



Spring 2021 Virtual XI Topic Descriptions

XI Keynote: Tyvek Chicken Suits & True Grit: Rising Strong in a Pandemic

COVID-19 tested us to the core, and one EMS leader rose to the challenge with unmatched energy and positivity - Jamie Pafford-Gresham. In this inspiring keynote, Jamie tells her personal story of how Pafford Medical Services grew stronger, during a time when many agencies struggled to survive. When the pandemic hit, Jamie was excited by what her company could do, not discouraged by what it could not. Her story is shaped by her innovation, empathy, and a personal passion for serving others. Jamie shares her insight and “leadership lessons learned” during a crisis in this uplifting and humorous presentation. She emphasizes how leaders can be advocates for their company, our industry, and most importantly – our people.

Jamie Pafford-Gresham is a true mover and shaker, dedicated to community service. Her family-owned ambulance service has served patients for over 50 years in Arkansas, Louisiana, Mississippi, and Oklahoma. She heard the word “ambulance” every day of her life, so providing lifesaving and compassionate care to her communities was instilled early on. Jamie’s leadership style is empathic - where every employee is valued and treated like family, and where patients are treated like family as well.

Jamie leads a company that has grown to over 1,600 employees, 200 ambulances, three medical helicopters, and two fixed wing aircraft - and that responds to over 220,000 calls a year. Yet Pafford Medical Services still maintains a family-centered atmosphere. Jamie is also a non-stop advocate for EMS and the ambulance industry at the local, state and national level. She is chair of the American Ambulance Association’s Government Affairs Committee and she is affectionately known on Washington DC’s Capitol Hill as “The Ambulance Lady from Arkansas.”

Leadership Challenges in Turbulent Times

Making Lemonade Out of Lemons: How COVID-19 Squeezed Out Our Leadership Potential

As bad as it has been, in many ways the pandemic brought out the best in our people and in ourselves. We broke through what we all thought were insurmountable obstacles and learned much over this past year about perseverance, innovation, empathy, resilience, patience, and humility. Many EMS leaders were reminded of their core mission and reawakened about why they got into EMS in the first place. This session will cover the positive aspect of the pandemic – and discuss the 6 leadership attributes that emerged as hallmarks of success in the face of tremendous adversity.

My Staff Member Was at the Big Political Rally – How Does Employee Free Speech Square With Employer Rights?

The January 6th, 2021 events at the U.S. Capitol are transforming how employers view behavior outside of work. EMS employers must grapple with policies, procedures, and how much - or how little - supervision is appropriate in monitoring employee behavior, both on and off duty. Prolonged civil unrest can prompt a new dynamic in the workplace – especially with the high visibility work of EMS. This session examines the intersection of employer and employee rights and the importance of establishing a positive culture and communicating expectations. What does “at will” employment mean in this frenzied world full of people screaming about “Constitutional rights?”

Security in Remote Workplaces

Zoom, Dropbox & Hangouts – Are We Secure?

Video conferencing, file sharing, and messaging apps are an everyday part of today’s workplace. But do you know the risks? Join us, as we explore the common apps we use, and identify the security threats and privacy obligations you might be overlooking. This session will make you rethink your virtual platforms - or at least the current versions you are using.

Turning the Home Office Into a Secure Workspace

Think the home office can’t be as secure as the real workplace? Think again. Find out how you can safeguard devices, secure data, and better equip your remote workforce to protect sensitive information. Find out why handing someone a laptop and telling them to use it only for company business isn’t enough.

EMS Agency Cost Accounting – the New Imperative

Why Cost Accounting Matters in EMS

CMS delayed its Ambulance Cost Data Collection project – *again* – but that doesn’t mean your EMS agency dodged the bullet when it comes to knowing its costs. We’re going to cover five critical reasons why tracking and knowing your costs is absolutely essential to your agency’s survival and success.

EMS Cost Accounting Strategies and Practices

Find out the best ways to track, monitor, and update your agency’s cost accounting tasks. We will explore ways to break down your cost and revenue centers – and organize your cost information and data in a way that provides an accurate picture for your internal management and makes a compelling case to external funding sources.

EMS and the Post-COVID World – Telehealth, EMS Practice and More

Patient Consent and Documentation in EMS Telehealth

The growing EMS role in telehealth is one pandemic-inspired change that promises to become an enduring part of the EMS profession. In this session, we discuss the completely different dynamic driving patient consent in the telehealth environment. We’ll discuss the goal of informed patient decision making through collaboration with EMS providers, telehealth practitioners and the patient. We will also cover key documentation considerations that flow from this new service delivery model.

REPLICA: Understanding the EMS Interstate Licensure Compact

Amidst the escalating pandemic, one bright spot was the formal activation of REPLICA – the Recognition of Interstate Personnel Licensing Interstate Compact. This new law – already adopted in 20 states and growing – allows for EMS practice across state lines by licensed or certified EMS personnel without having to obtain a license or certification in every state. In this session, we discuss how REPLICA works, the circumstances in which it applies, and how to get your state on board if it has not yet adopted this critical initiative.

The XI Leadership Focus

Millennials Hit 40 – Leadership Opportunities Now that Children of the 80's are the Largest Generation in the Labor Force

Chances are we can all relate to the jokes and memes comparing Baby Boomers, Gen X, Gen Y, or Gen Z with Millennials. We'll explore the defining characteristics of the generations that make up today's EMS workforce and how to tap into the leadership potential of each of them. Find out what makes your folks tick and how to avoid the old "entitled millennial" and "ok, boomer" mentality.

EMS Leadership Lessons From the 1980s – What We Can Learn From the Yuppie Years

Traffic in 1980s nostalgia seems to have hit an all-time high. In the latest installment in our highly popular history-themed leadership talks, we will look at how some of the best-known triumphs, tragedies and oddities of the 1980s can provide valuable and inspiring lessons for EMS leaders at all levels. From the Miracle on Ice to the Fall of the Wall, this session will be a fun, multimedia experience.

Closing Keynote: The New Normal After a World Changing Pandemic

Words like "new normal," "pandemic," "mask," "vaccine," or "quarantine" now resonate prominently with all of us. How will the pandemic shape our culture and define our future? What changes are fleeting and which ones will last? In this "off the cuff" session, PWW's founders and managing attorneys will help your agency navigate what the future holds after we closed the book on an unprecedented year.

Spring 2021 Virtual abc360 Topic Descriptions

DAY ONE

Opening Sessions

The abc360 Medicare and Reimbursement Update

As always, the Medicare and Reimbursement Update will bring you up to speed on the latest and most critical changes that directly affect your billing, reimbursement and revenue cycle practices. This session counts toward annual NAAC *mandatory* CEUs.

The abc360 Compliance Update

The abc360 Compliance Update will review the most up-to-the-minute news and developments in the world of compliance, including False Claims Act cases, OIG activity, enforcement trends and more. This session counts toward annual NAAC *mandatory* CEUs.

The abc360 Privacy Update

The Privacy Update gives attendees the latest on privacy enforcement issues, security threats to their electronic information, agency actions and much more. This session counts toward annual NAAC *mandatory* CEUs.

Practical Skills Clinics

The abc360 Emergency Coding Clinic

The abc360 Non-Emergency Coding Clinic

The abc360 Coding Clinics are one of the most popular features of abc360. These highly practical sessions use actual claims to help billers, coders and other ambulance revenue cycle professionals build their critical thinking and claim/documentation analysis skills.

Mega-Focused Mini Sessions

Why Facilities Are Often Lying When they Say “HIPAA”

EMS agencies still widely report that hospitals and other healthcare providers won't share patient information, citing HIPAA. Misconceptions about HIPAA have created an artificial barrier to legitimate information exchange between EMS and other providers. Find out why HIPAA not only permits, but promotes, the sharing of health information between providers, and learn ways to get facilities to share outcome data with your agency.

Auto Accidents and Third-Party Liability: When You Gotta Deal With Lawyers to Get Paid

Many EMS billers cringe when they find out the patient has a lawyer, or a claim is being held up by litigation. Auto accident and other third party liability cases don't *always* have to be a royal pain! PWW attorneys provide strategies you can use when you find your agency in the position of having to deal with lawyers as part of your billing and collection efforts.

The Best Revenue Cycle Metrics to Gauge Billing Performance

Many agencies have powerful tools to monitor and improve the effectiveness of their billing performance and overall compliance, but often do not take full advantage of the information at their fingertips that can help avoid pitfalls and maximize revenue. We will highlight key revenue cycle and compliance performance metrics that can help your agency survive – and thrive.

DAY TWO

In-Depth Topics

The 2021 No Surprises Act – What it Means for EMS Balance Billing

Congress just passed sweeping new legislation that will shake up the EMS billing landscape starting in 2022. We will review the new “No Surprises Act,” and discuss the impact it will have on both air and ground ambulance service billing. We will also look at the future of the balance billing issue as more states take action to rein in billing practices by out-of-network ambulance services.

How to Enhance Compliance for Repetitive Patient Transports

CMS recently announced its plan to expand the Repetitive, Scheduled Non-Emergency Ambulance Transport (RSNAT) prior authorization requirement nationwide. In anticipation of this nationwide rollout, this session presents best practices for ambulance services that perform dialysis and other repetitive patient transports to help avoid revenue cycle hits and survive audits.

Vaccination Billing and Other COVID Coding Issues

EMS agencies are now involved in administering COVID-19 vaccinations, both within their own agencies and for the public at large. This session will review the process for enrolling and billing as a vaccinator. We will also take an in-depth look at all the other specific coding issues that arose around the Public Health Emergency.

More Mega-Focused Mini Sessions

Should You Sue for Payment?

In this session we will take a look at the benefits and pitfalls of using the legal system to get paid by patients or payers who just won't pay. You'll learn how to make an informed choice about suing for payment.

Auditing Your Pandemic Claims – Do You Know the Rules, and Will They Remember?

What was the call date range in your most recent Medicare audit? In many cases we find that by the time a claim is audited, 3 to 5 years have passed. Many temporary rules were put in place specific to the COVID-19 Public Health Emergency. Audit activity is already picking up. Will you, or the auditors, remember when specific temporary rules were in effect and how they could play a role in your

upcoming audits? This session will address several of the temporary rules, how they may impact future audit activity, and documentation you should be putting in place now to protect tomorrow the reimbursement you are receiving today.

Medicare Advantage Plans and Participating Provider Agreements: To Contract or Not to Contract?

Many ambulance services struggle to decide whether they should join a managed care network or enter into participating provider agreements with one or more health plans or payers. In this session, we will look at the upsides and downsides of payer contracting and discuss how to evaluate your service mix, your payer mix and other variables to determine if contracting makes sense for your agency.

All-Time Favorite Closing Sessions

One Quick Question

Attendees will have the opportunity to submit their questions in advance and have the PWW attorneys and consultants address your questions on the air!

“Hey, Did You Know...”

In this closing session, we will take a rapid-fire look at a variety of unique and unusual situations that arise in the world of EMS billing, compliance, privacy and other issues. A guaranteed eye-opening – and fun – session!