



76TH Annual Convention

September 17-20, 2024

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Deeply Rooted, Always Ready.



ONSITE PROGRAM

**EXCELLENCE + TEAM +
CUSTOMER CARE + SAFETY + DIVERSITY**

NORCAL Ambulance believes that the patients and families of the communities we serve deserve to be cared for with integrity, dignity, and compassion by a team committed to excellence in customer care.



Celebrating 20 Years of Caring for California

Welcome!



Jaison Chand
President
California Ambulance Association

Thank you for joining us for the California Ambulance Association's 76th Annual Convention. We hope you'll be entertained, learn about important issues, take useful information back to your company, and have some fun. The Conference Committee put together another fabulous line up of speakers. They will share with you the latest information on EMS issues and the ambulance industry.

The CAA wants to make the most of your valuable time and effort in getting to Anaheim. In addition to the business aspect of this Convention, we hope you join the fun social events: the golf tournament, the opening reception on the hotel rooftop and the President's Reception. Sometimes, the social aspect of these get-togethers provides the opportunity to network with peers and add value beyond the "classroom" information. Please make the most of your time.

I'd like to take a moment to thank our sponsors and exhibitors. Please refer to the vendor directory in this program and be sure to go see them at their booths. The conference would not be possible without all of our sponsors' and exhibitors' generous support.

We hope you enjoy yourself during your stay here in Anaheim. *

THANK YOU ELITE SPONSORS!



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Schedule

TUESDAY, SEPTEMBER 17, 2024

8:00 am – 5:00 pm – Disneyland Resort/Grand Californian
Pre-Conference Workshop: Disney's Approach to Quality Service
(Separate Registration Required.)

12:00 pm – 4:00 pm – Anabella Foyer
Registration

12:00 pm – 6:00 pm – Coyote Hills Golf Course
Raymond Lim / Jim McNeal Golf Tournament
Staggered start, lunch provided.

12:00 pm – 4:00 pm – Anabella B
Exhibitor Set-Up

6:00 pm – 8:00 pm – RISE Rooftop – Westin Anaheim Resort
RISE Reception

WEDNESDAY, SEPTEMBER 18, 2024

6:30 am – 7:30 am – Anabella B
Exhibitor Set-Up

7:30 am – 5:00 pm – Anabella Foyer
Registration

7:30 am – 5:00 pm – Anabella B
CAA Marketplace Open

7:30 am – 8:00 am – Anabella B
Continental Breakfast

8:00 am – 9:30 am – Anabella A
GENERAL SESSION:

Welcome & Keynote Address: Resilience in Chaos – An Exploration of Disaster and Counter Terrorism Medicine

Dr. Derrick Tin, Keynote Speaker

This talk will delve into the multifaceted realm of disaster medicine, spanning from the aftermath of natural events to the complexities of intentional acts of terrorism. From earthquakes and hurricanes to acts of bioterrorism and cyberattacks, we will examine the diverse array of threats faced by healthcare systems worldwide. We will also explore the operational opportunities and training pathways of this unique and increasingly important medical subspecialty, with a particular focus on its implication from an EMS perspective.

Schedule

WEDNESDAY, SEPTEMBER 18, 2024 (cont'd)

9:30 am – 9:45 am

Break in the CAA Marketplace

9:45 am – 10:45 am – *Doria*

HR SESSION:

On Operational Leadership: Using Lessons from the Past to Guide Future Development

Ryan Collyer – Before Operational Stress

This talk that will incorporate current empirical evidence and scientific data with lessons learned from frontline providers regarding the impact of leadership. It will focus on tangible ways leaders can contemplate operational and organizational shifts to optimize human performance and the valuing of experience of all members of paramedical and ambulance organizations.

9:45 am – 10:45 am – *Gloriana A/B*

REIMBURSEMENT SESSION:

A Passion for Appeals: Navigating AB72, AB716, and the DMHC Regulatory Complaint Process

Ed Norwood – ERN Enterprises, Inc.

Join Ed Norwood to learn navigation tools in the new landscape of Balance Billing legislation. The No Surprises Act went into effect January 1, 2022. The new federal law follows much of the blueprint of California's AB 72 legislation. Enacted in 2017, AB72 holds patients harmless from surprise bills, including from air ambulance providers, and prohibits out-of-network providers from balance billing unless they give patients 72-hour notice of their network status and an estimate of the charges. The California DMHC issued APL 22-011 which incorporates AB72 retroactive to July 1, 2017, and bans balance billing under Health and Safety Code 1367.11 in certain scenarios, for ground ambulance transports. With California's AB716 now in the ring for 2024, insurers are required to pay a locally-set rate for ambulance services when a contract is not present, and ambulance providers are prohibited from billing the patient more than the in-network cost-sharing, among other consumer protections. Join this session if you are looking for clarity on what ambulance providers can do to be reimbursed properly through all of this.

10:45 am – 11:15 am – *Anabella B*

Break in the CAA Marketplace

Schedule

WEDNESDAY, SEPTEMBER 18, 2024 (cont'd)

11:15 am – 12:15 pm – *Anabella A*

GENERAL SESSION:

Leg(islative) Before Lunch

Dorian Almaraz – Prime Strategies

Jaision Chand – Global Medical Response

Rob Lawrence – California Ambulance Association

Carol Meyer – McCormick Ambulance

Dan Southard – Department of Managed Health Care

It has been a very busy legislative year for the association and we are excited to provide an update on the bills, initiatives and outcomes of the last 12 months. Our amazing legislative consultant Dorian Almiraz of Prime Strategies assisted by volunteer members of our legislative committee will provide the update.

12:15 pm – 1:30 pm – *Anabella C/D*

Luncheon

1:30 pm – 2:30 pm – *Doria*

HR SESSION:

Compliance & People Operations: The Key to a Resilient Workforce

Amber Healy – Buchalter

Resilience is a mandatory skill for today's EMS leaders. Our leaders must demonstrate resilience in the face of workforce shortages and ever evolving workplace norms often while managing crises (wildfires, pandemics, to name a few!). Balancing leadership's need for adaptability and compliance with robust federal and California employment laws is no easy feat. In this session employment attorney Amber Healy will guide industry leaders through emerging workplace trends and the maze of workplace laws headed our way in 2025. The session will identify strategies and best practices to stay compliant while cultivating and maintaining resilience in our leaders and workforce.

Schedule

WEDNESDAY, SEPTEMBER 18, 2024 (cont'd)

1:30 pm – 2:30 pm – *Gloriana A/B*

REIMBURSEMENT SESSION:

Resilience in Revenue Cycle Management & Payer Trending

Brian Choate – Solutions Group

Understanding healthcare billing from the patient's perspective is crucial to payment collection success. Patients often find themselves grappling with confusing invoices, insurance jargon, and unexpected charges, leading to frustration and financial stress. While healthcare providers are not responsible for today's complex billing apparatus, patients rely on providers for expertise and that includes explaining the complicated billing process and bills. Fostering a more transparent and collaborative approach to managing medical expenses will help you with your patient collections. In this session, Solutions Group Founder and Managing Partner, Brian Choate, will focus on using healthcare technology to develop a patient-centric approach to healthcare billing by empowering you and your patients with knowledge, encouraging proactive communication, and allowing for transparency within the healthcare system. This understanding enables patients to navigate the financial aspects of healthcare more effectively and alleviates the stress associated with medical billing.

1:30 pm – 2:30 pm – *Gloriana C*

OPERATIONS SESSION:

ED Talks: Innovative Resilience for EMS Operators – Quick Solutions You Didn't Know You Needed

Dillon B. Brock – LifeLine EMS

Matt Burrue – AlphaOne Ambulance

Michael Kaduce – Falck Health Institute

Carly Strong – Riggs Ambulance

Danielle Thomas – LifeLine EMS

Welcome to "Ed Talks," where we've trimmed the fat off TED to bring you rapid-fire inspiration perfect for the fast-paced world of EMS. In this hour-long session, prepare to be enlightened and entertained by six dynamic speakers, each delivering their cutting-edge ideas in just 8 minutes. Whether you're easily distracted or just looking for quick, actionable insights to elevate your services, "Ed Talks" is designed for you. Join us and discover innovative concepts that you can Rip Off and Duplicate (ROD) to enhance your operations. Don't miss this unique opportunity to learn more by doing less and stay engaged throughout the Eds, where we just don't have time for the T.

2:30 pm – 3:00 pm – *Anabella B*

Break in the CAA Marketplace

Schedule

WEDNESDAY, SEPTEMBER 18, 2024 (cont'd)

3:00 pm – 4:00 pm – Anabella A

GENERAL SESSION:

EMS Transformed – Revising System Response is a High Priority Call

John “JP” Peterson – Mecklenburg EMS Agency

If you had a magic wand, how would you transform your 911 system? In April of 2023, Mecklenburg EMS Agency (MEDIC) completely overhauled the way it responds to 911 calls, aiming to preserve ALS resources for patients experiencing time sensitive medical emergencies while mitigating ever-increasing low acuity call responses. J.P. Peterson, Executive Director of MEDIC, will talk through the data, experience gained, and lessons learned after over one year in the new response configuration. Strategies to discuss include; enhanced use of MPDS in the 911 call center, increasing response times to low acuity calls, reducing lights and sirens usage, expansion of BLS resources, and revising the allocation of first responders. This session will also cover patient safety, predictions versus outcomes, community education, as well as how MEDIC leadership navigated the political landscape to get this major system change off the ground.

4:00 pm – 5:00 pm – Gloriana A/B

REIMBURSEMENT SESSION:

Wine & Whine: Rebounding from Your Reimbursement Hangover

Brian Choate – Solutions Group

Donna Hankins – American Ambulance

Melissa Harris – Ambuserve, Inc.

Ed Norwood, ERN – The National Council of Reimbursement Advocacy

Dan Southard – Department of Managed Health Care

Let's end Reimbursement Day One on a high note. Join our reimbursement specialists for wine and a discussion of the hot topics in California ambulance reimbursement. Don't miss this opportunity to talk about the billing issues with other billing office staff. We'll bring the wine, you bring the questions for our expert panelists.

4:00 pm – 5:00 pm – Gloriana C

HR/OPERATIONS SESSION:

Beers & Tears: Hopping Back from What Ales You

Michael Coan – Medic Ambulance Service

JohnRey Hassan – Royal Ambulance

Amber Healy – Buchalter

Doug Wolfberg – PWW Advisory Group

What's better than an hour of free legal advice? 60 minutes of free legal advice – with beer! Join our top legal beagles for an open session addressing your EMS legal questions about employment law, compliance, reimbursement, operations, liability and more. This is sure to be a rollicking, fun and insightful hour!

5:00 pm – 6:00 pm – Anabella B

President's Reception

Schedule

WEDNESDAY, SEPTEMBER 18, 2024 (cont'd)

6:00 pm – 7:30 pm – *Anabella A*

GENERAL SESSION:

**California Premier of “Honorable But Broken: EMS in Crisis”
with Meet & Greet and Q&A**

Bryony Gilbey – Producer

Narrated by Sarah Jessica Parker, Honorable but Broken highlights the highs and significant lows – the emotional toll of the job, lack of mental health resources, pitiful wages, and overall undervaluation – of working in EMS and looks for solutions. It gives voice to the brave first responders desperately trying to warn us that the system has collapsed. Honorable but Broken has been screened in US Congress and state capitals across the country.

THURSDAY, SEPTEMBER 19, 2024

8:00 am – 4:00 pm – *Anabella Foyer*

Registration

8:00 am – 8:30 am – *Anabella B*

Continental Breakfast

8:00 am – 3:00 pm – *Anabella B*

CAA Marketplace Open

8:30 am – 9:30 am – *Anabella A*

GENERAL SESSION:

The National SWOT Team

MODERATED BY Rob Lawrence – CAA Executive Director

Regina Godette-Crawford – EMS|MC

James Pierson – Medic Ambulance Service

Randy Strozyk – President, American Ambulance Association

Doug Wolfberg – PWW Advisory Group

Matt Zavadsky – PWW Advisory Group

The effect of national politics and policies in the EMS space has a direct effect on ambulance operations in California. In this session we welcome a panel of EMS thought leaders that operate, influence and lead our profession. The panel will be asked to offer comment on the future of EMS and our Strengths, Weaknesses, Opportunities and Threats.

Schedule

THURSDAY, SEPTEMBER 19, 2024 (cont'd)

9:30 am – 10:30 am – *Gloriana A/B*

REIMBURSEMENT/EXECUTIVE SESSION:

Building Communication Between Operations and Reimbursement

Donna Hankins – American Ambulance

The complexity of ambulance reimbursement has become continuously more difficult over the last several years. Changing legislation, stricter compliance and winding reimbursement paths have created difficulty for EMS providers to be paid fairly for providing ambulance services in their community. Communication between operations and reimbursement is a critical need of every ambulance company. Knowledge of reimbursement and the expectations is a key skill needed by executives and operations to support the billing process and obtain proper reimbursement. Join Donna Hankins, CAA Payer Issues Chairperson, for a quick tour of revenue challenges and develop a better understanding of ambulance reimbursement hurdles faced by your reimbursement team.

9:30 am – 10:30 am – *Gloriana C*

OPERATIONS SESSION:

Deconstructing Terror: an Exploration of Attack Modalities

Dr. Derrick Tin – World Association for Disaster Emergency Medicine

Join Dr. Tin in this controversial topic. The local and greater communities plan for what they know, do they plan for what they couldn't even imagine?

10:30 am – 11:00 am – *Anabella B*

Break in the CAA Marketplace

11:00 am – 12:00 pm – *Anabella A*

GENERAL SESSION:

EMS Stakeholder Coalition

MODERATED BY Steve Grau – Royal Ambulance

Sean Burrows – Captain, Alameda County Fire Dept./CA Professional Firefighters

Nick Clay – Santa Clara County EMS Agency, EMSAAC Immediate Past President

Alex Hamilton – Oxnard Fire Dept./CalChiefs

Zita Konik, MD – EMDAC President

Sheree Lowe – California Hospital Association

Join us for an insightful panel of organizational leaders who represent EMS stakeholders across California. In this session, we'll explore what keeps them up at night and discuss pressing concerns and strategic approaches to overcoming challenges in EMS together.

12:00 pm - 1:30 pm – *Anabella C/D*

Luncheon, General Membership Meeting, CAASE Awards, and CareStar Award

Schedule

THURSDAY, SEPTEMBER 19, 2024 (cont'd)

1:30 pm – 2:30 pm – *Doria*

HR SESSION:

Identifying the Wounded Helper

Alexandra Jabr, PhD, EMT-P - Emergency Resilience

Designed specifically for first responders, "Identifying the Wounded Helper" is based on the Jungian theory of the Wounded Healer. This lecture will examine underlying traumas that often accompany emergency personnel on the calls that they respond to and will explain the impact of intergenerational trauma and Adverse Childhood Experiences (ACEs) on the mental health of those who serve their community. This course goes beyond recognition and traditional therapeutic interventions by educating on effective methods for reprogramming the subconscious mind to build resilience in proactive and transformative ways. Course objectives: Understand the Wounded Helper Archetype in the context of first responders; Examine the impact of childhood and generational trauma on first responders; Explore tools for reprogramming the subconscious mind and building resilience.

1:30 pm – 2:30 pm – *Gloriana A/B*

REIMBURSEMENT SESSION:

Balance Billing Bounceback: California AB 716 – Effectively Using the CAA Toolkit

Donna Hankins – American Ambulance

Doug Wolfberg – PWW Advisory Group

The enactment of California's ambulance balance billing law – AB716 – has many implications for your company's billing, collections and revenue cycle practices. CAA and its consultants at PWW have assembled a new CAA AB716 Toolkit to give ambulance services the tools and information they need to successfully navigate this new law, stay in compliance when billing patients and sending accounts to collections, and hold your payers accountable when paying your claims. This session will roll out the new Toolkit and provide helpful information on how your service can use it most effectively.

1:30 pm – 2:30 pm – *Gloriana C*

OPERATIONS SESSION:

The Power of Three

Dillon B. Brock – LifeLine EMS

Join Dillon Brock, a proclaimed Edu-tainer by Rob Lawrence himself, for three micro learning sessions whose power combined have amazing positive effects on leaders and their teams. Previously seen in California Ambulance Association's "Ready, Next" series, this lecture covers three distinct skills targeted for all leaders on giving Feedback, Solving Issues and Introspection. Fun, energetic and valuable have been used to describe this session.

2:30 pm – 3:00 pm – *Anabella B*

Break in the CAA Marketplace / Check-in Challenge Prizes

Schedule

THURSDAY, SEPTEMBER 19, 2024 (cont'd)

3:00 pm – 4:00 pm – Anabella A

GENERAL SESSION:

Back to the Future: Is “Regression” the Key to our Future?

Matt Zavadsky – PWW Advisory Group

EMS system design and delivery is rapidly changing due to the failing EMS economic model, growing EMS worker shortage, and lessons learned from the public health emergency. A growing body of patient outcomes research seems to prove that what we once thought was real, may no longer be true. Is what we once thought archaic, now becoming best practice? Ideas that would have been considered heresy a few years ago are becoming acceptable. What changes are occurring? What myths are being dispelled? How can you effectively educate your community to safely transition your system from the current state to the future state? These questions and more will be answers during this dynamic, interactive and, at times, controversial session.

4:00 pm - 4:30 pm – Anabella A

Closing Remarks & CAAPAC Raffle

FRIDAY, SEPTEMBER 20, 2024

8:00 am – 12:00 pm – Gloriana C

EXECUTIVE EDUCATION MEETING:

Doug Wolfberg will provide education on .201/.224 rights, significant threats to ambulance operations in CA as well as potential opportunities. He will also cover ongoing legislation such as AB716 and AB1168. This event is open to private ambulance companies only and is limited to two people per company.



Resilience.

Deeply Rooted, Always Ready.

Vendor Directory

AMERICAN MEDICAL RESPONSE

1041 Fee Drive

Sacramento, CA 95815

Phone: (707) 331-5103

Contact: Brian Henriksen

E-mail: brian.henriksen@gmr.net

Website: www.amr.net

Description: AMR is part of the Global Medical Response family of companies. With nearly 37,000 employees, we deliver compassionate, quality medical care, primarily in the areas of emergency and patient relocation services.

BOUND TREE MEDICAL, LLC.

5000 Tuttle Crossing Boulevard

Dublin, OH 43016

Phone: (925) 719-0139

Contact: Brian Hartley

E-mail: brian.hartley@boundtree.com

Website: www.boundtree.com

Description: Bound Tree Medical is a National Wholesale Distributor of EMS Equipment and Supplies. We have seven Account Managers in California to serve you.

CINDY ELBERT INSURANCE SERVICE

15182 N. 75th Avenue, Suite 100

Peoria, AZ 85381

Phone: (602) 942-3900

Contact: Cindy Elbert

E-mail: cindyelber@aol.com

Website: www.ambulanceinsurance.com

Description: At Cindy Elbert Insurance Services we understand your business and have the experience and network of carriers to ensure the best coverage at the most competitive price. We've been responding to your emergencies nationwide since 1982.

COLLECTIBLES MANAGEMENT RESOURCES

PO Box 8438

Fresno, CA 93747

Phone: (559) 454-8900

Contact: Tracey Hauschel

E-mail: traceyh@cmrfresno.com

Website: www.cmrfresno.com

Description: CMR is a California-based third-party collection agency that has been in business since 1986. The business was founded by Pat Wallace and Donna Kelley, who both brought extensive credit and collection experience to the company and who remain active in the day-to-day business operations. CMR offers customized collection solutions based on the needs of our clients and have a proven track record of effective recovery results.

COLUMBIA SOUTHERN UNIVERSITY

21982 University Lane

Orange Beach, AL 36561

Phone: (251) 975-7208

Contact: Wayne Hanes

E-mail: wayne.hanes@columbiasouthern.edu

Website: www.columbiasouthern.edu

Description: Columbia Southern University is an online university based in Orange Beach, Alabama that strives to change and improve lives through higher education by enabling students to maximize their professional and personal potential. CSU offers online degree programs at the associate, bachelor, master, doctorate, or certificate levels in many areas, such as occupational safety and health, fire administration, criminal justice, business administration, human resource management, health care administration, and more. CSU also features undergraduate and graduate certificate programs to provide focused training in specialized areas for adult learners.

Vendor Directory

EMERGENCY VEHICLE GROUP

2883 E. Coronado Street
Anaheim, CA 92806

Phone: (714) 238-0110

Contact: Travis Grinstead

E-mail: tgrinstead@evginc.net

Website: www.evginc.net

Description: Ambulance Sales, Service and Remounts. Dealer for Wheeled Coach and Road Rescue Ambulance Manufacturers.

EMSIMC

2540 Empire Drive
Winston Salem, NC 27103

Phone: (336) 397-3975

Contact: EMSIMC

E-mail: lucas.ferriell@emsmc.com

Website: www.emsmc.com

Description: We're providing the services and technologies that allow first responders to focus on delivering care. We optimize reimbursement, resources and regulatory compliance for EMS providers in health systems, municipalities and private companies across the country. At the end of the day, we understand what EMS providers need because our team lives and works in the industry.

ESO SOLUTIONS

16411 Saratoga Lane
Huntington Beach, CA 92649

Phone: (951) 790-6540

Contact: Sean McLeod

E-mail: sp.mcleod@hotmail.com

Website: www.eso.com

Description: More than just an ePCR, our EMS software helps you make better treatment decisions and build a stronger continuum of care.

FALCK

1517 W Braden Court
Orange, CA 92868

Phone: (714) 726-8592

Contact: Robert Campbell

E-mail: bob.campbell@falck.com

Website: www.falck.us

Description: As a global leader in EMS & the largest ambulance provider in Southern California, we have helped keep people and societies safe and healthy. We are committed to advancing sustainable healthcare, and every step we take is dedicated to making life better, safer, and healthier for more people.

FERNO

70 Weil Way
Wilmington, OH 45177

Phone: (877) 733-0911

Contact: Amy Cavellini

E-mail: a.cavellini@ferno.com

Website: www.ferno.com

Description: As the leading global provider of emergency care solutions, we've put our decades of experience to work for you, innovating products to transform the delivery of emergency care. We've partnered with EMS professionals and innovators from all over the world to develop and deliver a family of solutions that collectively focuses on Medics, Vehicles, and Intelligence to enhance protection and performance for all your EMS operations.

Vendor Directory

FIRST RESPONDER HEALTH

20351 SW Acacia Street, Floor 2
Newport Beach, CA

Phone: (949) 903-5845

Contact: Drew Aversa

E-mail: drew.aversa@frhealth.com

Website: www.firstresponder-wellness.com

Description: Our company specializes in treating first responders and public safety professionals, and we are committed to creating a solid therapeutic relationship with the first responders we treat. Our team is passionate about comprehensive treatment that addresses unique mental and behavioral health concerns. We aim to ensure that first responders feel secure and cared for while in our care.

FIRST RESPONDER NETWORK AUTHORITY

12201 Sunrise Valley Drive, MS 243
Reston, VA 20192

Phone: (202) 868-7670

Contact: Kevin Nida

E-mail: kevin.nida@firstnet.gov

Website: www.firstnet.gov

Description: The First Responder Network Authority is an independent agency within the U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) that oversees FirstNet, the nation's communications network dedicated to emergency responders and the public safety community. Our mission, as mandated by Congress, is to oversee the buildout, deployment, and operation of the nationwide public safety broadband network called FirstNet.

FIRSTWATCH SOLUTIONS

2035 Corte Del Nogal
Carlsbad, CA

Phone: (858) 444-0622

Contact: Terry Fitch

E-mail: tfitch@firstwatch.net

Website: www.firstwatch.net

Description: FirstWatch helps public safety and healthcare professionals serve their communities through the use of technology and the science of quality improvement. Drawing on deep experience in private ambulance, non-emergent, and emergency services, the FirstWatch team develops software and personalized solutions for over 500 communities across North America to improve outcomes, efficiency, safety, and operations.

GRANT MERCANTILE AGENCY

49099 Road 42b

Oakhurst, CA 93644

Phone: (559) 683-4651

Contact: Jeff Nichols

E-mail: jeff-gma@sti.net

Website: www.grantmercantile.com

Description: Grant Mercantile Agency (GMA) is a debt collection agency based in Oakhurst, CA, founded in 1972. With more than four decades of experience, GMA offers traditional collection services as well as specialized receivables management solutions to various sectors. GMA's commitment to excellence and adherence to local, state, and federal regulations contribute to its reputation and success in the industry.

Vendor Directory

HAMILTON MEDICAL

201 Edison Way, Unit A
Reno, NV 89502

Phone: (707) 630-2474

Contact: Albino Perez

E-mail: albino.perez@hamiltonmedical.com

Website: www.hamilton-medical.com

Description: We've got your back. As a medical device manufacturer, we are reliable, experienced, and dedicated to respiratory care. We create ventilation solutions, from mechanical ventilators to accessories, consumables, and everything in between, for all of you – those fighting tirelessly to keep the rest of us healthy.

HEFFERNAN INSURANCE BROKERS

1350 Carlbach Avenue
Walnut Creek, CA 94596

Phone: (925) 942-4695

Contact: Alex Dantzig

E-mail: Alexd@heffins.com

Website: www.heffins.com

Description: Heffernan Insurance Brokers has nationwide presence offering comprehensive business insurance, personal insurance, employee benefits and financial services products to a wide range of businesses and individuals.

HENRY SCHEIN MEDICAL

5868 Jefferson Court
Fontana, CA 92336

Phone: (840) 210-2103

Contact: David Crowl

E-mail: david.crowl@henryschein.com

Website: www.henryschein.com/ems

Description: Representing the industry's leading manufacturers, Henry Schein Medical EMS offers a complete line of emergency medical products and specialty equipment.

KING-AMERICAN AMBULANCE COMPANY

2570 Bush Street
San Francisco, CA 94115

Phone: (415) 728-2249

Contact: Josette Engman

E-mail: josette@kingamerican.com

Website: www.kingamerican.com

Description: King-American Ambulance Company has established itself as the longest-operating private ambulance company in the U.S. To provide the highest-quality non-emergency and emergency medical services and pre-hospital medical care with respect and compassion for all.

LEGALSHIELD

1873 Koyukon Drive
South Lake Tahoe, CA 92660

Phone: (805) 440-4529

Contact: LegalShield

E-mail: bbutkovich@sbcglobal.net

Website: www.iasbenefit.com

Description: Legal and Identity Theft protection employee benefits at no out of pocket cost to the company as well as business protection for business and families.

LIFE-ASSIST, INC.

11277 Sunrise Park Drive
Rancho Cordova, CA 95742

Phone: (800) 824-6016

Contact: Customer Care

E-mail: customercare@life-assist.com

Website: www.life-assist.com

Description: Life-Assist has been supporting First Responders with EMS supplies and equipment since 1977. We pride ourselves on providing a unique customer experience in this age of automated phone systems and outsourced call centers. At Life-Assist, anyone who calls will always speak with a friendly, knowledgeable Customer Care Specialist.

Vendor Directory

LIFELINE-EMS

6605 E. Washington Boulevard
Commerce, CA 90040

Phone: (323) 313-4275

Contact: Danielle Thomas

E-mail: dthomas@lifeline-ems.com

Website: www.lifeline-ems.com

Description: LifeLine EMS differentiates our commitment to quality care and transport through our team members' dedication, innovation, and true grit. Our consistent self-evaluation and focus on improving each experience – for the patient, the EMS team member, and our partners – is well-rooted in our culture. We also strive to create a work environment that encourages both professional and personal growth, while simultaneously prioritizing our team members' mental and physical health. We focus on career pathway progression and protection within the EMS world. LifeLine EMS offers service at the BLS, ALS, and Critical Care levels.

MARSHALL EMS BILLING

8535 Double R Boulevard
Reno, NV 89511

Phone: (775) 335-9932

Contact: Jonathan Marshall

E-mail: jon@marshallbilling.com

Website: www.marshallemsbilling.com

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MEDIC AMBULANCE SERVICE, INC.

3300 Business Drive
Sacramento, CA 95820

Phone: (916) 564-9040

Contact: Jimmy Pierson

E-mail: jpierson@medicambulance.net

Website: www.medicambulance.net

Description: Medic Ambulance has a rich history of providing quality ambulance services in Northern California. We are the exclusive 911 ambulance provider for all of Solano County apart from the City of Vacaville. In 2024 started as the exclusive 9-1-1 ambulance provider for Sonoma County's EOA-1 in partnership with Sonoma County Fire District. Medic offers an array of services ranging from gurney, BLS, ALS and CCT emergency or non-emergency transportation. Our over 600 EMS professionals respond to over 130,000 requests annually and have been proudly providing services for over 45 years.

MEDLINE INDUSTRIES

Three Lakes Drive
Northfield, IL 60093

Phone: (702) 498-9134

Contact: Kelvin Newball

E-mail: knewball@medline.com

Website: www.medline.com

Description: Our unique offering of world-class products, supply chain and clinical practice expertise delivers a comprehensive solution at the best total value, to improve clinical, financial and operational outcomes across all points of care.

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NATIONAL ASSOCIATION OF EMERGENCY MEDICAL TECHNICIANS (NAEMT)

PO Box 1400

Clinton, MS 39060

Phone: (601) 924-7744

Contact: Tammie Patterson

E-mail: info@naemt.org

Website: www.naemt.org

Description: Formed in 1975 and over 92,000 members strong, the National Association of Emergency Medical Technicians (NAEMT) is the only national association representing the professional interests of paramedics, advanced emergency medical technicians, emergency medical technicians, emergency medical responders and other professionals providing prehospital and out-of-hospital emergent, urgent or preventive medical care. NAEMT serves its members by advocating on issues that impact their ability to provide quality patient care, providing high quality education that improves the knowledge and skills of practitioners, and supporting EMS research and innovation.

NORCAL AMBULANCE

3025 Independence Drive

Livermore, CA 94550

Phone: (925) 321-1744

Contact: Yen Ling Shen

Email: yshen@norcalambulance.com

Website: www.norcalambulance.com

Description: NORCAL Ambulance, leading the way for high quality ambulance service and customer care in Northern CA

NORTH AMERICAN RESCUE

35 Tedwall Court

Greer, SC 29650

Phone: (864) 675-9800

Contact: David Rice

E-mail: drice@narescue.com

Website: www.narescue.com

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Phone: (800) 564-6440

Contact: Kelly Parsons-O'Brien

E-mail: kelly@pacificcreditservices.com

Website: www.PacificCreditServices.com

Description: Pacific Credit Services has been in operation for more than 70 years, and work with credit grantors locally and nationwide. We strive to collect professionally and compliantly. Our policies and procedures are always being refined to ensure we deliver the best business value to our client-partners.

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260 N. Palm Street, Suite 200

Brea, CA 92821

Phone: (714) 403-8151

Contact: Paul Scarborough

E-mail: paul@premieramb.com

Website: www.premieramb.com

Description: Premier Ambulance, Inc. was founded in 2008 in response to a growing demand for specialized ambulance transportation services whose only focus is to partner with healthcare providers to meet their specific needs. Premier provides emergency and non-emergency ambulance services throughout Orange County, Los Angeles County, and San Diego County.

Vendor Directory

PROFESSIONAL SALES AND SERVICE, LC

1720 W Indiana Avenue
Salt Lake City, UT 84104

Phone: (801) 977-3961

Contact: Braxton Peterson

E-mail: bpeterson@pro-sales.com

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Contact: RedSky Emergency Vehicles

E-mail: kirsten@redskyev.com

Website: www.redskyemergencyvehicles.com

Description: RedSky is the authorized sales and service representative HME Ahrens-Fox, Alexis Fire Equipment, Demers Ambulances, Braun Ambulances, and Crestline Ambulances.

REPUBLIC EVS

16182 Gothard Street, Suite V
Huntington Beach, CA 92647

Phone: (562) 204-6047

Contact: Republic EVS

E-mail: billing@republicevs.com

Website: www.RepublicEVS.com

Description: Republic EVS is the ambulance dealer for Medix Ambulances in CA, AZ and NV. We provide sales, service plans for maintenance, repairs, and parts for emergency vehicles across the west.

RLI TRANSPORTATION

3565 Piedmont Road N.E., Building 1, Suite 300
Atlanta, GA 30305

Phone: (404) 443-1003

Contact: Lauren Carter

E-mail: lauren.carter@rlicorp.com

Website: www.rlicorp.com/ambulance-fleet-insurance

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14472 Wicks Boulevard
San Leandro, CA 94577
Phone: (877) 995-6161

Contact: Steve Grau

E-mail: info@royalambulance.com

Website: www.royalambulance.com

Description: To modernize healthcare transportation by inspiring and empowering a community of thousands of healthcare professionals who will impact 10s of millions of lives.

SKYLIFE & MERCY AIR

5526 E. Air Corp Way
Fresno, CA 93727

Phone: (760) 505-2103

Contact: Vanessa Hayflich

E-mail: vanessa.hayflich@airmethods.com

Website: www.airmethods.com

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3800 E. Centre Avenue
Portage, MI 49002

Phone: (714) 604-7956

Contact: Ryan Lovelady

E-mail: ryan.lovelady@stryker.com

Website: www.stryker.com

Description: Stryker is a global leader in medical technologies and, together with our customers, we are driven to make healthcare better. We offer innovative products and services in MedSurg, Neurotechnology, Orthopaedics and Spine that help improve patient and healthcare outcomes.

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1111 W. Centre Avenue
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Phone: (269) 366-3060

Contact: RJ Morrison

E-mail: rjmorrison@traumasoft.com

Website: www.traumasoft.com

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Phone: (805) 550-6406

Contact: Jim Gardiner

E-mail: jgachief@charter.net

Website: www.TremcoEmergencyProducts.com

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Phone: (415) 341-4104

Contact: David Emanuel

E-mail: david@vectorcare.com

Website: www.vectorcare.com

Description: VectorCare is the broker-less platform for Patient Logistics. Using Machine Learning and Automation to transform Patient Logistics across Medical Transportation, Home Health, DME, and Last-mile Logistics.

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9595 Six Pines Drive, STE 8210
The Woodlands, TX 77380

Phone: (281) 763-7280

Contact: Fred Wilkins

E-mail: fred@vlitech.com

Website: www.vlitech.com

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WAYFOUND MENTAL HEALTH GROUP

#630, 999 – 8th Street SW
Calgary, AB T2R 1J5

Phone: (403) 993-0401

Contact: Ryan Collyer

E-mail: ryanc@wayfound.ca

Website: www.wayfound.ca

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269 Mill Road

Chelmsford, MA 01824

Phone: (800) 348-9011

Contact: Catherine Anderson

E-mail: cprophet@zoll.com

Website: www.zoll.com

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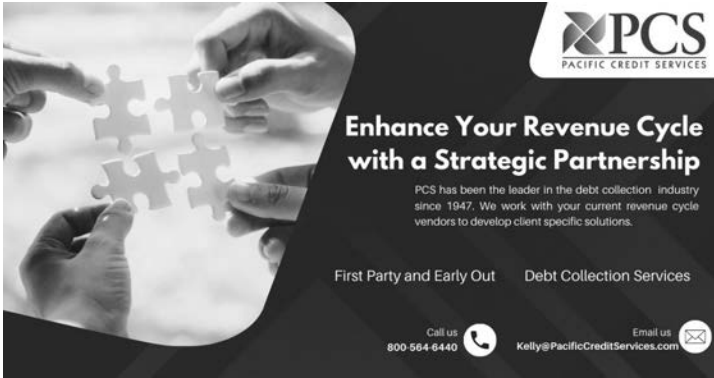


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