

Association of Critical Care Transport



# **SPONSOR PROSPECTUS**

**Annual Meeting  
& Leadership Development Series Part II**

**September 20-21, 2017**

**Embassy Suites  
Louisville, KY**

# 2017 LEADERSHIP DEVELOPMENT SERIES

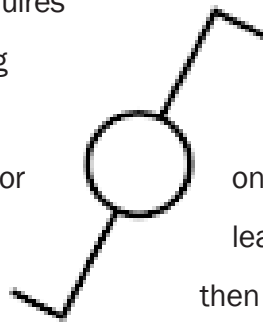
## PART II

### Change Over Switch: Success-ion building “next gen” organizations

All of our organizations are on the journey to improving care of patients by adopting the Triple Aim. The path to higher quality, better patient experience at less cost is daunting. Future success requires accelerating the rate of change in improving performance. The need for constant and unrelenting change coupled with pressure for performance is the toughest challenge our people face. Setting a vision, sustaining commitment, and carving a path to the future requires new capacity and capabilities for leaders.

ACCT initiated a long term project in leadership development for our members last fall, working to build better teams internally and networking across

ACCT. Part II of our Leadership Series will focus on Change Management, Long- term strategic planning, Performance Contracts, Organizational Resiliency, Legal/HR, and Compliance. Using our interactive model, each session starts with a short presentation on current status, challenges, and needs in leadership development. Each session will then move to facilitated roundtable discussion to share individual and organizational experience in assessing readiness in change over switch. We will follow the education day with a legislative/advocacy presentation, roll out of the final two chapters of our Standards, NTSB Recommendations update, and our Annual Meeting.



### LODGING

The Fall Leadership Development Series Meeting will be held at the Embassy Suites, 501 South Fourth Street, Louisville, KY 40202. The discounted room rate is \$169 per night, plus taxes. All reservations must be confirmed with a valid credit card no later than August 23rd, 2017. Any reservations received after this date will be subject to space availability and rates. Make your reservation by calling 502-813-3800. Use group code ACCT to receive the discounted rate. Or on-line at

<http://embassysuites.hilton.com/en/es/groups/personalized/S/SDFDNES-ACC-20170919/index.jhtml>

# 2017 Leadership Development Series - Part II

## Sponsorship Opportunities

### STRATEGIC EDUCATION SPONSOR

**\$10,000**

- Opportunity to host the Event Dinner at a location of your choice on the evening of September 20th, 2017 (included in sponsorship price above).
- Opportunity to be a Key Note Speaker or introduce a Key Note Speaker and provide brief remarks from the podium.
- Top line logo placement as a Strategic Education Sponsor on all print and collateral materials, event signage, website and emails.
- Company logo listed in General Session loop in main room during event when no speaker on stage.
- Sponsor firm to be featured in all of the marketing email blasts between July and September.
- Opportunity to have an exhibit booth during both days of the meeting.
- Recognition on the Home page of the ACCT Website.
- Four tickets to entire meeting - includes meals and presentations

### PLATINUM

**\$1,650**

- Company logo on all print and collateral materials, event signage, website and emails
- Company logo listed in General Session loop in main room during event when no speaker on stage.
- Opportunity to introduce a keynote speaker and make brief remarks from podium.
- Sponsor firm to be featured in one of the marketing email blasts between July and September.
- Ad in our web-based interactive platform.
- Opportunity to have an exhibit booth during both days of the meeting
- Two tickets to entire meeting - includes meals and presentations

# 2017 Leadership Development Series - Part II

## Sponsorship Opportunities

### GOLD

\$1,150

- Opportunity to introduce a keynote speaker and make brief remarks from podium.
- Ad in our web-based interactive platform.
- Company logo included on all meeting materials.
- Opportunity to have an exhibit booth during both days of the meeting.
- Two tickets to entire conference - includes meals and presentations.

### SILVER

\$650

- Ad in our web-based interactive platform.
- Company logo included on all meeting materials.
- Opportunity to provide collateral on meeting tables
- Two tickets to entire conference - includes meals and presentations.

# 2017 LEADERSHIP DEVELOPMENT SERIES - PART II SPONSOR CONTRACT

**COMPANY NAME:** \_\_\_\_\_

**SPONSORSHIP LEVELS (Choose one)**

STRATEGIC PARTNER - \$10,000     PLATINUM - \$1,650     GOLD - \$1,150     SILVER - \$650

**CONTACT INFORMATION (Please print)**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Cell \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

**PAYMENT TERMS**

Check (Made payable to Pinnacle. Mail to ACCT, P.O. Box 170, Platte City, MO 64079)

VISA     MasterCard     American Express

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Total Sponsorship \$ \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Special Instructions: \_\_\_\_\_

I have read this registration form along with the sponsorship rules and policies and agree to sponsor the 2017 ACCT Fall Education Meeting.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# SPONSOR TERMS AND AGREEMENT OF CONDUCT

## **CONTRACT/PAYMENT:**

Once the contract is signed, this is a binding agreement. Payment is due in full with signed contract. Your sponsorship is not reserved until payment has been received.

## **CANCELLATION:**

After payment is received, there are to be no refunds following the execution of this agreement unless ACCT cancels the event due to unforeseen situations that would affect the general population from attending the meeting. In the event of a cancellation, either a refund or a credit will be issued.

## **LIABILITY:**

Each sponsor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to sponsor's displays, equipment or other property brought upon the premises of the venue, and shall indemnify or hold harmless ACCT, the venue and any authorized agent, representatives or employees of the foregoing for any and all losses, damages or claims.

## **MEETING CANCELLATION:**

Neither Party shall be liable for the non-performance of its obligation under this Agreement for a maximum period of five (5) days if such performance is caused by weather, natural disasters, strikes, war, terrorism, utility outages, communication outages, or any other circumstances which could not have been reasonably foreseen and avoided by commercially reasonable action or are beyond the reasonable control of a Party ("Force Majeure"). A Party shall be excused from performance under this Agreement for the duration of the effects of such Force Majeure circumstances.

# 2017 ACCT Leadership Development Series Part II – DAY 1

**07:00 – Registration and Continental Breakfast**

**08:00 - 0930 – Session I**

**Title: Change Management**

*Presenter: TBD*

**08:45-09:30 – ROUND TABLE DISCUSSION:**

- Embracing change more effectively
- Responding quickly to market changes
- Competitive differentiation
- Forecasting financial strategies based on pay for performance

**09:30 - 10:00 – BREAK**

**10:00 - 11:30 – SESSION II**

**Title: Strategic planning “how to”**

*Presenter: Dr. Bill Atkinson*

**10:45 - 11:30 – ROUND TABLE DISCUSSION**

- Short term and Long term planning
- Fleet replacement forecasting
- New technology assessments

**11:30 - 12:30 – LUNCH AND NETWORKING BREAK**

# 2017 ACCT Leadership Development Series Part II – DAY 1

## 12:30 - 14:00 – SESSION III

### **Title: Performance Contracts**

*Presenter: Christine Zalar, Fitch and Associates*

#### **13:15 - 14:00 – ROUND TABLE DISCUSSION:**

- How to write a Request for Proposal (RFP)
- Examples of Selection processes
- Monitoring performance

## 14:00 – 14:30 – BREAK

## 14:30 – 16:00 – SESSION IV

### **Title: Organizational Resiliency**

*Presenter: Krista Haugen, Survivors Network*

#### **15:15- 16:00 – ROUND TABLE DISCUSSION:**

- Better understand reality of accidents through context of stories and data
- Applications of Just Culture in EMS safety culture
- Relevane of the Crew Resource Management model to addressing human factors in EMS.
- What does critical incident stress and PTSD look like, and how do we respond?
- Understanding positive long-term benefits of promoting resilience within individuals and organizations

## 16:00 - ADJOURNMENT



# 2017 ACCT Leadership Development Series Part II – DAY 2

**07:00 – CONTINENTAL BREAKFAST**

**08:00 - 09:30 – SESSION V**

**Title: Legal and Human Resource Fundamentals**

*Presenter: TBD*

**08:45 - 09:30 – ROUND TABLE DISCUSSION:**

- Civil Rights Issues
- Whistle-blower
- Labor Laws

**09:30 - 10:00 – BREAK**

**10:00 - 11:30 – SESSION VI**

**Title: Compliance**

*Presenter: Donna Heiser, Golden Hour*

**10:45 - 11:30 – ROUND TABLE DISCUSSION**

- Understand components that communication specialists need to dispatch appropriately
- Streamline claim submissions through administrative processes
- Are crews completing patient Care Transport Records with the appropriate documentation to meet reasonableness and medical necessity requirements?
- Are you billing transports according to Medicare rules and guidelines?

**11:30 - 12:30 – LUNCH AND NETWORKING BREAK**

**12:30 - 12:45 – PATIENT ADVOCATE AWARD PRESENTATION**

# 2017 ACCT Leadership Development Series Part II – DAY 2

**12:45 - 13:30 – SESSION VII**

## **Legislative/Advocacy Update**

*Presenter: Lisa Tofil, Holland and Knight*

**13:30 - 14:00 – SESSION VIII**

## **Title: Standards Metrics and Medical Oversight**

*Presenter: Sherry McCool and Jeffrey Stearns*

**14:00 - 14:15 – BREAK**

**14:15 - 14:45 – Session IX**

## **Title: NTSB Recommendations - Joint Association Steering Committee Report**

*Presenter: Tom Judge, LifeFlight of Maine*

**14:45 - 15:30 – Session X**

## **ANNUAL MEETING**

### **ACCT 2016/2017 Review**

**Introduction of New Board Members** – *Frank Erdman/Steve Haemmerle*

**Executive Director Report** – *Roxanne Shanks*

**Financial Overview** – *Edward Eroe*

### **Committee Updates**

- **Development /Membership Committee Update** – *Mike Christianson*
- **Communications Committee Update** – *Laura Neu*
- **Education Committee Update** – *Karen Arndt/Denise Landis*
- **Governance Committee Update** – *Denise Landis*

**Feedback from Membership** – *Open discussion*

# 2017 ACCT Leadership Development Series Part II Presenters



## **Dr. Bill Atkinson, Ph.D., MPH, MPA, FACHE**

Dr. Bill Atkinson has been a leader and a champion for change in healthcare from his early days as a member of the first class of paramedics in North Carolina, through his tenure as President and CEO of Raleigh, NC - based WakeMed Health & Hospitals, and beyond. He has served as a hospital and healthcare CEO for more than 30 years. In every leadership position, Atkinson brings economic and system-wide growth, innovation in services and practices, and award winning advances in patient care and workforce development. Atkinson has worked consistently toward access to appropriate care and to maintain fair reimbursement for physicians and healthcare organizations. He does so, while championing advances in quality, safety, patient-centered care and education.



## **Christine Zalar, BSN, MA**

Christine Zalar's professional experience spans the full spectrum of pre-hospital care, from developing, implementing, and managing air medical and ground ambulance services to managing hospital emergency care systems and trauma centers. A founding partner of Fitch & Associates, her key areas of expertise include operational and financial analysis of air medical services, and development of quality management systems, among many others. She established the successful air medical and hospital services consulting division of the Firm and provides leadership to its affiliate, MedServ International, which strategically provides management and operational services for medical transportation organizations. She is active in numerous professional organizations that serve and support medical transportation and emergency medical care, and served an active role in developing the Association of Critical Care Transport.



## **Krista Haugen, RN, MN, CEN**

Krista Haugen is a former flight nurse who survived a helicopter crash while on duty in 2005, one month after a fatal crash at her program in which three of her friends and colleagues perished. She since co-founded the Survivors Network for the Air Medical Community, served as a volunteer for the Air Medical Memorial, and is a former board member of the National EMS Memorial Service. She has twenty-five years of nursing experience including emergency, critical care, and air medical transport. She currently serves as the Director of Patient Safety and Medical Risk Management for Med-Trans Corp. She is also a member of the FAA's Rotorcraft Occupant Protection Working Group. Her professional interests include Crew Resource Management & Human Factors, Just Culture, medical transport risk mitigation, secondary trauma, post-traumatic stress, and resilience in emergency/critical care professionals.



## **Donna Heiser, RN, MS, CHC, CACO, CAPO, CAC**

Donna Heiser is a Compliance Officer at Golden Hour, specializing in both air and ground ambulance compliance. She spent 30 years in the EMS industry as a Paramedic, Flight Nurse, EMS educator, and nursing supervisor at UCSD. Her passion and expertise in EMS led her to pursue an emphasis in compliance. She works with programs countrywide to help them submit compliant claims for their ambulance transports. Donna is a RN, with a BS in Multiple Science and a Masters in Instructional Technology. She presents annually on compliance topics at AMTC.

# 2017 ACCT Leadership Development Series Part II Presenters



**Lisa Tofil, JD**

Ms. Tofil represents a number of health care organizations, with significant expertise in hospital and health system financing, trauma centers and systems, air medical transport, emergency medical services and the 340B Drug Discount Program. She is an experienced advocate on numerous other healthcare issues and programs, including graduate medical education, biomedical research, transplantation, health resources issues, as well as public records and open meetings laws. Ms. Tofil works with clients on policy development, devising legislative and regulatory strategies, and intervening as necessary to draft and secure legislative or regulatory changes that advance client interests. In previous roles, she served as in-house counsel to two large health systems, building their government relations functions and executing strategic government relations plans.



**Sherry McCool, RRT-NPS, MHA, CMTE**

Sherry McCool is the Director of Children's Mercy Critical Care Transport, The Children's Mercy Hospital, Kansas City MO. Sherry has over 20 years of experience in Neonatal and Pediatric Transport and an extensive background in safety, communications, flight and ground operations. In 2012, she received the CMH Excellence in Leadership Award. Recently, she received her Cerner Certificate in Healthcare Leadership from the UMKC Bloch School of Management and holds a Certificate in Advanced Quality and Safety Training. Sherry has presented on Transport and Leadership topics regionally and nationally and is a strong advocate for specialty transport. Sherry is honored to be a founding member of ACCT.



**Jeffrey D. Stearns, RN, MSN, CFRN**

Jeffrey Stearns has been a critical care transport nurse for the Mayo Clinic since 1995. He has been integrally involved in the program's quality and safety debrief programs as a quality management coordinator and has presented original research on clinical and triage topics. Jeff received his undergraduate and graduate degrees in nursing from the University of Wisconsin – Eau Claire. "I am extremely honored to be a part of an association that places quality patient care and safety first."



**Tom Judge**

Thomas Judge serves as the Executive Director of LifeFlight of Maine. Mr. Judge brings a 30-year background in pre-hospital emergency medical services in roles from provider to system planner/regulator. He has served as a subject matter expert for the National Transportation Safety Board, and currently serves on the Joint Helicopter Safety Implementation Team, one of two work groups of the International Helicopter Safety Symposium. Mr. Judge is a former board chair of the Association of Critical Care Transport, and past president of the Association of Air Medical Services.



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