

# EMS MANAGEMENT CONFERENCE

**JUNE 4-5, 2018**  
**RAMADA HOTEL - BISMARCK**



## ***THE 2018 CONFERENCE***

This year marks the 4th annual EMS Management Conference that is hosted by the North Dakota EMS Association through a collaborative partnership with the North Dakota Department of Health - Division of Emergency Medical Systems and the UND Center for Rural Health Flex Program. This conference has brought together between 75 and 100 EMS service leaders each year from across North Dakota to learn about the unique issues that challenge us each and every day. We are excited this year to again have a national presenter, Daniel Batsie with us along with a number of subject-matter experts from right here in North Dakota. The topics selected are those that many of you have asked for and education that will prepare you to better lead your EMS agency. The EMS Management Conference will bring together EMS leaders from across the region to learn about management of the organization, network with fellow leaders, and establish long-lasting relationships as you confront difficult issues.

# **EMS Management Conference**

## **June 4-5, 2018 • Ramada Hotel – Bismarck**

### **General Information**

#### **Partnerships**

This training is made possible through the generous partnership and dedication of three organizations. The North Dakota EMS Association plans and coordinates this conference, the North Dakota Department of Health – Division of EMS provides technical expertise and the travel grant opportunity, and the UND Center for Rural Health Flex Program provides funding for the presenters and their travel costs. We appreciate the support of our partners and also thank the presenters for their commitment to share their expertise to the attendees.

[www.ndemsa.org](http://www.ndemsa.org)

<http://www.ndhealth.gov/ems/>

<https://ruralhealth.und.edu/projects/flex>

#### **Who Should Attend?**

- Managers, squad leaders and administrators
- Service leaders
- Board members
- Staff in leadership or decision-making roles
- EMS providers you are mentoring for leadership roles
- Medical Directors

There is no limit of attendees from any particular agency and the conference is open to attendees from outside of North Dakota.

#### **Registration**

The conference registration fee includes all conference presentations and materials, refreshment breaks and meals. The registration fee is for attendance at all sessions, however you may attend as many sessions as you would like. You can register online at [www.ndemsa.org](http://www.ndemsa.org), by mail, or on-site at the conference. Save \$25.00 by registering in advance of the conference. Complete registration details are on the registration form and online.

#### **Refund Policy**

If you register in advance and must cancel, your registration fee less a cancellation fee of \$20.00 will be returned. To receive your refund the written cancellation request must be received by 5:00pm on May 30, 2018. All refund requests will be processed after the Management Conference.

#### **DEMS Grant Available**

The Division of EMS has made the Continuing Education Grant available to help cover costs of travel and attendance. This \$150.00 grant must be applied for by a licensed North Dakota EMS agency. Further grant details and grant applications will be available at the conference.

#### **Continuing Education Credits**

Application has been made to the Division of Emergency Medical Systems for approval of continuing education in the LCCR (Local) category. A certificate will be provided for each session attended. No sessions are offered in the NCCR category as all content is in the leadership/management categories.

#### **Refreshments and Meals**

Water, coffee, and snacks will be provided throughout the two-day conference. A dinner meal will be served to all attendees the evening of June 4th and lunch will be provided on June 5th. Breakfast pastry items will be provided on June 5th in addition to the Ramada continental breakfast. To help us plan accordingly, please indicate on the registration form which meals you will be in attendance for.

#### **Conference Hotel Information**

*All conference activities will take place at the Ramada Bismarck Hotel. Please visit our website for more information on the Ramada Hotel as well as maps and driving directions. The "NDEMSEA" room block will have 40 rooms available the night of June 4, 2018. Due to the conference starting at 1:00 pm on June 4th only a limited number of rooms will be available on June 3rd.*

Room Rate: \$90.00 for a double queen or \$100 for a king

Block Name: Ask for "NDEMSEA" rate

Block Expires: May 21, 2018

#### **RAMADA BISMARCK**

1400 East Interchange Avenue • Bismarck, ND 58501

(701) 258-7000 • [www.ramada.com](http://www.ramada.com)

## **2018 EMS Management Conference Sessions**

**Monday, June 4<sup>th</sup>**

<i>TIME</i>	<i>Presentation Information</i>	<i>ROOM</i>
12:00PM TO 1:00PM	<b>On Site Registration and Check-In</b>	ASSEMBLY HALL FOYER
1:00PM TO 2:00PM	<b>Opening Session – “Challenges Facing our EMS System Today” – Panel of North Dakota EMS leaders</b>	WEST HERITAGE ROOM
2:15PM TO 3:30PM	<b>“Treasure Hunting...How to Find the Gold in Your Accounts Receivable” – Kim Granfor</b>	ASSEMBLY HALL
	<b>“Stop Blaming Volunteers: 10 Public Safety Leadership Pitfalls and How to Avoid Them – Dan Batsie</b>	EAST HERITAGE ROOM
3:45PM TO 5:00PM	<b>“Does Social Media Impact EMS?” – Katy Kressin</b>	ASSEMBLY HALL
	<b>“Documentation Best Practices” – Neil Frame</b>	EAST HERITAGE ROOM
5:15PM TO 6:30PM	<b>General Session and Dinner – “Standing on the Shoulders of Giants: The Role of Mentoring in EMS” – Dan Batsie</b>	WEST HERITAGE ROOM

**Tuesday, June 5<sup>th</sup>**

6:00AM TO 10:00AM	<b>Hotel Continental Breakfast Available</b>	RAMADA RESTAURANT
7:15AM TO 8:30AM	<b>Continental Breakfast Provided - Networking</b>	ASSEMBLY HALL FOYER
8:00AM TO 9:15AM	<b>“Are You Fundable? and Fundraising Readiness” – Megan Laudenschlager</b>	ASSEMBLY HALL
	<b>“Leading the Team: The Role of Leadership in Optimizing Critical Crew Performance” – Dan Batsie</b>	EAST HERITAGE ROOM
9:30AM TO 10:45AM	<b>“Attract, Retain, and Engage” – NDEMSEA Regional Advisors</b>	ASSEMBLY HALL
	<b>“EMS Billing and Reimbursement” – Neil Frame</b>	EAST HERITAGE ROOM
11:00AM TO 12:30PM	<b>General Session and Lunch – “Bullies, Bigmouths and Braggarts: Why a Culture of Intimidation is Holding your EMS Service Back” – Dan Batsie</b>	WEST HERITAGE ROOM
12:45PM TO 2:00PM	<b>“An EMS System Quality Improvement Strategy – PJ Hardy</b>	ASSEMBLY HALL
	<b>“Migration to the new Patient Care Reporting System” – Jason Eblen</b>	EAST HERITAGE ROOM
2:15PM TO 3:30PM	<b>Closing General Session – “Do EMS Agencies Need to Market Their Services?” – Katy Kressin</b>	WEST HERITAGE ROOM

## Session Descriptions

**MONDAY, JUNE 4TH – OPENING GENERAL SESSION**  
**1:00PM TO 2:00PM**

### **Challenges facing our EMS System Today – Panel Discussion of North Dakota EMS leaders**

Throughout the country both urban and rural EMS systems are facing unique challenges not seen before. In this session a panel discussion will explore the decline in the largest EMS subsidy (volunteer providers) and workforce issues, transport reimbursement, positive public relationships, medical direction, and EMS education. This session will lay the ground work for a number of the topics offered at the 4th annual EMS Management Conference. Come prepared to engage in discussion about how we as EMS leaders can tackle these challenges head on.

**MONDAY, JUNE 4TH – 2:15PM TO 3:30PM**

### **Treasure Hunting... How to Find the Gold in Your Accounts Receivable – Kim Granfor**

Is your accounts receivable growing? Do you want to find ways to turn your AR into cash? This session is designed to assist you in exploring the options that you have in reducing your AR. Discussion will include internal practices, North Dakota laws, outsourcing options and what to do with bankruptcy filing notices.

### **Stop Blaming Volunteers: 10 Public Safety Leadership Pitfalls and How to Avoid Them – Dan Batsie**

With the growing trend of public safety department closures, it's convenient and safe for administrators to point to a shrinking culture of volunteerism. However, the real question these leaders should ask is do people not want to volunteer, or, do they just not want to volunteer for them. This class will discuss the link between effective leadership and retention and describe the most common pitfalls of leadership and how they are linked to employee loss. Specific strategies will be discussed to improve leadership capabilities and real world examples will reinforce the lessons.

**MONDAY, JUNE 4TH – 3:45PM TO 5:00PM**

### **Does Social Media Impact EMS? – Katy Kressin**

Social media is building relationships, increasing awareness and starting conversations, making this a great tool to maintain strong public relations with your community. With more people using social media every day do we have an understanding of what is helpful and what is harmful to EMS? In this session we will talk about the different social media platforms and how with the right content to the right audience you can be successful. Remember whether you are paid or volunteer, you are responsible for what you post on social media.

## **Documentation Best Practices – Neil Frame**

Documentation is not going away. There is always room for improvement and in some instances improvement is required. We will discuss the basics of good documentation, discuss how it affects an EMS operation and review some requirements.

**MONDAY, JUNE 4TH –**

**GENERAL SESSION 5:15PM TO 6:30PM**

### **Standing on the Shoulders of Giants: The Role of Mentoring in EMS – Dan Batsie**

No one in EMS succeeds alone. However, far too frequently new practitioners are left to "take their lumps" and languish without proper guidance. This common dilemma leads to not only poor patient care, but serves to weigh down EMS as a profession in face of progress. This motivational discussion will describe the importance of mentors in EMS. It will focus not just on the new provider but discuss how mentoring and cooperation can improve EMS as a whole.

**TUESDAY, JUNE 5TH – 8:00AM TO 9:15AM**

### **Are You Fundable? (Grant Writing) and Fundraising Readiness – Megan Laudenschlager**

Not every organization or project is destined for grant funding. So before you dive in, take a hard look: what makes you fundable? Strengthen ND's Are You Fundable? Will introduce five truths of grant writing and applicable strategies surrounding each.

Strengthen ND's Fundraising Readiness will help organizations take a deep dive into developing the infrastructure needed to effectively raise needed dollars.

### **Leading the Team: The Role of Leadership in Optimizing Critical Crew Performance – Dan Batsie**

Difficult and dangerous public safety situations require teams to work together and perform at high levels under the worst possible circumstances. Leadership is the glue that bonds a simple collection of individuals into the high functioning machine that exceeds the capabilities of its individual parts. However, far too often we fail to prepare leaders for the role and fail to ready them for the demands of the crisis situation. This class will describe the key components of team dynamics and the common failures associated with situational stress. We will discuss real world scenarios and translate lessons into strategies to improve team leadership capabilities.



**TUESDAY, JUNE 5TH – 9:30AM TO 10:45AM**

***Attract, Retain and Engage – Tom Engen, PJ Hardy, and Lynn Hartman – NDEMSA Regional Advisors***

This interactive session will challenge the EMS leader to identify roadblocks that prevent their service from attracting, retaining, and engaging employees. The ideas discussed, tools provided, and techniques practiced will enable the EMS leader to facilitate a successful "Recruitment and Retention" program within their own service areas.

***EMS Billing and Reimbursement – Then and Now – Neil Frame***

Costs are increasing to provide training, continuing education, and maintain and operate an ambulance service. As reimbursements are reduced, it is increasingly important to maximize the funds your ambulance service deserves and needs. We will discuss the issues surrounding revenue management and answer questions concerning what you can and can't do and what you should and should not do.

**TUESDAY, JUNE 5TH – LUNCH GENERAL SESSION  
11:00AM TO 12:30PM**

***Bullies, Bigmouths & Braggarts: Why a Culture of Intimidation is holding your EMS Service Back – Dan Batsie***

Are we doing our best to recruit and retain qualified people? Are we maximizing relationships that are vital to organized multi-agency response? Do our hospital partners see us as colleagues in the world of public health? Far too often the answer to these questions is no and although it is convenient to point the finger of blame outward, perhaps it is time we recognized that our own culture of intimidation is pushing others away. Whether it be an "us against the world" attitude that prevents us from recognizing our own shortcomings or the outright bullying of our own personnel that leads to isolation, attrition and suicide, too often our relationships are founded in mistrust, jealousy and venom. This class will discuss how changing that culture leads to service and system level progress. Specific discussions will include arrogance, overconfidence and errors; interpersonal EMS relationships and the value of positive mentoring; and self-assessment, quality management and the importance of active humility. Most importantly, we will describe specific strategies used by high performing systems to change the culture of intimidation. Come take part in an active discussion on how to change our world.



**TUESDAY, JUNE 5TH – 12:45PM TO 2:00PM**

***An EMS System Quality Improvement Strategy – PJ Hardy***

For most EMS agencies the development of a Quality Improvement process seems intimidating and is often overlooked as we strive to complete just the day-to-day operational tasks. The goal of a good quality improvement process should be the efficient correction of inappropriate practices and behaviors and, in turn, improve patient care and the EMS profession as a whole. This interactive session will provide various samples of what should be included in your QI process, discuss how best to measure it, and what you can do to use your findings to positively impact your service.

***Migration to the New Electronic Patient Care Reporting System – Jason Eblen***

The North Dakota Department of Health, Division of Emergency Medical Systems recently selected ESO Solutions as the new state Electronic Patient Care Reporting (ePCR) software vendor. The current product, EMSTAT/WebCUR through Intermedix currently has a sunset date of June 30, 2018. A transition to ESO is occurring over the next several weeks and in this session we'll provide an overview of the ESO software, troubleshoot common transitional concerns services have, and tips and tricks for a successful transition to ESO.

**TUESDAY, JUNE 5TH – CLOSING GENERAL SESSION  
2:15PM TO 3:30PM**

***Do EMS Agencies Need to Market Their Services? – Katy Kressin***

When citizens dial 911, they don't have a choice of who responds. It is not like choosing which store to stop at for milk. The truth is that positive marketing strategies can help to gain community support for things like expanding services, budget approval, capital projects and recruitment. In this interactive session we will discuss how positive public relations and marketing can help your EMS agency.



# PRESENTER BIOGRAPHIES

## Dan Batsie, BA, NRP

### EMS CHIEF – STATE OF VERMONT

Dan has been involved in emergency medical services for over 26 years. He began his career as a paramedic in Syracuse, New York and later as a paramedic firefighter in Portland, Maine. He has been an EMS educator since 1994. After 15 years as a paramedic program director in Maine, Dan has recently moved on to become the emergency medical services chief for the state of Vermont. Dan is also the author of two EMS textbooks, a contributing author for several other EMS texts and has published numerous journal articles.



## PJ Hardy, NRP

### OPERATIONS DIRECTOR – RINGDAHL EMS REGIONAL ADVISOR - NDEMSA

PJ is the ND Operation's Director with Ringdahl EMS. She began her EMS career in 2005; upon completion of her EMT she began working part-time as an EMT for Jamestown Area Ambulance while attending Valley City State University, majoring in Elementary Education. In 2009, PJ became a NREMT-Intermediate and transitioned into full-time employment with Jamestown Area Ambulance. PJ started teaching EMR, EMT, and CPR classes in 2010 and grew to love educating others. After two years working as an Intermediate, PJ decided to take a different route in EMS by accepting the BLS Education Coordinator position with Emergency Training Associates. PJ has a passion for educating members of her community and the surrounding communities on the importance of early CPR and immediate defibrillation. In 2012, PJ became a Nationally Registered Paramedic and began educating at the ALS level. PJ has two sons, Cole (15 years old) and Cullen (7 years old). She enjoys watching her children's sporting events (baseball and hockey), fishing, and being at the gym.



## Jason Eblen, BUS, NRP, CP QI/QA SPECIALIST & SIM-ND EDUCATOR – FM AMBULANCE SERVICE

Jason Eblen is a Clinical Learning & Development Specialist at F-M Ambulance in Fargo, ND. Jason has been working in EMS for 23 years, volunteering and working as a paid provider. Jason has previously held first responder, ECT, and EMT-Intermediate certifications before becoming a paramedic. After 13 years working as a full-time paramedic, Jason took on a newly developed role as a quality improvement/quality assurance specialist & SIM-ND educator. Jason was a key contributor when F-M Ambulance implemented its initial system of life system status monitoring and demand analysis. In his current role, he provides support to several Sanford Health ground ambulances in the implementation, administration, maintenance & development of the ESO Solutions software platform & data analytics. He continues to work with quality assurance/quality improvement initiatives and also coordinates the agency's clinical informatics integration. In 2011, the Minnesota High School League recognized Jason for his role in resuscitating a high school basketball player who experienced sudden cardiac arrest during a game at a rural school & was subsequently able to return to the court. In 2016, Jason was honored by the American Ambulance Association as a Star of Life. In addition to previous volunteer service with Hillsboro Ambulance, Jason has served several terms on the ND EMS Association Board of Directors. He has also volunteered as a reserve deputy sheriff for the Cass County Sheriff's Office and currently volunteers with Harwood Area Fire & Rescue. Jason is married to Tiffany, his wife of 11 years and lives near Fargo.



## Tom Engen, AEMT

### EMS MANAGER – NORTHWOOD REGIONAL ADVISOR - NDEMSA

Tom was born and raised in Northwood, where he currently resides with his wife Jane of 36 years. He attended NDSU (Go Bison!) and owned and operated Engen's Market grocery store from 1985-2000. He then worked as a food department manager at the Super Target in Grand Forks for ten years. Tom got his start in EMS back in 1980 and has been on Northwood's ambulance since then, serving as squad leader a number of times over the years. In 2011 he was hired by Northwood Deaconess Health Center for the EMS Manager/Human Resources positions and in 2012 he attained his AEMT and CPR Instructor. Tom and Jane have 3 children, and 4 wonderful grandchildren, all of which reside close to home in Northwood. Tom enjoys hunting, meat processing, outdoor cooking, and camping.



## Lynn Hartman, NRP

### REGIONAL ADVISOR - NDEMSA

Lynn is a native of southwestern North Dakota. He grew up on a farm near Regent Lynn attended NDSU and then came back to help on the family farm. Lynn became interested in EMS and took the EMT class at St. Joseph's Hospital in Dickinson in 1981. He went on to paramedic training at the United Hospital in Grand Forks, finishing the class in 1983. He worked as a paramedic and the Operations Manager of Dickinson Area Ambulance Service, Inc. from 1983 until 2010 when he accepted a position as Administrative Director of Dickinson Area Ambulance Service, Inc. and three other ambulance services. Lynn retired from the Dickinson Ambulance Service in 2015. Lynn is a graduate of the American Ambulance Association's Management Training Institute and the North Central EMS Institutes's EMS Performance Improvement Academy. He loves spending time with his son, Mitch, daughter-in-law, Kelley and grandsons, William and Isaac.

## Katy Kressin- NRP, FPC OUTREACH COORDINATOR/FLIGHT PARAMEDIC – SANFORD AIRMED

Katy is a Certified Flight Paramedic and Outreach Coordinator at Sanford AirMed and teaches mobile simulation education with SIMND. She received her Paramedic AAS degree in May 2000 from Northwest Technical College in East Grand Forks, MN. Since 2000 she has worked as a Paramedic in rural and metro areas of Minnesota, North Dakota and Wisconsin as a paramedic doing 911 calls, interfacility transfers, and critical care transports in ambulances, helicopters, and airplanes. Katy has been providing education to Peace Officers, Fire Departments, First Responders, EMTs, Paramedics, Nurses and Doctors for over 15 years.



## Megan Laudenschlager

### EXECUTIVE DIRECTOR – STRENGTHEN ND

Megan is the Executive Director of Strengthen ND. Laudenschlager's areas of expertise include board and staff development, fundraising planning, grant writing, strategic planning, organizational action planning, program design and evaluation, succession planning, and meeting facilitation.

## Neil Frame, NRP

### OPERATIONS DIRECTOR – METRO AREA AMBULANCE SERVICE, METRO BILLING SERVICES, BISMARCK AIR MEDICAL

Neil began his career in EMS with the Mohall Ambulance Service obtaining his EMT in 1991. Neil was accepted into the Medcenter One Paramedic Program in Bismarck and obtained his Paramedic certification in July of 1993. He started working for Metro-Area Ambulance Service that same month. Neil currently holds the position of Operations Director for the service focusing on billing and reimbursement issues, compliance, and the day-to-day operations of the ambulance and billing services. Neil has been active in EMS and is a former ND EVOC instructor, ND EMS instructor and NDEMSA board member.



## Kim Granfor, MBA

### VICE-PRESIDENT - HSI SOLUTIONS

Kim is currently the Vice-President of HSI Solutions. HSI is a debt collection agency that has been in business since 1963, located in Bismarck. Ms. Granfor started with HSI in 1983 and was named Vice-President in 1989. She serves on the ND American Collectors Association Board, as well as serving as their lobbyist. Ms. Granfor also serves on the ND HFMA Board of Directors. She holds a MBA from University of Mary.

# EMS Management Conference Registration

**June 4-5, 2018 – Bismarck Ramada**

Register Using This Form or Online [www.ndemsa.org](http://www.ndemsa.org)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_ ND EMS ID#: \_\_\_\_\_

Agency/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

\*All meals, snacks, and refreshments are included in your registration\*

For planning purposes, will you be attending?

Monday, June 4<sup>th</sup> Dinner ☐ Yes ☐ No

Tuesday, June 5<sup>th</sup> Breakfast ☐ Yes ☐ No

Tuesday, June 5<sup>th</sup> Lunch ☐ Yes ☐ No

Fee Type	NDEMSA Member	Non-Member
Early Registration Fee	\$75.00	\$100.00
June 4-5 On-Site Registration Fee	(Add \$25.00)	
NDEMSA Membership Ending 12/31/18	(Add \$40.00 if applicable)	
NDEMSA Membership Ending 12/31/19	(Add \$60.00 if applicable)	

**Total Payable to NDEMSA: \$ \_\_\_\_\_**

[ ☐ ] Check # \_\_\_\_\_ is enclosed for \$ \_\_\_\_\_ (checks payable to NDEMSA)

or charge \$ \_\_\_\_\_ to [ ☐ ] Visa [ ☐ ] MasterCard Expiration Date: \_\_\_\_\_

Card Number: \_\_\_\_\_ 3 Digit Security Code: \_\_\_\_\_

Signature authorizing charges: \_\_\_\_\_

NOTE: Cancellation fee of \$20.00 applies before May 30, 2018. Transfer registration to another individual for free.



ND EMS Association ~ 1622 East Interstate Avenue ~ Bismarck, ND 58503

(701) 221-0567 ~ [ndemsa.office@ndemsa.org](mailto:ndemsa.office@ndemsa.org)



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## *Management Conference Schedule at a Glance*

### **MONDAY, JUNE 4TH**

12:00PM TO 1:00PM	ON SITE REGISTRATION AND CHECK-IN
1:00PM TO 2:00PM	<b>OPENING GENERAL SESSION</b>
2:00PM TO 2:15PM	SNACKS AND REFRESHMENTS
2:15PM TO 3:30PM	CONCURRENT BREAKOUT SESSIONS
3:30PM TO 3:45PM	SNACKS AND REFRESHMENTS
3:45PM TO 5:00PM	CONCURRENT BREAKOUT SESSIONS
5:15PM TO 6:30PM	<b>GENERAL SESSION AND DINNER PROVIDED</b>

### **TUESDAY, JUNE 5TH**

6:00AM TO 10:00AM	HOTEL CONTINENTAL BREAKFAST AVAILABLE – RESTAURANT
7:15AM TO 8:30AM	CONTINENTAL BREAKFAST PROVIDED – ASSEMBLY HALL FOYER
8:00AM TO 9:15AM	CONCURRENT BREAKOUT SESSIONS
9:15AM TO 9:30AM	SNACKS AND REFRESHMENTS
9:30AM TO 10:45AM	CONCURRENT BREAKOUT SESSIONS
11:00AM TO 12:30PM	<b>GENERAL SESSION AND LUNCH PROVIDED</b>
12:45PM TO 2:00PM	CONCURRENT BREAKOUT SESSIONS
2:00PM TO 2:15PM	SNACKS AND REFRESHMENTS
2:15PM TO 3:30PM	<b>CLOSING GENERAL SESSION</b>