

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



APRIL 2, 2024 - 11th EMS Financial Symposium | APRIL 3-5, 2024 - 16th Annual National EMS Safety Summit



11th EMS Financial Symposium
16th Annual National EMS Safety Summit Pre-Conference
Embassy Suites by Hilton- Downtown Denver
1420 Stout Street, Denver, Colorado 80202

Tuesday, April 2, 2024, Course Descriptions

Sponsored by Mile-High and Plains to Peaks
Regional Emergency Medical & Trauma Advisory Councils

9:15 – 10:15

***If Disney Ran Your EMS Agency...Lessons on Life
and EMS From the House of the Mouse***

Matt Zavadsky, MS-HSA, NREMT

MedStar Mobile Healthcare

Course Description:

The magic of Disney is experienced differently as an adult compared to a child. There are key things that Disney does exceptionally well that create magical experiences for their guests, both young and old. Disney's culture and approach to the guest experience contain important lessons for EMS agencies, our leaders and our providers. This insightful and humorous session will walk participants through the presenter's recent experience at Walt Disney World and illustrate how they "Disney Factor" can and should be applied to EMS.

Learning Objectives:

- Learn the importance of branding as it relates to the EMS profession and your agency.
- Understand how reputations are built and implode.
- Understand the importance of 'cast member' selection on your agency
- Learn how to create an impressive, magical experience for your employees and patients.
- Understand how paying attention to the 1,000 little things creates a magical immersive experience.

Attendee Take-Away:

Simple, but important things you should do make ALL the difference in your life and the EMS profession.

10:30 – 11:30

Myth Busters: Slaying EMS Sacred Cows

Matt Zavadsky

Course Description:

“Modern” EMS is half a century old, and would you believe there are some things in EMS we have done for nearly that long, despite volumes of evidence that indicates they may not be best practice? We cling on to some practices that not only have been disproved by science but are actually dangerous. This dynamic, interactive, and controversial session will attempt to slay the sacred cows in EMS by busting myths related to ALS resource deployment, response times, lights and siren use, and even the fundamentals of EMS system design. Note: For the safety of the presenter, no weapons will be allowed into the session!

Learning Objectives:

- Understand the “Big 6” Myths in EMS.
- Learn what the evidence shows, or fails to show, about these myths.
- Learn how to dispel these myths with your workforce and community.
- Learn how to slay sacred cows with minimal bloodshed.

Attendee Take-Away:

We need to slay the sacred cows that are preventing the EMS profession from moving forward!

11:30 – 12:30

Why You Can't Afford to Lose Employees – The True Cost of Turnover

Scott Moore, Esq.

Moore EMS Consulting, LLC, Owner

Course Description:

EMS agencies around the country are facing a critical workforce shortage. This session is intended to be discussion with attendees to highlight the strategies that leaders can utilize to drive recruitment and retention at their organization. We will discuss how important it is for employers to develop and nurture an organizational Employee Value

Proposition (EVP) and will discuss the true cost of employee turnover. This goes beyond the hiring and onboarding expenses, but also discusses the downstream costs when you consider the impact of your team.

Learning Objectives:

- Discuss the strategies that employers are utilizing today to drive recruitment and retention.
- Explain what an Employee Value Proposition (EVP) is and how it is critical to all employers.
- We will cover the direct and indirect costs related to employee turnover.

Attendee Take-Away:

This session will highlight the true direct and indirect costs associated with employee turnover so that they can avoid unnecessary expense.

1:15 – 2:15

Creating Focus for Leadership Teams to Drive Results

Scott Moore

Course Description:

Many EMS leader's primary complaint is that they "never have enough time to get anything done". It seems that they begin their day with a list of ten things that they intend to accomplish and reach the end of their day with every one of those items still on their "to do" list. We are in a chaotic time in EMS. As we come out of a nearly three year pandemic, in the face of an unprecedented workforce shortage, EMS leaders are exhausted and exacerbated because they do not feel like they are "moving the needle".

This session will recommend multiple strategies that leaders can employ to make meaningful progress inside their organizations. We will discuss how leaders can reduce the "white noise" to identify what is critically important to the organization. We will suggest establishing a dashboard of lead measures, or vital signs, that the team can utilize to track progress and hold each other accountable. Lastly, we will discuss how to set a cadence of team accountability, including a recommended meeting structure, to ensure that goals are achieved. This session is for leaders who feel that their team is "spinning their wheels" and need help to make meaningful change.

Learning Objectives:

- Identify strategies that EMS leaders can utilize to improve focus and output.
- Identify actions that leaders take that often are counterproductive to team performance.
- Provide suggestions and strategies that leaders can adopt that will directly improve daily work performance provide relief from a sense of futility that many leaders feel.

Attendee Take-Away:

This session will help leaders with identify common time management processes that are robbing them and their teams of productivity.

2:15 – 3:15

Understanding Balance Billing Through the Eyes of the Patient

Asbel Montes, BS-BM

Founder & Managing Partner at Solutions Group

Course Description:

In this session, we will discuss the intersection of technology and services to enhance the patient experience.

Learning Objectives:

- Attendees will walk through the nuances of balance billing and discuss how it could be more effective.
- Attendees will be challenged to shift focus to the eyes of the patient and endeavor to create the best experience possible.

Attendee Take-Away:

We are a patient-centric industry, it is vital that we shift our perspective to theirs.

3:30 – 4:30

Leading in Full: Self-Care Leadership is not Selfish Leadership

Asbel Montes

Course Description:

In this session, we will explore the importance of cultivating leadership qualities such as grace under pressure, the courage to correct, and how to be a leader worth following.

Learning Objectives:

- Attendees will learn valuable tenants of leadership and explore the nuances of communication, correction, and accountability.
- Attendees will be challenged to greater levels of growth and encouraged to self-reflect on their leadership style.

Attendee Take-Away:

A good leader is the sum of their efforts and endeavors to improve.

4:30 – 5:10

Revenue Forecasting: History DOES Repeat Itself

Kolby Miller

President & Chief Executive Office, Medstar (Michigan)

Course Description:

EMS leaders need accurate revenue forecasts for budgeting, audit, and most importantly, analysis of current revenue streams when making growth, reduction, or other strategic decisions. By using this simple forecasting tool, many key decisions are simplified.

Learning Objectives:

- Understand the need for forecasting, as well as retrospective analysis based on geographic volume distribution.
- Understand data fields within dispatch or billing tools that facilitate forecasting and retrospective analysis.
- Process analysis tables to determine granular revenue data.
- Learn how to apply aggregate granular data to various analyses and forecasts.

Attendee Take-Away:

Accurate revenue analysis is key to decision making, especially during financially challenging periods.