

Clip and mail registration form to:  
**Tennessee Ambulance Service Association**  
544 W Main St.  
Suite 131  
Gallatin, Tennessee 37066

Name:

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Mailing Address:

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City, State, Zip:

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Telephone:

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E-Mail:

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Service Represented:

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### Conference Early Registration

\_\_\_\_\_ \$250 TASA Member prior to Sept. 23

\_\_\_\_\_ \$300 Non-TASA Member prior to Sept. 23

### Conference Late Registration

\_\_\_\_\_ \$275 TASA Member after to Sept. 23

\_\_\_\_\_ \$325 Non-TASA Member after to Sept. 23

You can register with a purchase order, credit card or PayPal at [www.tennesseeambulance.com](http://www.tennesseeambulance.com)

**ALL PURCHASE ORDER REGISTRATIONS  
MUST BE PAID BY OCTOBER 7, 2014.**

## MEDICARE

If you have a specific question or issue that you have not been able to get resolved, please email **before September 16, 2014** to: [medicare@tennesseeambulance.com](mailto:medicare@tennesseeambulance.com) to have your question answered during the conference.

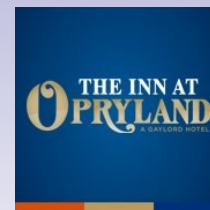
## Reimbursement Conference October 7th & 8th, 2014



Tennessee Ambulance Service Association  
544 W. Main Street—Suite 131  
Gallatin, TN 37066



## 2014 Reimbursement And Compliance Conference October 7—8, 2014



The Inn at Opryland  
2401 Music Valley Dr.,  
Nashville TN 37214  
Hotel Reservations can be made  
by calling 615-889-0800

**THIS CONFERENCE IS APPROVED  
FOR 8.0 CEU'S FROM NAAC**



✓ CEU Approved

# AGENDA

## Monday, October 6, 2014

2:00 - 4:30 Registration

## Tuesday, October 7, 2014

7:30 – 8:45 **Registration** Continental Breakfast

8:45—9:00 **Introduction and opening remarks**—Andrew Reed (TASA President)

9:00 – 10:00 **What your EMS Dashboard should look like**—Shae Hinson

10:00 – 10:15 Break “Vendor Area”

10:15 – 11:00 **Medicare Updates**—Chris Kelly

11:00 – 11:15 Break “Vendor Area”

11:15 – 12:15 **Documenting for Dollars**—Bill Harrod

12:15 – 1:15 Lunch provided in Atrium Area “TASA Board meeting”

1:15 – 2:15 **Medical Necessity**—Cahaba GBA

2:15 – 2:30 Break “Vendor Area”

2:30 – 3:30 **Patient care 6 months after the transport**—Shae Hinson

3:30 – 3:45 Break “Vendor Area”

3:45 – 4:30 **Round Table Discussion**—TASA Board

4:30 **Closing Remarks**

## Wednesday, October 8, 2014

8:00 – 9:00 **Registration** Continental Breakfast

9:00 – 10:00 **Am I the only one doing it this way?** - Shae Hinson

10:00 – 10:15 Break “Vendor Area”

10:15 – 11:15 **Revenue Cycle and EMS Operations 101**—Bill Harrod

11:15 – 11:30 Break “Vendor Area”

11:30 – 12:30 **Auditors—Who’s looking?** - Chris Kelley

12:30 Closing Remarks

All topics and speakers are subject to change.



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## Christopher Kelly, Esquire

Attorney & Counselor at Law  
EMS Consultants, Ltd.

Christopher Kelly Vice-President of Legal Services is a member of our team. Chris is an attorney licensed to practice in federal court who specializes in the ambulance industry. Chris has successfully represented many ambulance services in Medicare and other EMS related issues. The addition of Chris brings us the legal expertise and the opportunity to expand services to our clients.

## Kim Stanley

Chief Customer Officer  
EMS Management & Consultants, Inc.

Kim is one of the Nation's leading experts in EMS reimbursement practice and policy and brings over 14 years of Medicare experience to EMS!MC. She was formerly employed with CIGNA Medicare, the TN, NC and ID Medicare Part B contractor. She served as the EMS liaison working in conjunction with the Centers for Medicare/Medicaid Services (CMS) on various reimbursement committees to develop Ambulance Medicare policy, and was instrumental in the development and deployment of the National Fee Schedule. She served as a primary resource to the ambulance suppliers of NC, TN and ID and the State EMS Directors Associations before, during and after the implementation of the Fee Schedule. Working on the provider side now, she continues to serve as a national advocate and resource for EMS suppliers through several local and state advisory groups and national reimbursement committees. Kim will work directly with the Project Manager and administration during the deployment to insure a timely and consistent transition.

## Shae Hinson

Chief Executive Officer  
National Reimbursement Group (NRG)

As NRG's Chief Executive Officer, Shae Hinson oversees NRG's management team and guides the direction of the company. Prior to serving as CEO, he worked as a Data Processor and Chief Operating Officer for the company. In those capacities, he established processes for collections, managed software development for an EMS data collection system, and designed software to import data into the billing system.

Prior to joining NRG, Shae founded Every Tribe, Inc., a non-profit organization operating in South America, the Middle East, Africa, and Europe. He continues to serve as Executive Director, preparing and managing budgets, establishing goals and priorities, chairing board meetings and directing fundraising efforts for overseas ministers.

## Julia McKinley

Part B Clinical Educator  
Cahaba GBA

Julia McKinley, RN, BHA, MAED, is the Part B clinical educator at Cahaba Government Benefits Administrator®, LLC. Julia is a graduate of Samford University School of Nursing (Birmingham, AL); she received a Bachelor's in Health Management from the University of Alabama (Birmingham, AL) and a Master's in Education from the University of Phoenix.

Julia works closely with the Medical Review department after data analysis has identified potential Medicare program vulnerabilities. Data findings and reports may result from Medical Review, the Comprehensive Error Rate Testing (CERT) program, and the Office of Inspector General (OIG). Based on data, clinical education is developed and disseminated by various educational methods to the provider community. Julia has worked for over 26 years combined in the healthcare education departments at Blue Cross and Blue Shield of AL and Cahaba GBA.

**\*\*\*Cahaba GBA will be in attendance to provide information AND feed back from your questions/issues. If you have a specific Medicare question/issue, please email [medicare@tennesseeambulance.com](mailto:medicare@tennesseeambulance.com) before Sept. 16 to have your question/issue included.\*\*\***

## Bill Harrod

Executive Director  
AMB/MARS

Bill has over 11 years of experience in the Ambulance revenue cycle management industry. Bill's background has been in Operations Management since his graduation from Murray State University with a Bachelor of Science degree in Telecommunications Systems Management. Bill left western Kentucky to pursue a career in Indianapolis where he was the Vice President of Operations for a global operations firm and managed three 1.5 million square foot distribution centers. He later moved back to his roots in western Kentucky to work with CBS (MARS/AMB) and bring his expertise of leadership, sales, compliance, and training to the firm. Bill was able to single-handedly increase the volume of business in his first year by over 50% and it has subsequently grown by over 150% each year thereafter.

In October 2013, Bill was promoted to the AMB Executive Director. Under Bill's leadership, the AMB business has experienced record growth. Bill's straight-forward business sense makes him easy to work with and accessible at all times. Bill is a member of the Healthcare Billing Management Association (HBMA) and is active in a number of ambulance organizations, such as the Tennessee Ambulance Service Association (TASA), Tennessee EMS Education Association (TEMSEA), Kentucky Ambulance Providers Association (KAPA), Ohio EMS Chief's Association (OEMSCA), and the Indiana Emergency Response Conference (IERC). His expertise in working with private and municipality-run ambulance services is highly respected throughout the emergency medical service community in the region.