



GEORGIA EMERGENCY MEDICAL SERVICES ASSOCIATION

2020 6TH ANNUAL GEMSA DIRECTORS & LEADERSHIP CONFERENCE

Developing the Leader In You



March 23-25, 2020
Legacy Lodge at Lake Lanier

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About the Conference

Whether you are an EMS Director, department manager, shift supervisor, or anyone with the responsibility of leading a team of people, the GEMSA Directors & Leadership Conference is the place for you! This conference provides two valuable days of thought-provoking sessions along with the opportunity to network with other EMS professionals and industry leaders.

New features for the 2020 conference include: hands-on interactive sessions, group discussions, case studies, breakouts, and multi-faceted lecturers and subject matter experts who will challenge you and provide tools to exponentially enhance your leadership expertise. Also, we will have more than 45 exhibitors on-site displaying their products and services that can help make your job easier. Make plans to attend today!

How to Register

Registrations will **ONLY** be taken **ONLINE** for this conference.

To register, visit: <https://georgiaemsassociation.com/Leadership-Conference>

All payments must be received in the GEMSA office by March 13 to confirm your attendance at the conference. Please mail your payment or make sure to pay online on or before March 13.

Please note: MEMBERS must login to the website in the upper right or enter the email on your membership account to get the member price for registration. (If you don't have a password, click on "forgot my password". This will e-mail you instructions on how to create one.) After you are logged in, go back to the registration page, and you can register quickly and easily.

For all registrations, once you confirm a payment type on the confirmation screen, an invoice is emailed to you automatically or you can pay online with credit card.

Conference Rates

2020 GEMSA Directors & Leadership Conference - March 23-25, 2020

\$200 - GEMSA Member

\$250 - Non Member

(nonmember rates include 1 year of membership)

Standard Conference Registration includes lectures on March 23, 24, and 25; continental breakfast, lunch and dinner - March 24 & continental breakfast - March 25

Day Rates - Member or Nonmember

\$75 - Monday, March 23

\$150 - Tuesday, March 24

\$75 - Wednesday, March 25

Conference Deadlines

March 6, 2020 - Early Registration Deadline

(price increases by \$50 on March 7)

March 6, 2020 - Cancellation Deadline

March 13, 2020 - Payment Deadline

(To confirm your attendance, you must pay online or send your payment to the GAEMS office on or before this date.)

March 13, 2020 - Online registration deadline

(after this date, you must register on-site)

Continuing Education Credits for EMS Personnel

Continuing education credits will be applied for from Georgia Office of EMS/Trauma.



Conference Hotel: Legacy Lodge at Lake Lanier

7000 Lanier Islands Parkway, Buford, GA 30518

Hotel website: www.lanierislands.com/accommodations/lodge

For Hotel Reservations:

Call: (770) 945-8787 or (800) 840-5253

Make a reservation online: georgiaemsassociation.com/hotel

Group: Georgia EMS Association

Rate: \$149.00 per night, plus applicable taxes

Room reservation deadline is February 18, 2020.

2020 AGENDA

This agenda is tentative and is subject to change.

MONDAY - MARCH 23, 2020	
10:00 AM	Registration Open
10:00 AM	Exhibit Hall Set Up
12:00 PM	2020 GEMSA Leadership Conference Opening session Welcome by Kimberly Littleton, GEMSA; Prayer and Pledge; Colors presented
	<i>Hands-on interactive sessions on Monday afternoon with Dr. Jackson</i>
12:30 PM	Keynote: Leading with Civility - Dr. Patrice Buckner Jackson <i>Session sponsored by MEDCORP EMS BILLING</i>
1:30 PM	Break
1:45 PM	The Myth of Balanced Time - Dr. Patrice Buckner Jackson
2:45 PM	Break - <i>Exhibit Hall Opens</i>
3:15 PM	A Whole New World- Hiring, Training, and Supporting a new Generation of Professionals - Dr. Patrice Buckner Jackson
4:15 PM	Break - Visit Exhibitors
4:45 PM	The Leader's Survival Guide- 5 Strategies to connect with your team and improve overall effectiveness - Dr. Patrice Buckner Jackson
5:45 PM - 7:00 PM	Exhibitor Reception - Enjoy time networking and looking at all the latest products and services! <i>(Hors d'oeuvres and Cash Bar Available)</i>

TUESDAY - MARCH 24, 2020	
7:30 AM	Registration Open
8:00 AM	Communication Breakdown - Brian Donaldson
9:00 AM	Break - Visit Exhibitors
9:30 AM	Government Enforcement Trends and Priorities - Scott Grubman, JD
10:30 AM	Break - Visit Exhibitors
11:00 AM	Prepare Lunch Plates and Return to Meeting Room <i>Lunch line begins at 11:00 am with presentations beginning at 11:15 am.</i>
11:15 AM	Lunch & Learn #1: What Leadership Styles Work Best for the Modern EMS Organization - William (Wes) Ward
	Lunch & Learn #2: It Seemed Like a Good Idea at the Time - Brian Donaldson
12:45 PM	Break - Visit Exhibitors
1:15 PM	EMS Customer Service - Scotty Hancock

New features for the 2020 conference include: hands-on interactive sessions on Monday afternoon with Dr. Jackson along with breakout sessions on Tuesday. The breakout sessions will allow you to attend a session of your choice, but the second session will have limited seating. For those sessions, it will be first come first served until the room is full. *(Unfortunately our second breakout session at 9:30 am and 1:15 pm had to be canceled.)*

For Lunch & Learn Sessions, we still have two options. You had to pre-register for the one you wanted to attend in order for us to make meal preparations and have enough seating in each room.

TUESDAY - MARCH 24, 2020 (continued)

2:15 PM	Break - Visit Exhibitors
2:45 PM	Creating an Exceptional Employee Experience - Tina Woodard
3:45 PM	Break - Visit Exhibits - Last chance to network with vendors!
4:15 PM	Money for Nothing - Brian Donaldson
6:30 PM	COOKOUT <i>Join us in the Pavilion directly behind the Lodge for dinner with good food, good conversation, and good times! Dinner is sponsored by Air Evac Lifeteam.</i>



WEDNESDAY, MARCH 25, 2020

7:30 AM	Registration Open
8:00 AM	State Office of EMS Update
9:00 AM	Break
9:15 AM	The Toll The Job Takes - Captain Scott Dakin and Captain Marty Garner
10:15 AM	Break
10:30 AM	Learning to Fly; Leaving Linear Thinking Behind to Embrace Critical Thinking - Brian Donaldson
11:30 AM	2020 GEMSA Directors & Leadership Conference - Wrap-Up & Adjournment

**Speakers and/or topics may change without notice.

Session Description

KEYNOTE - Monday, March 23, 2020

Leading with Civility

Presenter: Dr. Patrice Buckner Jackson

Opening: 12:00 PM | Keynote: 12:30-1:30 PM

The "Leading with Civility" presentation is impactful through its simplicity, life-changing in its practicality, and timely for contemporary culture. Distractions of our world have pull us away from civility causing foundations of trust to crumble. This presentation will call each participant to accountability to the impact we bring to our communities. Further, each participant will be challenged to assess their words and personal perspectives in order to build a more caring and compassionate work culture. This message will encourage introspection and foster connections within teams and the GEMSA community.

Session Descriptions

Monday, March 23, 2020 (cont.)

1:45-2:45 pm - The Myth of Balanced Time

Speaker: Dr. Patrice Buckner Jackson

One of the greatest challenges of leadership is learning to manage all responsibilities effectively. It seems in order to give your best in one area, something else must suffer. In this presentation, Participants will explore several methods for managing time which leads to efficiency at work and greater wellbeing for leaders.

3:15-4:15 pm - A Whole New World- Hiring, Training, and Supporting a new Generation of Professionals

Speaker: Dr. Patrice Buckner Jackson

Baby Boomers, Generation X, Millennials, and Generation Z- We can currently account for four generations within our workforce. Each generation seems to call for different communication, expectations, and standards. In this session, we will discuss how the effective leader may connect and train each generation represented on our teams. What do they need and what will they respond to? There will be special emphasis on motivating our youngest generations.

4:15-5:45 pm - The Leader's Survival Guide- 5 Strategies to connect with your team and improve overall effectiveness

Speaker: Dr. Patrice Buckner Jackson

Many leaders are promoted because they excel in their area of expertise. However, leading a team to excel requires a different skill set. In this session, the presenter will share five proven leadership strategies that lead to increased effectiveness and professional growth for each team member.

Tuesday, March 24, 2020

8:00-9:00 am - Communication Breakdown

Speaker: Brian Donaldson

Regardless the agency, it's likely the number one complaint of the staff is lack of communications. You try to communicate with the workforce, but few seem to be listening. You don't have the time to meet with each employee or volunteer one-on-one. And, the days of mandatory meetings and newsletters are long gone. So how do you effectively communicate to your workforce today? Maybe we can find ways to harness the power of technology to benefit both management and line staff. Join us in this session to learn how.

Tuesday, March 24, 2020 (cont.)

9:30-10:30 am

Government Enforcement Trends and Priorities

Speaker: Scott Grubman, JD

In 2018 alone, the federal government collected well over \$2 billion from healthcare providers, under the federal False Claims Act, continuing a decade-long trend. Unfortunately, EMS companies have been no stranger to government enforcement. This talk will discuss the major statutes and regulations governing healthcare providers and how to stay off the government's radar.

11:15-12:45 pm

Lunch & Learn #1: What Leadership Styles Work Best for the Modern EMS Organization

Speaker: Wes Ward

EMS is a relatively young domain in civilian public service with its beginnings in the early 1970s. Leadership for public EMS organizations has been traditionally transactional with an emphasis on directive style and participatory style. Traditional transactional leadership styles in public EMS organizations may be linked to the original concepts of EMS being born in a military context. To this day, most public EMS organizations have a pseudo military structure including explicit ranks. Fire service-based EMS systems are particularly prone to a pseudo military structure. Strangely, fire service organizational structure usually places an emphasis on fire suppression leadership and relatively ignores EMS leadership. EMS is a particularly dynamic field which further challenges leaders. As the profession evolves, leadership within EMS also needs to evolve to maximize efficacy. The inspirational leadership style fits the bill if it is understood and implemented correctly.

Lunch & Learn #2: It Seemed Like a Good Idea at the Time

Speaker: Brian Donaldson

If you've been involved in the business of EMS for even a short time, you've seen some interesting changes. In fact, the longer you've been in the business, the more changes you've witnessed. And, the changes keep coming faster and more furious all of the time. The first step in leading an organization in innovative care is moving away from tribal knowledge and dated practices. Join Brian for a discussion ranging from immobilization to supplemental oxygen and everything in between. Fasten your seatbelts and hold on for this ride through time, as this session promises to be a fun exchange of information.

Session Descriptions

Tuesday, March 24, 2020 (cont.)

1:15-2:15 pm EMS Customer Service

Speaker: **Scotty Hancock**

Customer service is as much about knowing yourself as it is the customer. You need to know the processes and techniques that build strong customer relationships, and that includes evaluating your own ability to manage the many interactions you have with others on a daily basis. Through a series of dynamic activities, demonstrations, role-plays, and discussions, you will learn and practice the skills involved in establishing a customer focus, determining customer expectations, communicating with customers, dealing with challenging customers, and evaluating customer service.

2:45-3:45 pm - Creating an Exceptional Employee Experience

Speaker: **Tina Woodard**

Employee retention has emerged as a top challenge facing EMS agencies throughout Georgia, particularly as a shortage of staff is leading to increased workloads, burnouts, and even resignations. Join Dr. Tina Woodard as she covers how to engage staff, so they not only feel passionate about every task, but they feel truly invested in the organization's goals. Discover how employee engagement differs from satisfaction, ways to measure it, impacts on business performance, and best practices for implementing a lasting experience.

4:15-5:15 pm - Money for Nothing

Speaker: **Brian Donaldson**

There are significant costs associated with providing ambulance service, such as the cost of readiness we frequently tout. And, have you ever stopped to consider what goes into readiness, like technology, competency, safety, outcomes, and more? We know not all ambulance services are created equally, although they're all equally compensated, sort of. This session explores the current "reimbursement" models and their shortcomings, mixes in an international perspective, and provides plenty of food for thought when it comes to what dreams our industry should be chasing.

Wednesday, March 25, 2020

8:00-9:00 am - State Office of EMS Update

Come hear about what is new in EMS in Georgia.

9:15-10:15 am – The Toll The Job Takes

Speakers: **Captain Scott Dakin and Captain Marty Garner**

With suicide rates increasing in EMS, higher rates of divorce, binge drinking, drug abuse, PTSD and more, it is time the industry started taking care of its own. This is a national issue, but the solution has to be local. This session will look at how one Georgia County is taking on the challenge of dealing with critical incident stress and the rise in suicides. From training command staff, to building a team including outside partners, the county has numerous steps available to all personnel to help deal with the stress that comes from the job and life. The county has also started educating family members so that the support system is stronger.

10:30-11:30 am - Learning to Fly; Leaving Linear Thinking Behind to Embrace Critical Thinking

Speaker: **Brian Donaldson**

It's been said by many that the EMS educational system turns out providers who are heavy on the skills and light on the thinking. Look around you, is there some truth in that statement? Do you resemble that remark? This session examines the perils and pitfalls associated with linear thinking and helps you to understand the importance of critical thinking skills. Some case studies help to drive home the point. It's time to get past that cookbook approach to paramedicine and paramedicine management. Join Brian for this fast-paced session and spread your wings.

Speaker Biographies

Captain Scott Dakin

Captain Scott Dakin works at Barrow County Emergency Services and Critical Incident Consulting, is Northeast GA CISM Team Leader and an Internationally Certified Instructor of CISM, has 26 years in Fire/EMS, and has 15 Years CISM Experience.



Brian A. Donaldson

Brian Donaldson is a husband, father, grandfather, Harley Davidson rider, and brewing enthusiast. Brian has also been active as an EMS volunteer and paid care provider for over 35 years, serving at the BLS and ALS levels, both on the ground and in the air. He has served on local and state EMS boards, commissions, and task forces across Iowa, Nebraska, Colorado, and Wisconsin, and is currently the Treasurer of the Wisconsin EMS Association. A former full-time EMS educator, he is a frequent presenter at conferences and symposia across North America. Brian is employed as Director of Paramedic Services for Waushara County, Wisconsin and is certified as an Ambulance Service Manager and Critical Care Paramedic.



Captain Marty Garner

Captain Marty Garner is EMS Operations Officer at Barrow County Emergency Services, a Northeast GA CISM Team Fire/EMS Leader, has 38 years in Fire/EMS, and has 26 Years CISM Experience.



Scott Grubman, JD

Scott Grubman is an attorney who represents healthcare providers of all types and sizes in connection with government investigations, both criminal and civil, False Claims Act litigation, and regulatory compliance. Scott has successfully represented many pain management providers in connection with these matters. Prior to joining private practice, Scott worked for the United States Department of Justice, where he investigated and prosecuted healthcare fraud matters and was a member of his district's healthcare fraud task force. In addition to his law practice, Scott speaks at conferences nationwide on topics of government enforcement and healthcare compliance, and also serves as an adjunct professor of law at both Emory University Law School and Georgia State University School of Law, where he teaches courses related to healthcare fraud and abuse and white collar crime.



Scotty Hancock

Scotty Hancock is currently employed by Redmond Regional Medical Center as the Director of Outreach/EMS Relations and was re-elected to serve his second four-year term on the Floyd County Board of Commissioners. Scotty was selected by his peers to serve as the Chair of the Floyd County Board of Commissioners. He holds an associate degree from Floyd College, a bachelor's degree in Business Management from Shorter College and a master's degree in Leadership from Shorter College. Scotty has served in various leadership positions in his community and served as the Director of Emergency Management for 10 years. Scotty is also a veteran, serving seven years in the United States Army.



Dr. Patrice Buckner Jackson

From serving as a Resident Assistant during her undergraduate program to serving as Vice President for Student Affairs at Albany State University, Dr. Patrice Jackson has dedicated her career to facilitating the student experience through impactful co-curricular education. From 2007 to 2018, Patrice served at Georgia Southern University in the roles of Assistant Dean of Students and Director of Judicial Affairs, Dean of Students and finally Associate Vice President and Dean of Students. Dr. Jackson assisted in building the Division of Student Affairs at Georgia Southern University until she was named Vice President for Student Affairs and Dean of Students at Albany State University in October 2018. Through the years, Dr. Jackson has consistently found opportunities to share lessons she has learned along the way with audiences which include student leaders, higher education practitioners, emergency management services leadership, and hospital personnel. Patrice is the founder and facilitator for EduCare Training and Consulting, LLC where her focus is training leaders to connect with their teams and build successful work cultures. Some of her most notable presentations include: "Conflict Management", "Ethical Decision Making in Student Affairs", "The Myth of Balanced Time", "Leading through Civility", and "The Student Affairs Response to Free Expression".



Currently, Patrice Jackson serves as Assistant Vice President for Student Affairs at Augusta University. In this position, Dr. Jackson is the leader of the student engagement unit, which includes Housing and Residence Life, the Multicultural Student Engagement office, Campus Recreation, Student Life and Engagement, the Maxwell Theatre and the Graduate Student Government Association.

Speaker Biographies

William “Wes” Ward

Battalion Chief Ward currently works full-time as the Director of EMS for Center Point Fire District where he has served in that role since 2015. He worked as a firefighter/paramedic for the Birmingham Fire and Rescue Service from 1994 until his retirement as a Fire Captain in 2014. While at BFRS, Wes served on engine companies, truck companies, rescue units, a hazmat unit, and a technical rescue unit in various parts of the city. However, he spent the majority of his career assigned to rescue units on the western side of Birmingham. From 2011-2014, he was assigned in the Training Division where he primarily conducted paramedic continuing education and initial EMT and First Responder training. Wes has also worked as a part-time EMS Instructor for Jefferson State Community College since 2007. Wes continues to be involved in several pre-hospital research projects involving cardiac arrest management, trauma outcome improvement, and wilderness medicine as well as other subjects. Wes also serves as an Item Writer and as an Alabama Representative for the National Registry of EMTs. Wes teaches CPR, ACLS, PALS, and First Aid for the American Heart Association.



Tina Woodard, Ed.D., PHR

Dr. Tina Woodard founded Capstone Performance Solutions, Inc. in 2016 with a vision to inspire leaders to achieve excellence. As both an accomplished engineer and HR executive with over 20 years of experience, Dr. Woodard brings innovative solutions to clients looking to build a strong organizational culture and become transformational leaders.



Dr. Woodard most recently served as the Assistant Vice Chancellor for Organizational Development at the Board of Regents of the University System of Georgia (USG). Dr. Woodard earned a doctorate from the University of Georgia, a Master of Human Resource Development and a B.S. Industrial Engineering from Clemson University.



Register online at georgiaemsassociation.com/Leadership-Conference.