

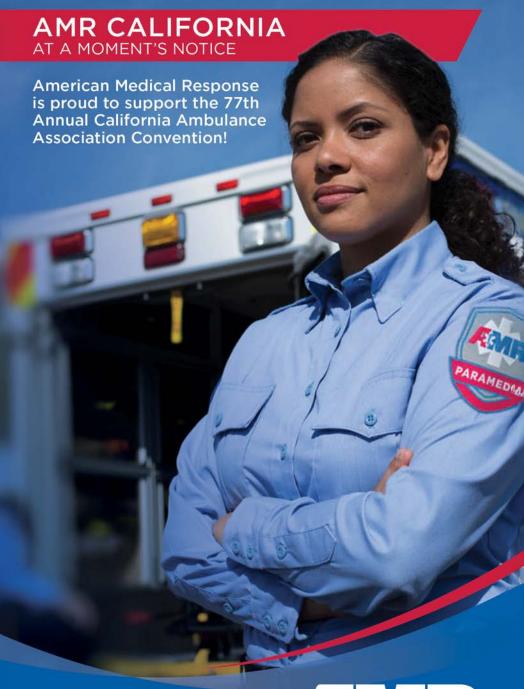
77TH ANNUAL CONVENTION

RISING TIDES: ADVANCING TOGETHER SHAPING THE NEXT WAVE

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We're honored to stand alongside our peers at the California Ambulance Association as we celebrate the dedication, resilience, and impact of EMS professionals across the state. Thank you for your service.

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Welcome!



Jaison Chand President California Ambulance **Association**

elcome to the California Ambulance Association's 77TH Annual Convention! This year, we're thrilled to gather in beautiful Monterey under the theme "Advancing Together, Shaping the Next Wave." We've designed this event to be both informative and inspiring – giving you the tools, insights, and connections to navigate the evolving EMS landscape.

Our Conference Committee has curated an outstanding lineup of speakers who will address the most pressing issues facing our industry today. From workforce challenges to innovations in care delivery, you'll leave equipped with knowledge you can take back to strengthen your organization.

In addition to the important business of the convention, we invite you to enjoy the memorable social events that are a hallmark of the CAA experience – from the annual golf tournament, to our opening reception, to the always-anticipated President's Reception. These gatherings provide valuable opportunities to network, reconnect, and collaborate with your peers.

We extend our heartfelt thanks to our sponsors and exhibitors – whose support makes this event possible. Please visit their booths and refer to the vendor directory in your program to learn more about their contributions to our shared mission.

Enjoy your time in Monterey. We're glad you're here. *

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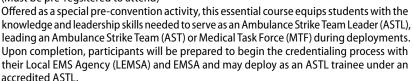
TUESDAY, AUGUST 19, 2025

8:00 am - 5:00 pm - Marriott Monterey, San Carlos 1

Ambulance Strike Team Leader Course

Kevin Anderson – CA Emergency Medical Services Authority

(Must be pre-regsitered to attend)



8 Hours of CE's available upon completion of course.

10:00 am – 5:00 pm – Monterey Conference Center

Exhibitor Registration & Setup

Check in and setup!

11:00 am - 5:00 pm - Pacific Grove Golf Links

Raymond Lim / Jim McNeal Memorial Golf Tournament

(Must be pre-regsitered to attend)

Check In: 11:00 am | Tee Times: 11:30 am – 1:30 pm

The CAA Memorial Golf Tournament brings members and supporters together for a day of camaraderie, scenic views, and a bit of friendly competition at the beautiful Pacific Grove Golf Links.

5:00 pm – 6:30 pm – Marriott Monterey, Characters Bar

Welcome Reception

(Must Register to attend)

\$75 Members | \$80 Non-Members

Welcome! Connect with fellow attendees, industry leaders, and special guests in a relaxed, social setting before the day one of convention begins.

WEDNESDAY, AUGUST 20, 2025

6:30 am - 7:30 am - Steinbeck 1

Exhibitor Setup

7:30 am - 5:00 pm - Stevenson 1 & Steinbeck 1

Registration & CAA Marketplace Opening

Check-in at registration and receive your name badge and convention information. The CAA Marketplace features a variety of booths where companies and vendors display their products and services. Representatives engage with visitors, share information, and showcase innovations. Attendees can network, explore industry trends, and learn about new industry developments. Don't forget to check in and scan the QR code of each exhibitor you visit, you could win!



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<u>Schedule</u>

WEDNESDAY, AUGUST 20, 2025 (cont'd)

7:30 am - 8:30 am - Steinbeck 1

Continental Breakfast

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8:30 am - 10:30 am - Steinbeck 3

GENERAL SESSION

Welcome Address & Featured Keynote Speaker

Rob Lawrence – CAA Executive Director

Chris McChesney – Keynote Speaker

Join us as we kick off the convention with an energizing keynote from Chris McChesney, global practice leader at FranklinCovey and co-author of the bestselling book, *The 4 Disciplines of Execution*°. With over two decades of experience helping organizations like Marriott, Coca-Cola, and Lockheed Martin achieve strategic breakthroughs, Chris brings a powerful message on how to focus, align, and execute on what matters most – especially in high-pressure environments like emergency services. His insights and practical tools will inspire leaders at every level to cut through the noise, stay focused, and achieve their "wildly important goals." Don't miss this motivating and actionable start to the event.

10:30 am - 10:45 am - Steinbeck 1 Break

10:45 am – 11:45 am – *Steinbeck 2*

RCM TRACK

Charting the Course: Federal Appeals Strategies for Medicare Advantage & ERISA Ed Norwood, ERN Enterprises/The National Council of

Reimbursement Advocacy



In this transformative session, healthcare strategist and national advocate Ed Norwood dives deep into the foundational appeal concepts that empower organizations to push back against complex denials and win. Participants will gain practical tools to combat medical necessity transport denials, navigate statutory timeframe

disputes – including post-stabilization, and post-acute care denials – and apply conceptual frameworks that simplify even the most technical appeals. From tactical guidance on case-specific strategies to jurisdictional trend mapping, root cause analysis, and writing appeals using high-impact conceptual language, this session offers the strategic edge revenue cycle and clinical teams need. Whether you're a CFO, reimbursement leader, managed care executive, or part of the patient access or health information operations team, this session equips you with the insight and clarity to move beyond compliance and into wins that last. Because in federal appeals, laws don't win – concepts do.

WEDNESDAY, AUGUST 20, 2025 (cont'd)

10:45 am – 11:45 am – Steinbeck 3

LEADERSHIP TRACK

Just One of the Guys: A Leadership Wake-Up Call in the Rising Tide

Carly Strong - SEMSA/RIGGS

Danielle Thomas - LifeLine Ambulance

Danielle Thomas and Carly Strong don't call themselves "female leaders" – they're just leaders. In a field where leadership and industry norms are dominated by men, these two trailblazers have carved their path by focusing on what truly matters: exceptional leadership. While other sessions may focus on the differences between male and female leaders or why females face challenges, this talk shifts the narrative to the mentality and skills one must cultivate to succeed regardless of gender. To thrive in EMS leadership, you need grit, adaptability, and a relentless focus on results. This session rejects the idea of being "pro-women in EMS" and instead champions being pro-good leader.

10:45 am – 11:45 am – Colton

OPERATIONS TRACK

Charting the Course: Navigating Public-Private EMS Solutions

Glenn Leland – Strategic Fit, LLC

Glenn Leland is a nationally known EMS strategist and former CEO/COO with decades of leadership across AMR, Priority Ambulance, Paramedics Plus, and more. From LA paramedic to global EMS consultant, he's helped design systems on five continents. Glenn now teaches EMS business to fire service leaders through the Ambulance Business Academy and brings deep insight into evolving models of EMS delivery and partnership."

11:45 am – 12:45 pm – *Serra 2 (Lower Level)*

12:45 pm – 1:45 pm – *Serra 2 (Lower Level)*

GENERAL SESSION

The Global Pulse: State of the Nation Insights

Asbel Montes – Solutions Group Services Jamie Pafford – Gresham - Pafford EMS

Matt Zavadsky – PWW Advisory Group

2025 has been a pivotal year for EMS – from the "Big Beautiful Bill" to ongoing underfunded mandates. In this dynamic 60-minute panel, national thought leaders examine the current and future state of EMS, tackling the impact of new legislation, fragile reimbursement models, and persistent workforce challenges. Moderated by Jimmy Pierson and Rob Lawrence, the discussion will confront key issues like hospital offload delays, burnout, and the path to sustainable funding. With expert insight and action-focused dialogue, this session gets to the heart of what must change – and who must lead the way.

WEDNESDAY, AUGUST 20, 2025 (cont'd)

1:45 pm - 2:45 pm - Steinbeck 2

RCM TRACK

To Refund or Not to Refund: Battling The Rising Tide of Overpayments

Donna Hankins - American Ambulance

With audits rising and denials increasing, providers face a familiar dilemma: refund or fight? This session breaks down the decision-making process around overpayments, voluntary refunds, and appeals. Gain practical strategies to assess risk, manage documentation, and respond effectively – whether you're dealing with past issues or preparing for what's next.

1:45 pm – 2:45 pm – *Steinbeck 3*

LEADERSHIP TRACK

Riding the Leadership Wave: Meta Leadership for the Future of EMS

Brad Newbury MPA, NRP - National Medical Education & Training Center

As EMS faces workforce, regulatory, and technological challenges, leaders must guide beyond internal operations and across healthcare systems. Rooted in Harvard's Meta Leadership framework, this session gives leaders tools like POP-DOC, emotionally intelligent decision-making, and cross-organizational strategies to lead through uncertainty with clarity, influence, and agility.

2:45 pm – 3:00 pm – Steinbeck 1 Break

3:00 pm - 4:00 pm - Steinbeck 2

RCM TRACK

Riding the Revenue Wave to Full EMS Reimbursement

Melissa Harris - AmbuServe, Inc.

Liza Lane - Revenue Lane

Discover practical strategies to tighten your EMS collections and hold payors accountable. Melissa Harris and Liza Lane will share tools to flag stalled accounts, streamline denials, and apply KPIs to boost performance. Walk away with a proactive framework to protect revenue and respond effectively when payors delay.

3:00 pm - 4:00 pm - Steinbeck 3

LEADERSHIP TRACK

When the Tide Turns: Leading Through Tragedy to Build a Resilient Culture

Chief Rob Reardon – Duxbury Fire Department

As EMS faces rising demands, one thing remains constant – the responsibility to care for our own. This session shares the real experience of leading through unimaginable tragedy and how adversity can spark the wave that carries a stronger, more resilient EMS culture forward. Attendees will leave with actionable strategies to shape the next wave of EMS leadership, prioritizing mental health and the well-being of those who answer the call.

4:00 pm – 4:15 pm – Steinbeck 1 Break



<u>Schedule</u>

WEDNESDAY, AUGUST 20, 2025 (cont'd)

4:15 pm – 5:00 pm – *Serra 2 (Lower Level)*

RCM TRACK

Wine & Whine: Rebounding from Your

Reimbursement Hangover

Donna Hankins – American Ambulance

Melissa Harris - AmbuServe, Inc.

Ed Norwood – ERN Enterprises/The National Council of Reimbursement Advocacy

Doug Wolfberg – PWW Advisory Group

Matt Zavadsky – PWW Advisory Group

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.

5:00 pm – 5:45 pm – *Serra 2 (Lower Level)*

OPERATIONS TRACK

Beers & Tears: Hopping Back from What Ales You

Michael Coan – Medic Ambulance Inc. Corey J. Cabral, Esq. – CDF Labor Law Amber Healy, Esq. – Buchalter

Sean Sullivan – LIFEwest

What's better than free legal advice? 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!

5:45 pm – 6:45 pm – *Steinbeck 1 & Foyer*

Presidents Reception

Connect & celebrate at the President's Reception! This special event honors our association's leadership and brings together members, partners, and guests. Enjoy refreshments, meaningful conversations, and the opportunity to toast to our shared accomplishments and bright future.



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6:30 pm – 7:15 pm – Steinbeck 2 Code3 Trailer and Writer Q&A

<u>Schedule</u>

THURSDAY, AUGUST 21, 2025

7:30 am - 3:00 pm - Steinbeck 1

CAA Marketplace Opens

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8:00 am - 4:00 pm - Stevenson 1

Registration Opens

Check-in at registration and receive your name badge and convention information.

7:30 am – 8:30 am – *Steinbeck 1*

Continental Breakfast

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8:30 am – 9:30 am – *Serra 2 (Lower Level)*

GENERAL SESSION

Rising Together: From Collision to Collaboration in California EMS

Progress doesn't always start with agreement. In California EMS, conflict and tension between fire and ambulance, hospital and field, county and state have long shaped the landscape. This panel brings together leaders from across the system for a candid conversation that leans into discomfort, surfaces hard truths, and seeks trust through curiosity, listening, and respectful challenge. We rise not by avoiding friction, but by working through it – together.

FEATURED SPEAKERS:









9:30 am - 9:45 am - Stevenson 1 Break

9:45 am – **10:45** am – *Steinbeck 2*

RCM TRACK

Navigating the Swell: Reimbursement Challenges & Compliance Currents in EMS Doug Wolfberg – PWW Advisory Group

Join CAA Reimbursement Consultant Doug Wolfberg as he leads a rapid-fire session to cover the latest hot topics on the minds of California's ambulance billing and compliance professionals. Doug will discuss the latest balance billing issues at both the state and federal levels, including AB716, and will help demystify some of the issues under California's new consumer protection law regarding medical debt. This session will also cover some of the pressing concerns arising under Medicare Advantage and other managed care issues.





THURSDAY, AUGUST 21, 2025 (cont'd)

9:45 am - 10:45 am - Steinbeck 3

LEADERSHIP TRACK

My Supervisors Suck: When the Tide Turns on Leadership That Fails Us

Danielle Thomas – LifeLine EMS

Have you ever thought to yourself, "My supervisors suck" and blamed them for the problem? You're not alone. But what if that frustration is also an invitation? In this bold and honest session, we'll confront what happens when leadership fails — and what it really takes to change it. From identifying the right people and firing fast when needed, to implementing sustainable development tools and accountability frameworks, this session gives you real-world strategies to build the kind of leadership your organization actually needs. We'll explore the shared ownership between frontline staff, senior leaders, and supervisors themselves — and how to have the crucial conversations that drive culture forward. If you're ready to stop treading water and start leading the next wave, this is your session.

10:45 am - 11:00 am - Steinbeck 1 Break

11:00 am - 12:00 pm - Steinbeck 2

RCM TRACK

Building a Balanced EMS Organization

Ana Gnojek – Apex360, LLC

Donna Hankins – American Ambulance

This session explores the synergy between Operations, Finance/Admin, and Reimbursement, tying it to the critical role of Compliance. Learn how to break down silos, connect departments, and bring compliance into daily decisions. We will share practical strategies to improve communication, reduce risk, and strengthen performance, giving your organization clear ideas to support a stronger EMS organization.

11:00 am - 12:00 pm - Colton

OPERATIONS TRACK

Rising Tides in EMS: Strengthening Your Workplace Through Smart Employment Law Strategies



Amber Healy, Esq. – Buchalter

Explore the unique HR and legal challenges facing EMS organizations, from fatigue and wage issues to mental health and discipline. This session offers practical tools, policy guidance, and frontline leadership tips to ensure compliance while supporting your team. Walk away with checklists, conversation starters, and strategies to build a legally sound and resilient EMS workforce.

THURSDAY, AUGUST 21, 2025 (cont'd)

11:00 am - 12:00 pm - Steinbeck 3

OPERATIONS TRACK

Shifting Currents, Stable Teams: What You Need to Know on CA Strike Team Deployments

Kevin Anderson – EMT-P, California EMSA Jimmy Pierson – Medic Ambulance Inc. Andrew Sulyma – Alameda County EMSA

How have disaster responses changed? We will discuss best practices for real-time nonotice emergencies, pre-planned operations, and deployments, including support for large venues like Super Bowl 60 and upcoming FIFA matches, plus the role of Ambulance Buses for mobile clinics and command units. We'll share real-world insights from actual Strike Team deployments.

12:00 pm – 1:30 pm – Serra 2 (Lower Level)
Luncheon & CAA Awards

1:30 pm - 2:30 pm - Steinbeck 2

RCM TRACK

Anchored in Insight: Staying Afloat in the AI Era

Asbel Montes - Solutions Group Services

Artificial intelligence has already started to reshape how healthcare leaders approach financial performance, decision-making, and patient care. But with a flood of tools and buzzwords, how do you separate hype from meaningful impact? In this session, Asbel Montes will explore how to stay anchored in data-driven insight while navigating the waves of rapid Al innovation. Drawing on real-world examples from the healthcare finance space, he will unpack how to evaluate emerging technologies, avoid common pitfalls, and position your organization to stay afloat – and ahead – in an Al-driven future.

1:30 pm - 2:30 pm - Steinbeck 3

LEADERSHIP TRACK

From Local Waves to Statewide Currents: Growing Your Political Impact

Dorian Almaraz – Prime Strategies, CAA Lobbyist

Steve Grau – Royal Ambulance, CAA President-Elect

Jimmy Pierson – Medic Ambulance Inc., CAA Past President

Real influence starts at home – and grows with purpose. In this timely and energizing session, Steve Grau, Jimmy Pierson, and Dorian Almaraz take the stage to explore how California EMS professionals can amplify their political voice from city hall to the state Capitol. As EMS faces unprecedented challenges in funding, regulation, and workforce sustainability, now is the time to transform local connections into statewide momentum.

Learn how the California Ambulance Association is expanding its political and lobbying footprint, and why consistent engagement with elected officials is no longer optional – it's essential. This session will outline how to build lasting relationships with policymakers, craft compelling advocacy messages, and become part of the legislative solution. Whether you're a field provider, manager, or executive, you'll walk away with practical tools to connect, advocate, and help secure a stronger future for EMS in California. It's time to stop waiting for change – and start shaping it.





THURSDAY, AUGUST 21, 2025 (cont'd)

2:30 pm - 3:00 pm - Steinbeck 1 Break

3:00 pm - 5:00 pm - Steinbeck 1
Exhibitor Breakdown

3:00 pm – 4:00 pm – Serra 2 (Lower Level)

GENERAL SESSION

Tidal Shift: Six Experts - One Weird A.I. Showdown

Brenden Cameron – BC-ABC Christian Carrasquillo – Fast Medical Al Nidish Dhru – Huly Al Jonathan Feit – Beyond Lucid Technologies Dave O'Rielly – Truamasoft

Mike Taigman – FirstWatch

Grab your floaties and hold onto your lanyards – this isn't your average panel. In Monterey, six Al experts take the stage to debate one of the biggest questions in healthcare and EMS today: Will Al revolutionize our systems ... or replace us entirely? From billing and dispatch to real-time PCR writing and CQI that runs while you sleep, Al is already reshaping how we operate. Is it making us better – or just pushing us faster toward the edge?

No demos, no pitches, no pricing slides – just unfiltered insight from six data-driven minds, ready to challenge each other (and maybe you). Moderated by fearless EMS pros, this session promises to shake up your thinking – and if it knocks your socks off, good thing you brought flip flops.

4:00 pm – 5:00 pm – Serra 2 (Lower Level)

GENERAL SESSION

Closing Remarks & CAAPAC Raffle

Rob Lawrence - CAA Executive Director

As we wrap up the convention, thank you for being part of this incredible gathering. Your presence and participation help strengthen the voice of our association and the vital work we do.

Before we officially conclude, don't forget we'll be drawing for the CAAPAC raffle! Your contributions support our continued advocacy efforts, and every ticket makes a difference. Stick around to see if you're a lucky winner and thank you again for supporting CAAPAC and the mission of the California Ambulance Association.





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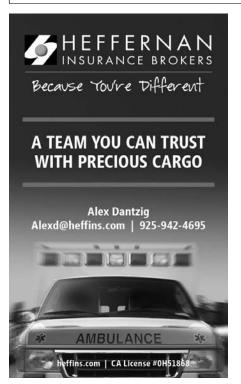




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