



78TH ANNUAL CONVENTION

WESTIN ANAHEIM RESORT // SEPTEMBER 22-24, 2026



CAACON 2026

THE NEXT SHIFT:
ADAPT & INNOVATE

ONSITE PROGRAM

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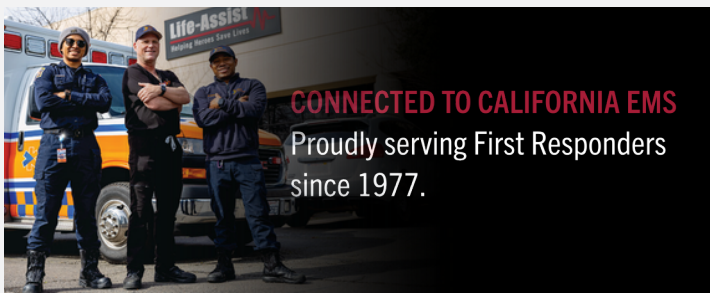
Proud Strategic Partners Supporting California EMS

Life-Assist is proud to begin a new Strategic Partnership with the California Ambulance Association, building on our shared commitment to the people and organizations advancing emergency medical services across our state.

From education and industry to year-round engagement, we look forward to listening, connecting and finding new ways to continue to support CAA members and the communities they serve.



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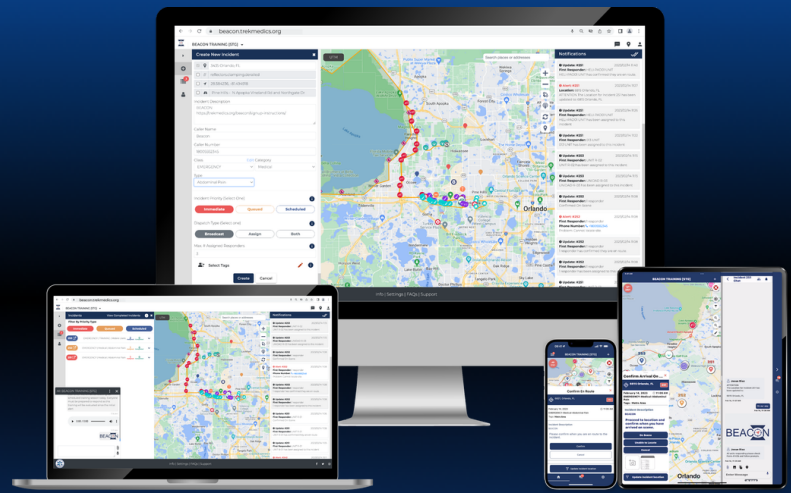


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WELCOME



Steve Grau
President
California Ambulance
Association

Welcome to Anaheim and to the California Ambulance Association's 78th Annual Conference. Our theme this year, **The Next Shift: Adapt and Innovate**, could hardly be more timely. The ambulance profession has always evolved—through new clinical practice, new technology, new reimbursement models and changing expectations from the communities we serve. But the pace of change now confronting us feels different. Artificial intelligence has moved from something we talked about as a future possibility to something being deployed on an industrial scale, touching almost every aspect of healthcare, business and daily life.

We should not see that as the beginning of the end. Perhaps it is better understood as **the end of the beginning**. The opportunity before us is to decide what comes next — and to make sure that the future of EMS is shaped by us, rather than simply happening to us.

That is why this year's program deliberately brings together three different forms of intelligence: **Artificial Intelligence, Emotional Intelligence and Reimbursement Intelligence**—AI, EI and RI. Each matters independently, but the real opportunity comes when we merge and meld all three.

AI can help us process information, identify patterns, improve efficiency and make better use of the enormous quantities of data our organizations generate. But technology alone will never be enough. EMS remains fundamentally a human endeavor. Emotional intelligence—our ability to lead, communicate, understand, empathize and connect—will become more important, not less, as technology advances. And none of those innovations can succeed unless we also understand the economic realities of our profession. Reimbursement intelligence means knowing how we are paid, where the system is changing, and how we build organizations capable of sustaining excellent patient care.

The future therefore belongs neither entirely to the human mind nor to the computer mind. It will require both. This conference can be one small step into what promises to be a remarkable journey. Over the next few days, I encourage you to listen, question, challenge assumptions, meet someone new and take ideas back to your organization that can genuinely make a difference.

On behalf of the CAA Board of Directors, thank you for joining us in Anaheim. I hope you have a productive, thought-provoking and thoroughly enjoyable conference.

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Medic Ambulance Service

PAYER ISSUES

Liza Lane

Revenue Lane

Mia Piazza

Falck

REGULATORY

Jeremy Shumaker

American Medical Response

Tuesday, September 22, 2026

9:00 AM - 4:00 PM - *Anabella A*

AAA AAARC Boot Camp

Donna Hankins // American Ambulance

Brian Werfel // WMK Law Group

(Must be pre-registered to attend)

This program explores the full lifecycle of an ambulance claim, from Medicare enrollment and coding fundamentals to payer strategy, compliance requirements, KPIs, and the latest Medicare updates. Led by leading EMS reimbursement and compliance experts, the workshop provides practical insights and strategies to help organizations reduce denials, improve reimbursement, and navigate today's complex payer environment with confidence.

By completing all eight modules, attendees will earn the AAA Ambulance Revenue Cycle Management Specialist (ARCMS) certificate, designed to elevate your expertise while delivering practical tools you can implement right away.

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8:00 AM - 4:00 PM - *Gloriana C*

Ambulance Strike Team Leader Course

Kevin Anderson // California Emergency Medical Services Authority

(Must be pre-registered to attend)

Offered as a special pre-convention activity, this essential course equips students with the knowledge and leadership skills needed to serve as an Ambulance Strike Team Leader (ASTL), leading an Ambulance Strike Team (AST) or Medical Task Force (MTF) during deployments. Upon completion, participants will be prepared to begin the credentialing process with their Local EMS Agency (LEMSA) and EMSA and may deploy as an ASTL trainee under an accredited ASTL.

The AST Program has been completely revised so even if you have taken this training in the past, we encourage you to attend and see what's changed and new.

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

12:00 PM - 4:00 PM - *Anabella Foyer*

Registration Open

12:00 PM - 4:00 PM - *Anabella B*

Exhibitor Setup

11:00 AM - 4:00 PM - *Coyote Hills Golf Course*

Raymond Lim/Jim McNeal Memorial Golf Tournament

(Must be pre-registered to attend.)

Check In: 11:00 AM | Lunch Available: 11:30 AM | Tee Time: 12:00PM

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 Coyote Hills Golf Course. Registration includes lunch and drink tickets.

The first group tees off at 12:00 PM with consecutive tee times every 10 minutes.

6:00 PM - 8:00 PM - *Jewel Terrace*

Welcome Reception

(Must register to attend.)

\$80 per person.

Welcome! Connect with fellow attendees, industry leaders, and special guests in a relaxed, social setting before the convention begins. Sponsored by Life-Assist

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Wednesday, September 23, 2026

6:30 AM - 7:30 AM - *Anabella B*

Exhibitor Set-up

7:00 AM - 5:00 PM - *Anabella Foyer*

Registration

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

7:30 AM - 8:25 AM - *Anabella B*

CAA Marketplace Opens & Breakfast with Vendors

Please enjoy a complementary continental breakfast.

8:30 AM - 9:55 AM - *Anabella A*

GENERAL SESSION

Welcome to Anaheim & Featured Keynote Speaker

Steve Grau // Royal Ambulance

Rob Lawrence // Executive Director, CAA

Featured Keynote: Human Judgement, Artificial Intelligence, and the Future of EMS

A Patient-Centered, Provider-Supportive, Error-Reduced Future

Dr. Brent Myers // ESO

In the rapidly evolving AI landscape, EMS providers and leaders may understandably be overwhelmed. The promises of AI include reduction in tedious tasks, error reduction, improved patient outcomes, and increased job satisfaction for EMS providers. On the other hand, compliance with a dynamic regulatory environment, change management, and how to appropriately consider the future structure of EMS response, staffing, and patient care may make adoption complex. EMS response will be impacted, from dispatch to disposition while operations and finance will change, from documentation to billing. Retrospective quality management will give way to bedside performance improvement. Attendees will leave with a practical framework for navigating AI adoption while preserving the essential role of human judgment in clinical care, leadership, and trust. Join us for a lively, forward-looking discussion on the balance between human expertise and artificial intelligence in the future of EMS.

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10:00 AM - 4:00 PM - *Bohemia*

Wellness Lounge: The Recovery Position

Step away from the conference floor for 10 minutes. The Wellness Lounge offers complimentary 10-minute chair massages, spa-style take-homes to use throughout the conference, and a moment back for yourself. Sponsored by Royal Ambulance and LIFEwest Ambulance Service

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10:00 AM - 10:55 AM - *Doria*

REVENUE INTELLIGENCE TRACK // RI 1

Autocoding

Nidish Dhru // Huly

Manual coding and inconsistent documentation cost EMS agencies time, revenue, and compliance confidence. This session explores how artificial intelligence is transforming EMS billing from the ground up—starting with auto-coding models trained on an agency's own historical claims data to predict accurate codes automatically. We'll examine how payor- and payor-type-specific rule engines adapt claims logic for Medicare, Medicaid, and commercial payors without manual rework, and how AI can generate ICD-10 codes directly from PCR narratives with clinical precision. Attendees will also see how generative AI produces compliant, audit-ready billing narratives in seconds rather than minutes.

Whether you're a billing manager, compliance officer, or agency leader, you'll leave with a practical understanding of how AI reduces denials, accelerates reimbursement, and frees your team to focus on patients—not paperwork.



10:00 AM - 10:55 AM - Sonia

ARTIFICIAL INTELLIGENCE TRACK // AI 1

The Next Shift: AI Ideas in Action

Speakers to be announced!

To launch our Adapt and Innovate theme, we're handing the stage to some of the industry's leading AI thinkers, innovators, and solution architects for a fast-paced series of short, focused presentations. Each presenter will tackle a different challenge facing EMS today, showing how artificial intelligence is already being applied to operations, decision-making, system design, workforce pressures, and the everyday tasks that consume our time. The premise is simple: AI should solve problems, remove friction, and make the working day easier—not more complicated.

Expect big ideas delivered quickly, practical examples rather than theory, and a glimpse into solutions already being developed and deployed. From today's operational challenges to tomorrow's possibilities, hear directly from the people building the tools that could define The Next Shift in EMS. Short presentations. Different perspectives. Real problems. Practical solutions.

10:00 AM - 10:55 AM - Gloriana C

EMOTIONAL INTELLIGENCE TRACK // EI 1

How to Save EMS

Jimmy Apple // The EMS Avenger

A raw, honest look at the culture, challenges, and future of EMS—told through two powerful, interwoven stories that expose both the heart and the hurt inside this job.

You'll dive into:

- The paramedic journey from idealism to burnout
- The hidden weight of addiction, compassion fatigue, and bias
- The reality behind “frequent flyers” and the humanity we often miss
- Why real change requires cultural shifts, provider buy in, and system level reform

This isn't a lecture. It's a mirror. It's the conversation EMS has needed for years—and Jimmy brings it with clarity, heart, and fire.

11:00 AM - 11:25 AM - Anabella B

Break in the CAA Marketplace

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.

11:30 AM - 12:25 PM - Anabella A

GENERAL SESSION

EMS Stakeholders Panel

Steve Grau // Royal Ambulance

Dr. Clayton Kazan // President, NAEMSP CA Chapter

EMSAAC Representative

EMSA Representative

CPF Representative

CFCA Representative

CHA Representative

EMS Alliance Representative

Join us for our annual 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.

Wednesday, September 23, 2026

12:30 PM - 1:25 PM - *Anabella C/D*

Luncheon

Enjoy a bite to eat between sessions!
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1:30 PM - 2:25 PM - *Doria*

REIMBURSEMENT INTELLIGENCE TRACK // RI 2

Shifting Focus: Facilities and Other Pay Sources

Liza Lane // Revenue Lane

Mia Piazza // Falck

This presentation provides a detailed guide for billing staff on identifying and correctly billing various payment sources for medical transport services, extending beyond the patient and their primary health insurance to include Hospital DRG, Intercampus, SNF Consolidated Billing, Hospice, work comp, auto insurance, correctional facility, and contract billing.

The core message is to look beyond the patients insurance card and investigate the circumstances of each call to determine the correct primary payer. This proactive approach helps prevent denials and ensures proper billing.

1:30 PM - 2:25 PM - *Sonia*

ARTIFICIAL INTELLIGENCE TRACK // AI 2

The Lawyer Didn't Write It: AI, Liability, and the New Legal Landscape for EMS

Amber Healy // Buchalter Law

JohnRey Hassan // Royal Ambulance

You receive a demand letter citing statutes, threatening litigation, and demanding preservation of records. It looks like it came from a lawyer. It didn't. It came from AI. At the same time, EMS organizations are increasingly using AI to assist with documentation, scheduling, policy development, compliance, communications, and operational decision-making. While AI can improve efficiency and reduce administrative burden, it can also create legal exposure, privacy concerns, compliance risks, and costly mistakes when relied upon without appropriate oversight.

In this engaging one-hour session, Amber Healy (Partner, Buchalter) and JohnRey Hassan (Chief Administrative Officer & In-House Counsel, Royal Ambulance) discuss the practical realities of AI in EMS. Learn where AI adds value, where it creates risk, and how EMS leaders can implement effective guardrails while maintaining the critical role of human judgment, legal counsel, and risk management.

1:30 PM - 2:25 PM - *Gloriana C*

EMOTIONAL INTELLIGENCE TRACK // EI 2

Five Decades of EMS Leadership: Lessons from the Long View

Randy Strozyk // GMR

From the days when *Emergency!* inspired a generation to today's world of AI, payment reform, workforce challenges, and unprecedented change, few leaders have witnessed the evolution of EMS as closely as Randy Strozyk. Drawing on more than 45 years in ambulance operations, executive leadership, and national advocacy, Randy reflects on the defining moments that shaped our profession—and the leadership lessons that remain as relevant today as ever.

This session is more than a walk down memory lane. It's an honest discussion about what EMS got right, what we got wrong, and what today's leaders must do to prepare for the next chapter. Whether you're a seasoned executive or an emerging leader, you'll leave with practical insights, historical perspective, and a renewed appreciation for the responsibility of leading EMS into its future.

2:30 PM - 2:55 PM - *Anabella B*

Break in the CAA Marketplace



3:00 PM - 3:55 PM - Doria

REIMBURSEMENT INTELLIGENCE TRACK // RI 3

Denied Doesn't Mean Defeated: Mastering ERISA & PHSA Self-Funded Claims

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

Are you leaving revenue on the table due to improper denials of healthcare claims? Join us for a high-impact session designed to transform your approach to complex insurance appeals. This course demystifies the intricate world of self-funded plans, providing you with the blueprint needed to turn write-offs into payoffs. In this session, you will learn how to:

- Understand the Basics: Clearly define what self-funded plans are and how they fundamentally operate.
- Navigate the Legislation: Master the applicable federal laws and regulations governing these specific policies.
- Spot the Differences: Learn practical, foolproof strategies to accurately identify self-funded plans in the wild.
- Fight Back and Win: Walk step-by-step through actionable techniques to leverage this legal knowledge and successfully overturn improper denials.

Stop letting payors have the last word. Leave equipped with the strategy required to secure the payments you deserve.

3:00 PM - 3:55 PM - Sonia

ARTIFICIAL INTELLIGENCE TRACK // AI 3

MEDIC AI: Don't Be Afraid—The Future Is Now

Marcus Bond // Medic Ambulance

James Pierson // Medic Ambulance

Medic is a family-owned, small business and like many in EMS, we didn't know where AI fit into our world, but we knew we could not sit on the sidelines of AI. This session is a "don't be afraid" conversation, told through two different starting points. Together, they'll walk through Medic's current AI ecosystem, the architecture behind these tools, how they connect with existing systems, and the lessons learned scaling from a focused QA use case to a broader operational intelligence platform clinical employee, and administrative workflows. Attendees will see live examples of AI-assisted QA review and other administrative programs and leave with a practical, field-tested framework for evaluating where AI can realistically support, not replace, EMS operations and administration. Medic's message: AI isn't reserved for the "techy" people in the room, it's for everyone, and the future is already here.

3:00 PM - 3:55 PM - Gloriana C

EMOTIONAL INTELLIGENCE TRACK // EI 3

Provider Empathy and Legal Liability: Case Studies Caught on Camera

Doug Wolfberg // PWW Advisory Group

Human empathy is one of the hallmarks of emotional intelligence. But in some cases, failures of empathy can lead to drastic legal consequences, especially in the age of ubiquitous video recording and electronic surveillance. In this session, EMS attorney Doug Wolfberg will use actual case studies caught on camera to demonstrate the legal risks when EMS providers fall short in the practice of basic empathy, and explain the risk management benefits by improving this fundamental human skill.

4:00 PM - 4:55 PM - Doria

REIMBURSEMENT INTELLIGENCE TRACK // RI 4

Ambulance Audit Priorities: Five Claim Risks on the OIG's Radar

Doug Wolfberg // PWW Advisory Group

Ambulance claims continue to be scrutinized by Medicare and other Federal payers. Compliance is a never-ending process that must be prioritized by every ambulance service. In this session, CAA Medicare Consultant Doug Wolfberg will run down the five most prevalent risk areas lurking in your ambulance claims based on recent OIG and Medicare audit activity.

Wednesday, September 23, 2026

4:00 PM - 4:55 PM - *Sonia*

ARTIFICIAL INTELLIGENCE TRACK // AI 4

The Agentic Shift in EMS—Why Revenue Cycle is the Beachhead for AI Across the Whole Association

Rob Rodrigues // MP Cloud Technologies

AI is coming to EMS whether agencies are ready or not, and the hype makes it hard to know where to start. This session gives operators a practical maturity model for AI adoption—moving from manual, to AI-assisted, to agentic with exception-only human review—and applies it across dispatch, documentation, and billing. It argues that the revenue cycle is the smartest first step, because claims are rules-bound and measurable, which is exactly where AI performs best. That does not mean the stakes are low. Compliance and cash flow are existential, which is why this work demands a deliberate, well-governed plan.

4:00 PM - 4:55 PM - *Gloriana C*

EMOTIONAL INTELLIGENCE TRACK // EI 4

Engineering Leadership—Engineering Emotional Intelligence: The Hidden Driver of Performance, Profitability, and Organizational Growth

Danielle Thomas // Grey Matter Council

Artificial Intelligence can accelerate decisions. Revenue Cycle Intelligence can improve financial performance. But neither determines whether people trust their leaders, embrace change, solve problems, or stay with your organization. Every leadership decision either creates value or creates cost. Emotional intelligence determines which one. This highly interactive session begins with a live Leadership Operating System Assessment, participants with real-time insight into how they lead under pressure.

Through Grey Matter Council's ENGINE™ Framework, attendees will discover how emotional intelligence can be intentionally developed through practical, measurable leadership behaviors that strengthen self-awareness, communication, adaptability, influence, and accountability. Participants will leave with actionable tools to coach others more effectively, navigate difficult conversations with confidence, and intentionally develop the next generation of leaders. Because emotional intelligence isn't a soft skill. It's a business strategy that strengthens culture, improves retention, drives performance, and ultimately impacts the bottom line.

5:00 PM - 6:30 PM - *Anabella A*

GENERAL SESSION

Whine, Wine, Beers & Tears: The CAA Issues Super Session

A Two-Part General Session on Reimbursement, Regulation, Workforce and Operations

California ambulance providers are being challenged from every direction—payer policy, reimbursement pressure, regulation, workforce shortages, employment law, compliance, and the daily operational realities of running an ambulance service. This extended CAA General Session brings many of the industry's leading experts together for a candid, highly interactive conversation covering the issues that matter most to ambulance leaders right now.

Bring your questions, your experiences, and the problems keeping you awake at night. We will provide the wine and beer; our experts will provide the perspective, practical advice, and hopefully a few solutions.

Descriptions and presenters for Part One and Part Two on following page.



Wednesday, September 23, 2026

PART ONE: Whine & Wine—Payers, Reimbursement and Regulation

Liza Lane // Revenue Lane

Mia Piazza // Falck

Nidish Dhru // Huly

Dr. Shannon Golnick // PWW Advisory Group

Doug Wolfberg // PWW Advisory Group

Melissa Harris // Ambuserve Ambulance

Dan Southard // CDD, California Department of Managed Health Care

Pour yourself a glass and join CAA's reimbursement, legal, payer, and regulatory experts for a practical update on the rapidly changing financial environment facing California ambulance providers.

The panel will explore Medicare and Medi-Cal developments, commercial payer issues, prior authorization, documentation, audits, denials, managed care, reimbursement trends, regulatory changes, and emerging policy issues. We will look at what has changed, what may be coming next, and what ambulance organizations should be doing now.

Most importantly, this is not simply a presentation. Bring your questions, share your experiences, and hear how other organizations are addressing the same reimbursement challenges.

PART TWO: Beers & Tears—People, Operations, Risk and Compliance

Amber Healy // Buchalter Law

JohnRey Hassan // Royal Ambulance

Sean Sullivan // LIFEwest Ambulance

As the wine gives way to beer, the conversation moves from how ambulance services get paid to the equally complicated challenge of running them.

CAA's HR, operational, and legal experts will lead an informal, wide-ranging discussion covering employment law, workforce challenges, Cal/OSHA, labor relations, operational best practices, risk management, compliance, discipline, documentation, employee engagement, policy development, and the day-to-day problems that rarely fit neatly into a conference presentation.

Bring your questions, your war stories, and your toughest operational dilemmas. Chances are someone else in the room has faced the same problem—and may already have found a solution.

One session. Two conversations. Payers, people, politics and operations—the issues that can make ambulance leaders whine, reach for a beer, or occasionally shed a tear.

6:30 PM - 7:30 PM - Anabella B

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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Thursday, September 24, 2026

8:00 AM - 8:25 AM - *Anabella B*

Breakfast with Vendors

Please enjoy a complementary continental breakfast.

8:30 AM - 9:25 AM - *Anabella A*

GENERAL SESSION

Featured Keynote: Live, Laugh, Loathe

Liz Harney // Baptist Healthcare

Live, Laugh, Loathe: Not Your Typical EMS Pep Talk is a raw and deeply personal monologue exploring one provider's journey from patient shaped by stigma and trauma to paramedic, educator, and leader. Through stories of hardship, recovery, and growth, Elizabeth Harney examines how empathy and kindness transformed her life and career. This session challenges attendees to confront the ways burnout, culture, and emotional hardening shape patient care and professional relationships. Equal parts honest and hopeful, Live, Laugh, Loathe is not a traditional motivational talk. Instead, it is a candid conversation about the power of compassion, the responsibility we carry as providers, and the importance of empowering the next generation of EMS professionals to lead with humanity.

9:30 AM - 10:25 AM - *Anabella A*

GENERAL SESSION

What is the Problem We Are Trying to Solve Here Folks?

Steve Grau // Royal Ambulance

Donnie Woodyard Jr // Interstate Commission for EMS Personnel Practice

Ayla Jeiroudi // Ambra

Rob Rodrigues // MP Cloud Technologies

Artificial intelligence is dominating conversations across healthcare and EMS, but before investing in the latest technology, it's worth asking a more fundamental question: what problem are we actually trying to solve? This thought-provoking panel brings together leading voices from across the EMS technology community to separate hype from reality and explore where AI can genuinely improve patient care, operational performance, workforce challenges, reimbursement, quality improvement, and decision-making. Through a lively and candid discussion, our panel will examine the opportunities, limitations, risks, and practical applications of AI, while challenging assumptions about where technology adds value—and where it doesn't. Whether you're AI-curious, actively implementing new technologies, or simply wondering what comes next, this session will leave you with practical insights and a clearer understanding of how AI can help shape the future of EMS.

10:00 AM - 4:00 PM - *Bohemia*

Wellness Lounge: The Fourth Intelligence

Step away from the conference floor for ten minutes. The Wellness Lounge offers complimentary 10-minute chair massages, spa-style take-homes to use throughout the conference, and a moment back for yourself. Sponsored by Royal Ambulance and LIFEwest Ambulance Services.

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10:30 AM - 10:55 AM - *Anabella B*

Break in the CAA Marketplace



Thursday, September 24, 2026

11:00 AM - 11:55 AM - *Doria*

REIMBURSEMENT INTELLIGENCE TRACK // RI 5
Benchmarks & Measuring Success

Dr. Shannon Gollnick // PWW Advisory Group

Understanding revenue cycle benchmarks is essential to measuring the financial performance and success of your EMS agency. In this session, Dr. Shannon Gollnick examines key EMS revenue cycle benchmarks, including Clean Claim Rate, First Pass Resolution Rate, Net Collection Rate, and other important performance indicators that help organizations evaluate reimbursement performance and identify opportunities for improvement.

Designed for EMS executives, billing managers, finance leaders, and revenue cycle professionals, this session provides practical guidance on how to interpret benchmark data, measure performance against meaningful standards, identify gaps, and use KPIs to drive stronger revenue cycle results and long-term financial sustainability.

11:00 AM - 11:55 AM - *Sonia*

ARTIFICIAL INTELLIGENCE TRACK // AI 5
Data Versus Darwin

Todd Stout // FirstWatch

Every time a big new thing hits EMS, vendors come out of the woodwork—and right now that thing is AI. Suddenly there are dozens of companies you've never heard of with a solution that will save the universe, arriving in a year when almost nobody has money to spend.

Todd has been building EMS data systems since before "EMS data" was a category. He takes the long view: where we were when getting a straight answer meant doing it the hard way, where we are now that everything has gone into overdrive, and what it will take to survive the shakeout that's coming.

Not an AI sales pitch — a field guide for leaders making buying decisions in the middle of a hype cycle, from someone who will be candid about how a 28-year-old company is having to adapt right alongside its customers. Darwin's point was never that the strongest survive; it's that the ones who adapt do.

11:00 AM - 11:55 AM - *Gloriana C*

EMOTIONAL INTELLIGENCE TRACK // EI 5

From Data to Action: Building a Proactive EMS Safety Culture

Mark Selapack // Falck

Learn how data, technology, leadership, and targeted interventions can be used to identify risk early, reduce injuries and vehicle incidents, and build a proactive safety culture. This session shares practical strategies and measurable outcomes that EMS agencies can adapt to strengthen safety and operational performance.

12:00 PM - 1:25 PM - *Anabella C/D*

Luncheon

Sponsored by CARESTAR Foundation

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12:00 PM - 1:25 PM - *Anabella A*

**General Membership Meeting
& CAASE Awards**

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Thursday, September 24, 2026

1:30 PM - 2:25 PM - *Doria*

REIMBURSEMENT INTELLIGENCE TRACK // RI 6

Stop Leaving Money on the Table, Private Pay—Trends & Strategies to Improve Payment Capture

Kelly Parsons // Pacific Credit Services

Ambulance billing is hard. Patient conversations about money are harder. But when your team knows how to engage patients early, with empathy and confidence, private-pay collections improve and patient relationships stay intact. Kelly Parsons-O'Brien brings this topic to life with interactive scenarios, a session game, and frank conversation you won't get from a slide deck. Come ready to participate. Leave with tools you can actually use on Monday.

1:30 PM - 2:25 PM - *Sonia*

ARTIFICIAL INTELLIGENCE TRACK // AI 6

AI Is Already In Your Ambulance Service...Whether You Know It or Not: The Hidden Revolution Transforming EMS Leadership

Dr. Shannon Golnick // PWW Advisory Group

Artificial intelligence is no longer a future technology - it is reshaping documentation, scheduling, hiring, billing, quality improvement, clinical-decision making and even employee behavior. This session will reveal where AI is already influencing your organization, expose the risks of "Shadow AI", and provide practical strategies for leading your agency through one of the most significant technological shifts in EMS history.

1:30 PM - 2:25 PM - *Gloriana C*

EMOTIONAL INTELLIGENCE TRACK // EI 6

AI, IQ, EI, CQ...Oh My

Mike Taigman // FirstWatch

In a world consumed by AI, leaders need other forms of intelligence now more than ever. In this interactive conversation we will dive into the ways leaders can adapt and activate their emotional, curiosity, intellectual, and neuroscience skills in an environment filled with LLM's and amateur prompt engineers.

2:30 PM - 2:55 PM - *Anabella B*

Break in the CAA Marketplace & Vendor Raffle

3:00 PM - 3:30 PM - *Anabella A*

GENERAL SESSION

CAA Legislative Update

Dorian Almaraz // Prime Strategies

Carol Meyer // McCormick Ambulance

Ramit Sahi // NORCAL Ambulance

California's legislative and regulatory environment continues to evolve at pace, bringing both challenges and opportunities for ambulance providers. This session will provide attendees with a comprehensive update on the legislation, budget proposals, and regulatory initiatives currently shaping EMS across the state. Hear directly from the CAA Legislative Committee and Government Affairs team as they review the Association's priority bills, advocacy efforts in Sacramento, key regulatory developments, and what lies ahead for the remainder of the legislative session. Whether you're an executive, operations leader, clinician, or anyone with an interest in the future of California EMS, this session will help you understand the issues that matter, how CAA is representing the industry, and how members can play an active role in influencing the outcome.



Thursday, September 24, 2026

3:30 PM - 4:30 PM - *Anabella A*

GENERAL SESSION

Closing Keynote: Future-Proofing EMS: Visionary Leadership in the Age of AI and Transformation

Donnie Woodyard Jr // Interstate Commission for EMS Personnel Practice

EMS is at a crossroads, and the leaders who shape its future will be those willing to challenge "the way we've always done it." In this thought-provoking keynote, Donnie Woodyard draws on decades of experience, including rebuilding Sri Lanka's EMS system after the 2004 tsunami, to offer a vision of the Future of EMS. Tracing a line from Dr. Peter Safar's early advocacy for standardized data and education to today's AI, autonomous vehicles and eVTOL aircraft, Woodyard challenges attendees to ask: is EMS healthcare, or just transport to healthcare? His message is clear: change itself is not the threat; resistance to change is. This is not just technology talk. It's a call to visionary leadership for an industry ready to define its next chapter.

4:30 PM - 5:00 PM - *Anabella A*

GENERAL SESSION

Closing Remarks & CAAPAC Raffle

Steve Grau // Royal Ambulance

Jimmy Pierson // Medic Ambulance

Rob Lawrence // California Ambulance Association

CAAPAC RAFFLE

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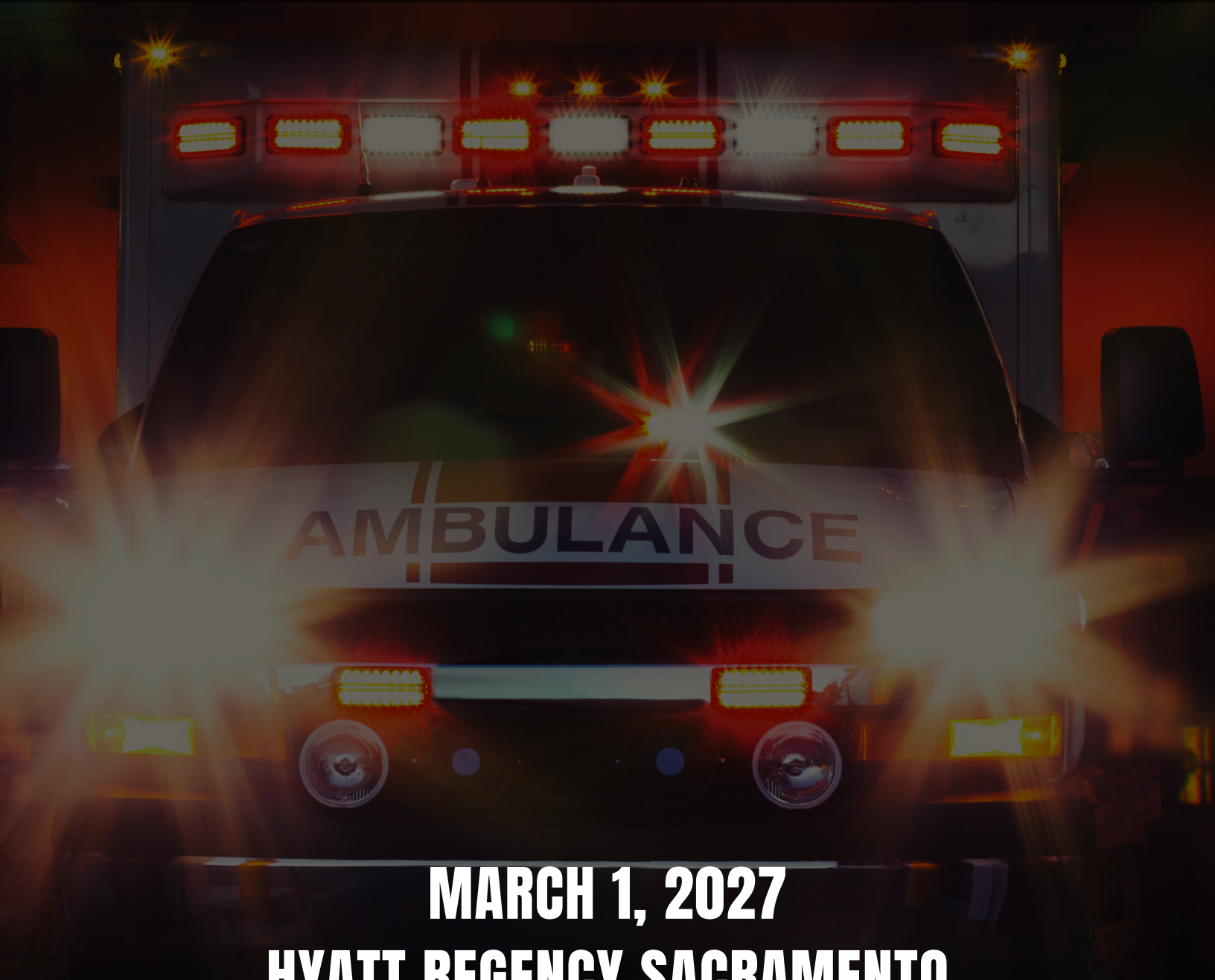
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