



2012 Oklahoma Ambulance Associations Spring Conference

GENERAL INFORMATION (1 of 2)

OKAMA Spring 2012 Conference – Wednesday, March 28, 2012

The Oklahoma Ambulance Association will be holding its Spring Conference on Wednesday, March 28th, at the Oklahoma History Center in Oklahoma City.

This year's speakers will include Gail Atnip from TrailBlazers, Alicia Barton—Medicaid Specialist, Suzy Miller – Communications Specialist and Mike McWilliams from Muskogee EMS.

The host site for the OKAMA conference is the Oklahoma History Center, Chesapeake Room. The center houses the history museum of the State of Oklahoma, and is located across the street from the Governor's mansion.

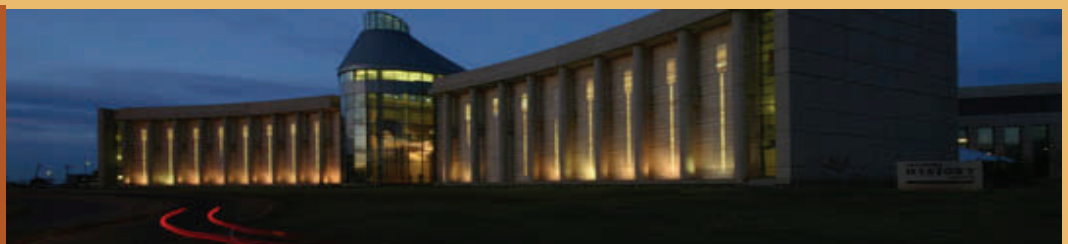
The museum opened in 2005 and is operated by the Oklahoma Historical Society. It preserves the history of Oklahoma from prehistoric Native American tribes to the present day.

Participants are encouraged to make reservations at one of the many hotels around the capital. Hotel choices can be found at the following web sites.

<http://www.expedia.com/Oklahoma-State-Capitol-Hotels.0-l6080681-0.Travel-Guide-Filter-Hotels>

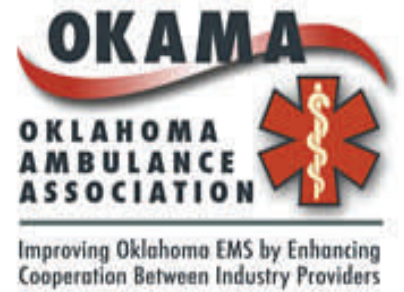
<http://www.expedia.com/Downtown-Oklahoma-City-Bricktown-Oklahoma-City-Hotels.0-n6058654-0.Travel-Guide-Filter-Hotels>

Participants may register for the conference by filling out the Participant Registration Form located in this packet or on the website, www.okama.org Corporate members may register by filling out the Vendor Registration form.



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GENERAL INFORMATION (1 of 2)



Oklahoma History Center Map and Driving Directions



GPS Coordinates—Latitude: 35.493201, Longitude: -97.496695

From Tulsa

Take I-44 West to I-35. Head South on I-35. Exit on NE 23rd Street. Proceed West past N. Kelley 1/4

mile. The entrance is on the North (right) of NE 23rd Street.

From Norman

Take I-35 North to the I-40 & I-35 junction. Continue North on I-235 to NE 23rd exit. Head East (right)

on NE 23rd Street. Pass Lincoln Blvd, the entrance is North (left) on NE 23rd Street.

From Guthrie

Take I-35 South. Exit on NE 23rd Street. Proceed West past N. Kelley 1/4 mile. The entrance is North

(right) of NE 23rd Street.

From El Reno

Take I-40 West to I-35. Head North on I-235 to NE 23rd Street exit. Head East (right) on NE 23rd Street. Pass Lincoln Blvd, the entrance is North (left) of NE 23rd Street.

From Shawnee

Take I-40 West to I-35. Head North on I-235 to NE 23rd Street exit. Proceed West past N. Kelley 1/4 mile. The entrance is North (right) of NE 23rd Street.

Oklahoma History Center
800 Nazih Zuhdi Drive
Oklahoma City, Oklahoma 73105
(405) 522-5248
OkHistoryCenter.org





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Wednesday, March 28, 2012

- 8:30 a.m.- ongoing** **Registration**
Morning Continental Breakfast
Chesapeake Room
- 9:00 a.m.—9:30 a.m.** **President’s Welcome and State of the Association**
Rita Diehl OKAMA, President
Jimmy Johnson, Chairman,
Legislative Committee
- 9:30 a.m.—10:30 a.m.** **Current Medicaid Issues**
Alicia Barton, Medicaid Specialist, Accufile
- 10:30 a.m.—11:00 a.m.** **BREAK/Vendor Time**
- 11:00 a.m.—12:30 a.m.** **Preparing Your Message for the Media**
Suzy Miller , Communication Specialists
- 12:30 a.m.—1:30 p.m.** **LUNCH/Vendor Time**
- 1:30 p.m.—2:30 p.m.** **Caring for Ourselves and Others**
Mike McWilliams, Peer Coach, Muskogee EMS
- 2:30 p.m.—3:00 p.m.** **BREAK/Vendor Time**
- 3:00 p.m.—5:00 p.m.** **“TrailBlazers/Medicare Update”**
Gail Atnip, Medicare Part B Provider Specialist, TrailBlazers Health
- 5:00 p.m.— 7:00 p.m.** **OKAMA Legislative Cocktail Party**





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SPEAKERS AND TOPICS, 1 of 2

Current Medicaid Issues

Alicia Barton, Medicaid Specialist and Medical Billing Consultant, Accufile, Inc.

Alicia will be speaking on a number of current Medicaid issues that face all providers in the state. Alicia has been attending a number of meetings with the Oklahoma Health Care Authority, actively working with the state on a number of important issues.

In her current position Alicia manages the Medicaid accounts and Medicaid credentialing for each of the Accufile, Inc. clients and serves as a private consultant for medical providers of all specialties statewide. Alicia is an expert in Medicaid after having been employed with HP, the fiscal agent for the Oklahoma Healthcare Authority for 8 years. There she was first the team leader of the Call Center and then spent 4 years as a Provider Field Consultant serving the Northwest Region of Oklahoma.

Preparing Your Message for the Media - protecting your organization through preparation and branding.

Suzy Miller - PR / Communications Specialist

In the midst of a crisis is no time to throw together a PR plan and train your people how to give media interviews. Sound brand and reputation management relies on a focused approach and established practices.

Targeted to non-PR professionals, this seminar will introduce the basics of branding and its role in reputation management and communication. Attendees will learn to develop key messaging specific to your organization, discuss what legal parameters apply to healthcare communications and learn what to expect when working with a variety of communication outlets.

Building on this foundation, the course will also cover proven strategies for pro-actively managing media relations and dealing with tricky or undesirable media attention. The session will conclude with participants taking hard-ball questions in an "on-camera" simulation.

Suzy Miller has more than 18 years' experience in brand and reputation management, public relations, crisis communications, marketing and executive-level PR counsel. She has worked in EMS, healthcare, financial services and mass media in the non-profit, public and corporate sectors. A devoted Horned Frog, Suzy holds a bachelor of science in Media Studies from Texas Christian University.





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SPEAKERS AND TOPICS, 2 of 2

Caring for Ourselves and Others

Mike McWilliams, NREMT-I, Muskogee EMS

Mike, in conjunction with the others at Muskogee County EMS, developed a peer support program for their EMS employees. This important program called COACHES, (Caring for ourselves and **O**thers **A**ffected by **C**ritical **H**appenings and **E**veryday **S**tressors) is designed to address the specific needs of EMS personnel as they meet the demands and challenges unique to the field of emergency medicine. Mike will share how this program was implemented and is administered in his organization today.

Mike is an NREMT-I for Muskogee County EMS. In addition to his regular EMS field training, Mike has been trained in in Field Traumatology, Tactical Communications. Individual Crisis Intervention & Peer Support and Psychological First Aid.

Medicare Update

Gail Atnip, Medicare Part B Provider Specialist, TrailBlazer Health Enterprises, LLC

TrailBlazer is the combined administrator of Part A and Part B Medicare fee-for-service claims for Oklahoma providers. In this session Gail will provide an update to providers regarding several current and upcoming coding and process changes. Additional information will be given the potential changes in the third-party administrator landscape. Questions will be addressed during the session.

Gail is employed by TrailBlazer Health Enterprises, LLC, and has worked with Medicare Part B since 1978. She is a Medicare Provider Outreach and Education Specialist where she has served providers for the past 10 years. Her specialties are Ambulance and Physical Medicine. Gail has extensive background with Medicare Part B policies and claims processing. She has held various positions in the Medicare division, including beneficiary and provider customer service and telephone and written appeals.



Participant OKAMA Spring 2012 Registration

Please mail the conference registration to:

Oklahoma Ambulance Association
2504 W. Owen K. Garriott #302
Enid, OK 73703

or

FAX to:
1-866-464-7799

Payments made after March 15th must be made at the registration desk.

Please Print

Organization

Address

1. Attendee Name and Title

2. Attendee Name and Title

3. Attendee Name and Title

4. Attendee Name and Title

Registration Fees:

First OKAMA Member/agency is free	-0-
Additional persons, \$25 each	_____
Non-Member \$100 1st person	_____
Non-member additional persons, \$50 ea	_____
Organizations with \$2,500 dues—Free	_____
TOTAL DUE	_____

Vendor OKAMA Spring 2012 Registration

Please fill out this form and **fax** to 1-866-464-7799
Mail your check to:

OKAMA
2504 W Owen Garriott #302
Enid, OK 73703

Company _____

Contact _____

Representative attending _____

Phone: _____ Mobile: _____

Email address: _____

Special Information: _____

Member Table (\$25 each)
Number of tables _____

We would like to sponsor:

- () Lunch \$500
- () Morning break \$250
- () Afternoon break \$250

Please contact Ann Athey for further information aathey0070@aol.com or

Ann Athey mobile 940-367-3281