

A focus on personal, patient and community safety...



**MARCH 30, 2021** - EMS Financial Symposium | **MARCH 31-APRIL 2, 2021** - National EMS Safety Summit



## ***5th EMS Financial Symposium***

### ***12th Annual National EMS Safety Summit Pre-Conference***

***Virtual Conference***  
***March 30-April 2, 2021***

***Tuesday, March 30, 2021 Pre-Conference Speakers***

***Sponsored by Mile-High and Plains to Peaks RETACs***

#### **Matt Zavadsky MS-HSA, NREMT**

*MedStar Mobile Healthcare,  
Chief Transformation Officer, Immediate Past President NAEMT*

Matt is the Chief Strategic Integration Officer for MedStar Mobile Healthcare in Fort Worth, TX. He has helped guide the implementation and financial sustainability of numerous innovative programs with healthcare partners that have transformed MedStar fully as a Mobile Integrated Healthcare provider. Most recently, he has led the negotiations with multiple third-party payers to change the basic economic model for EMS to better align patient, provider and payer focus on patient centered care as opposed to simply payment for ambulance transport.

He is an appointed committee member to the Joint Commission's Home Care Professional and Technical Advisory Committee (PTAC) and the Lewin Group's Hospital Outpatient Quality Reporting (HOQR) Program Stroke and AMI Expert Work Group developing metrics for use in value-based purchasing measures for emergency departments.

Matt is also the President of the National Association of EMTs and chairs their EMS Transformation Committee. He is the co-author of the book "Mobile Integrated Healthcare – Approach to Implementation" published by Jones & Bartlett Publishing. He has a master's degree in Healthcare Administration, with a Graduate Certificate in Healthcare Data Management.

### **Asbel Montes, BS-BM**

*Acadian Ambulance Service*

*Sr. VP of Strategic Initiatives & Innovation*

Asbel Montes began his career in the ambulance industry in 1999. His EMS career included directing and leading teams that provided revenue cycle consultation to air and ground ambulance agencies, culminating into the position of Vice President of Government Relations and Revenue Cycle at Acadian Ambulance Service. In February of 2019, Asbel was promoted to his new title of Sr. Vice President of Strategic Initiatives and Innovation.

Over the past 20 years, Asbel has been a member of numerous organizations, including the Healthcare Financial Managers Association (HFMA), the American Ambulance Association (AAA), National EMS Managers Association (NEMSMA) and the National Association of EMTs (NAEMT). He has also served as a board member for the AAA and Louisiana Ambulance Alliance. Asbel currently serves on numerous committees and more notably chairs the AAA Payment Reform Committee as the industry begins to navigate the current healthcare changes and the correlation to the air and ground ambulance industry.

In 2016, Asbel was appointed to the Ambulance Transport Alternatives Task Force for the State of Louisiana by Governor John Bel Edwards. In 2019, the Department of Transportation assigned Asbel as a member of the Air Ambulance and Patient Billing (AAPB) Advisory Committee. He is a respected thought leader on reimbursement initiatives within the industry and is a requested speaker at many conferences. He has also been asked to testify as an expert witness before federal and state health committees regarding ambulance reimbursement and veteran health initiatives as it relates to emergency medicine.

Asbel is a contributing author in several EMS magazines as well as co-authoring the book, Management of Ambulance Services, as published by Prentice Hall in 2014.

### **Scott Moore, Esq.**

*Moore EMS Consulting, LLC, Owner*

Scott A. Moore, Esq. has been in the emergency medical services field for nearly 30 years. Scott has held various executive positions, including Chief Executive Officer,

Vice President, Director of Human Resources, & Director of Operations, and field level provider at several ambulance services in Massachusetts. Scott is a licensed attorney, specializing in Human Resources, employment and labor law, employee benefits, ambulance service reimbursement, and corporate compliance matters. Scott is the Human Resources & Operational Consultant to the American Ambulance Association (AAA) and frequently lectures at EMS conferences.

Scott is the owner of Moore EMS Consulting, LLC, which has been providing Human Resources, Revenue Cycle Management, and Employment Law services since August 2015. Scott's principal client is the American Ambulance Association (AAA) which is the trade association representing EMS agencies in the United States. In addition to the AAA, Scott has several other clients including EMS and Home Health agencies.

Scott holds certifications as a Professional in Human Resources (PHR), Society for Human Resources Certified Professional (SHRM-CP), and Certified Ambulance Compliance Officer (CACO). In addition, Scott has been a Site Reviewer for the Commission on the Accreditation of Ambulance Services (CAAS) for many years. Scott earned his bachelor's degree in Psychology from Salem State College and his Juris Doctor from Suffolk University Law School. Scott maintains his EMT and still works actively in the field as a call-firefighter/EMT in his hometown. Scott is a member of the American Bar Association, the Massachusetts Bar Association, the Society for Human Resource Management, and the Northeast Human Resource Assoc

### **Chris Cebollero, CCEMTP**

*Cebollero & Associates President/CEO*

Chris Cebollero is an EMS Leader and Internationally Recognized Leadership Specialist, Best Selling Author, Coach and Motivational Lecturer. His dynamic and energetic speaking style has entertained, motivated and educated individuals, groups and teams for over 25 years. Chris is currently the Senior Partner of his own consulting firm specializing in the EMS Transition to the MIH/CP model of care, Leadership Development, Individual and Executive Coaching, and Organizational Process Improvement. Chris has spent 30 years in the Emergency Medical Services career field and continues to be an advocate for delivering the best care possible.