providers in Arkansas. For over twenty five years, the ArAA has worked to promote and support matters critical to its members' success.

#### Our Mission ...

"The ArAA is committed to promoting excellence in emergency medical services and mobile health care transportation. Our members work collaboratively to find better ways to serve others. "

#### Our Goals ...

ArAA members pursue a common goal -- to deliver quality, professional care to those we serve. To help us achieve this goal, the ArAA is committed to the following objectives:

- Advance the science and art of prehospital care,
- Afford its members opportunities for the interchange of ideas with respect to the science and art of prehospital care, and for the publication of information thereon,
- Establish cooperative liaison activities with other associations, organizations and governmental agencies interested in the improvement of prehospital care,
- Establish criteria for the standards of all levels of services whereby members of the Association can achieve recognition and receive accreditation for their progress within the prehospital care systems.

### Benefits of Attending

- Get the most up-to-date information on key industry issues such as the Medicare ambulance fee schedule.
- Learn ways to better manage your EMS operations
- Network with industry colleagues and leading industry experts in an informal setting.
- Develop new skill sets that you can use when you return home.
- Provide feedback to carriers and payors that can improve service to our industry.
- Plus much more!



*"In today's complex reimbursement environment, the ArAA's Provider Education Conference gives me the skills and confidence I need to succeed."*  
-R. Webb

## Don't miss out! Register today.

**Space is limited and reserved for Arkansas licensed providers until Friday April 13, 2012**

## **SPECIAL OFFERING!** Cadaver Lab & High Fidelity Skills Labs



Imagine an experience focused on your training and educational needs. The Arkansas Ambulance Association is proud to partner with **Paragon Medical Education Group** in bringing a first of its kind offering to Arkansas EMS providers. Arkansas **EMS Expo 2012** will feature high-fidelity scenarios and procedural cadaver labs tailored to your needs. These sessions will help you function at a high level no matter your role in a trauma medical care team.

Your skills will be put to the test as you are pressed into this intense experience where the focus is situational awareness leadership combined with advanced procedure application. The Paragon team offers advanced lessons and procedures in human anatomy and physiology related to advanced airway techniques, high level venous access, and other advanced technologies. The latest therapeutic interventions available in EMS today will be utilized to make this the best experience in EMS Education. Students will leave the experience with a new confidence in advanced skill sets.

**“You can expect to perform more airway maneuvers in these sessions than you have during your last year in the field.”**

We have a high instructor to student ratio in both the cadaver and high-fidelity patient simulation labs. And every experience with Paragon provides valuable Continuing Education Credits!

Space is limited and is offered on a first come first served basis. Don't Delay! Take advantage of this dynamic, life saving experience by registering today.

**Sponsored By**

**Zoll**

**Stryker**

**Vidacare**

**Wheeled Coach**

**The Phoenix Group**

**Taylor Made Ambulance**

**Learn More By Visiting Paragon Online**

**[www.paragonmedicalgroup.com](http://www.paragonmedicalgroup.com)**



**Uclose Anatomy**



**Advanced Airways**



**Vascular Access**



**Critical Care Procedures**



***Limited space...  
Register today!***



***Bringing Together The Pieces That Make Our System Work For Life!***

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**Arkansas Ambulance Association**  
PEC Conference Registration  
PO Box 11330  
El Dorado, AR 71730

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# Registration Form

**Due to limited space, preregistration  
required by  
FRI APRIL 13, 2012  
\*\*\* NO At-the-Door Registration \*\*\***



## Organization Information

*Please type or print*

*This form may be duplicated*

Company Name \_\_\_\_\_

Attendee/ Point of Contact \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

## ADDITIONAL CONFERENCE ATTENDEES

Name \_\_\_\_\_ Title \_\_\_\_\_ [ ] Full Conf OR ..... [ ] Day 1 [ ] Day 2 [ ] Day 3

Name \_\_\_\_\_ Title \_\_\_\_\_ [ ] Full Conf OR ..... [ ] Day 1 [ ] Day 2 [ ] Day 3

Name \_\_\_\_\_ Title \_\_\_\_\_ [ ] Full Conf OR ..... [ ] Day 1 [ ] Day 2 [ ] Day 3

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Name \_\_\_\_\_ Title \_\_\_\_\_ [ ] Full Conf OR ..... [ ] Day 1 [ ] Day 2 [ ] Day 3

**Take advantage of the savings and the education provided through this year's EMS Management and Trauma Systems subgrant from the Arkansas Department of Health!**

Conference Fees	Cost	Conf. Fees
<b>Facility Charge—Day 1</b> (required for all attendees) <b>MUST BE PREPAID—NO AT-DOOR PAYMENTS</b>	\$50 per person x _____	
<b>Facility Charge—Day 2</b> (required for all attendees) <b>MUST BE PREPAID—NO AT-DOOR PAYMENTS</b>	\$50 per person x _____	
<b>Facility Charge—Day 3</b> (required for all attendees) <b>MUST BE PREPAID—NO AT-DOOR PAYMENTS</b>	\$50 per person x _____	
<b>Remit Tot.</b>		<b>\$</b>

**Cancellations** of preconference fees must be requested in writing no later than Tuesday, April 17, 2012 for a full refund. Substitution of attendees is allowed without prior notice. A refund of 50% of facility fees may be granted for cancellations on the beginning day of the conference, subject to ArAA Board approval.

**FAX CANCELLATION/REFUND REQUEST TO:  
(870) 881-8989**

Please return completed form(s) and payment in full for CONFERENCE fees to:


**Arkansas Ambulance Association  
PEC Conference Registration  
PO Box 11330  
El Dorado, AR 71730**

**PEC Day 1 – Tuesday, April 24**

**Advancing Trauma Care:**  
**Cadaver & High Fidelity Skills Lab**

**8:00 AM–5:00 PM**  
 LUNCH PROVIDED  
 See Pg 5 for more information

**PEC DAY 2 – Wednesday, April 25**

7:00 – 8:00 AM	Check-in & Materials Pickup	<b>Continental Breakfast Provided</b>
8:00 – 8:15 AM	Welcome & Opening Remarks	
	<u><a href="#">BILLING TRACK</a></u>	<u><a href="#">TRAUMA SYSTEM TRACK</a></u>
8:15 – 9:30 AM	Medicare & Reimbursement Update	MCI: The First Five Minutes
9:30 – 9:40 AM	<b>BREAK</b>	<b>BREAK</b>
9:40 – 11:00 AM	Compliance Update	Joplin, MO – Tornado Response
11:00 – 11:30 AM	HIPAA Update	Active Shooter
11:30 – 12:00 PM	 Q&A with PWW	Active Shooter <small>continued</small>

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12:00 – 1:00 PM **LUNCH PROVIDED** : Open Networking Session

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1:00 – 2:00 AM	2012 Coding Clinic	Pediatric Scene Management
2:00 – 3:00 PM	Coding Clinic <small>Continued</small>	Trauma Patient Assessment
3:00 – 3:10 PM	<b>BREAK</b>	<b>BREAK</b>
3:10 – 4:10 PM	Coding Non-emergency Claims	Tactical EMS
4:10 – 5:00 PM	Benchmarking & Billing Performance	Operation Delta Blues: The EMS Response

**PEC DAY 3 – Thursday, April 26**

7:30 – 8:00 AM	<b>Buffet Breakfast</b>	
8:00 – 9:00 AM	Making Sense of Medical Necessity	Dealing With The Death of a Child
9:00 – 10:00 AM	Obtaining Better Documentation	Trauma Interactive
10:00 – 10:10 AM	<b>BREAK</b>	<b>BREAK</b>
10:10 – 11:10 AM	Alternate Revenue Sources	Safe Transport of the Pedi Patient
11:10 – 12:10 PM	The Liability of Apathy	Safe Pedi Transport – Hands On

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12:10 – 1:10 PM **LUNCH PROVIDED** : Open Networking Session

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1:10 – 2:10 PM	Understanding EMS Law	Closed Head Injuries
2:10 – 2:20 PM	<b>BREAK</b>	<b>BREAK</b>
2:20 – 3:20 PM	Simple Advice: The Legacy of James O. Page	Pediatric Trauma
3:30 – 4:15 PM	ArAA General Membership Meeting	