



GEORGIA EMERGENCY MEDICAL SERVICES ASSOCIATION

2021 6TH ANNUAL GEMSA DIRECTORS & LEADERSHIP CONFERENCE

Developing the Leader In You



May 3-5, 2021
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 2021 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 40 exhibitors on-site displaying their products and services that can help make your job easier. Make plans to attend today!

How to Register

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

MEMBERS must login to the website to get the member price for registration. 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.

Attendees who did not request a refund in 2020 will be able to use their 2020 registration for the 2021 conference if they contact us. Also, substitutions can be made by contacting communications@georgiaemsassociation.com.

Conference Rates

2021 GEMSA Directors & Leadership Conference - May 3-5, 2021

\$225 - GEMSA Member/Non-Member
(GEMSA is offering 1 free year of membership to all GA EMS Licensed Providers in 2021.)

Standard Conference Registration includes lectures on May 3, 4, and 5; continental breakfast, lunch and dinner - May 4 & continental breakfast - May 5

Day Rates - Member or Nonmember

\$75 - Monday, May 3
\$150 - Tuesday, May 4
\$75 - Wednesday, May 5

Conference Deadlines

April 19, 2021 - Early Registration Deadline
(price increases by \$50 on April 10)

April 9, 2021 - Cancellation Deadline

April 23, 2021 - Payment Deadline

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

April 23, 2021 - Online registration deadline
(after this date, you must register on-site)

All payments must be received in the GEMSA office by April 23 to confirm your attendance at the conference. Please mail your payment or make sure to pay online.

Continuing Education Credits for EMS Personnel

Continuing education credits (provider and instructor hours) are approved by the 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: \$154.00 per night, plus applicable taxes

Room reservation deadline is April 15, 2021.

2021 AGENDA

MONDAY - MAY 3, 2021

10:00 AM	Registration Open
10:00 AM	Exhibit Hall Set Up
12:00 PM	2021 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>
12:15 PM	Keynote: Leading with Civility - Dr. Patrice Buckner Jackson
1:15 PM	Break
1:30 PM	RESET: For Leaders who are Battling Burnout - Dr. Patrice Buckner Jackson
2:30 PM	Break - <i>Exhibit Hall Opens/Exhibitor Showcase</i>
3:15 PM	The Myth of Balanced Time - Dr. Patrice Buckner Jackson
4:15 PM	Break - Visit Exhibitors
4:45 PM	Are We There Yet? - Dr. Patrice Buckner Jackson
7:00 PM	Awards Reception - Peachtree Pointe Pavilion (outside front gate) <i>(Hors d'oeuvres Provided) - Must purchase a ticket seperately to attend at georgiaemsassociation.com/awards-2021.</i>

TUESDAY - MAY 4, 2021

7:30 AM	Registration Open
8:00 AM	Communication Breakdown - Brian Donaldson
9:00 AM	Break - Visit Exhibitors
9:30 AM	Breakout #1: The new federal interest in your costs and revenue: Practical implications for your organization - Kevin Fairlie, JD
	Breakout #2: Government Enforcement Trends and Priorities - Scott Grubman, JD <i>Limited seating available</i>
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	Breakout #1: Human Resources: Current legal and operational issues - Kevin Fairlie, JD
	Breakout #2: The Toll The Job Takes - Captain Scott Dakin and Captain Marty Garner <i>Limited seating available</i>

New features for the 2021 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.

For Lunch & Learn Sessions, you will need to pre-register for the one you want to attend in order for us to make meal preparations and have enough seating in each room.

TUESDAY - MAY 4, 2021 (continued)

2:15 PM	Break - Visit Exhibitors
2:45 PM	Organizational Politics - Scotty Hancock
3:45 PM	Break - <i>Visit Exhibits - Last chance to network with vendors!</i>
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, MAY 5, 2021

7:30 AM	Registration Open
8:00 AM	Strategy - Brian Donaldson
9:00 AM	Break
9:15 AM	EMS Customer Service - Scotty Hancock
10:15 AM	Break
10:30 AM	Learning to Fly; Leaving Linear Thinking Behind to Embrace Critical Thinking - Brian Donaldson
11:30 AM	2021 GEMSA Directors & Leadership Conference - Wrap-Up & Adjournment

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

Session Description

KEYNOTE - Monday, May 3, 2021

Leading with Civility

Presenter: Dr. Patrice Buckner Jackson

Opening: 12:00 PM | Keynote: 12:15-1:15 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, May 3, 2021 (cont.)

1:30-2:30 pm - RESET: For Leaders who are Battling Burnout

Speaker: Dr. Patrice Buckner Jackson

Emergency response is work that often carries a high price tag. Our leaders are stressed, overwhelmed, overworked, and battling with their own health. Some suffer to the point of losing their own families while saving the family members of others. Burnout is taking a toll on our teams and the future of our profession. In this presentation, Dr. Jackson will encourage participants to RESET in order to disrupt the cycles of Burnout.

3:15-4:15 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.

4:45-5:45 pm - Are We There Yet?

Speaker: Dr. Patrice Buckner Jackson

The weight of the pandemic has been especially taxing for our health care professionals. You were forced to learn new ways of doing the job that you have done for many years. And it's not over yet. Leaders in Healthcare are required to manage their lives while serving and healing through a pandemic. In this session, Dr. Jackson will offer practical strategy for surviving the pandemic while keeping our families, our teams, and our own minds intact.

Tuesday, May 4, 2021

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, May 4, 2021 (cont.)

9:30-10:30 am

Breakout #1: The new federal interest in your costs and revenue: Practical implications for your organization

Speaker: Kevin Fairlie, JD

Kevin will draw on his experience assisting health centers with Medicare Cost Reporting and advising EMS clients on Medicaid Cost Reporting to provide insight into what the new Medicare ground ambulance data collection requirements mean for you and your organization. Kevin will lead a down-to-earth and straightforward discussion of what is truly involved in complying with these new regulations and cut through the confusion and misinformation coming from many sources in our industry.

Breakout #2: Government Enforcement Trends and Priorities

Speaker: Scott Grubman, JD

In 2020 alone, the federal government collected nearly \$2 billion from healthcare providers, under the federal False Claims Act, continuing a decade-plus-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.

Session Descriptions

Tuesday, May 4, 2021 (cont.)

Lunch & Learn #1: 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.

1:15-2:15 pm

Breakout #1: Human Resources: Current legal and operational issues

Speaker: Kevin Fairlie, JD

Kevin will provide an overview of the current, but constantly evolving, issues and laws impacting the management of your workforce. He will discuss real world examples to bring to light the practical implication of various employment laws on your day to day operations.

Breakout #2: 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.

2:45-3:45 pm - Organizational Politics

Speaker: Scotty Hancock

We all understand that we have politics within our organization whether it be internal or external forces. This presentation will assist leaders in developing the skills needed to maneuver through the political land mines within their organization.

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

Tuesday, May 4, 2021 (cont.)

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, May 5, 2021

8:00-9:00 am - Strategy

Speaker: Brian Donaldson

Do you feel like your organization is a ship adrift without a captain at the helm? Strategic planning, or strategic management, is important to the success of any organization in any industry, and Paramedicine is certainly no exception. But where does an organization start? What needs to be part of the strategy and what doesn't? Is a long-range plan a year, 3 years, 6 years, or longer? Well, this ain't your daddy's strategic plan, because strategic planning and strategic management has changed over the years. Learn the components of a strategic plan, the implementation of strategic management, and how they can lead your organization to success.

9:15-10:15 am – 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.

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.



Kevin is a sought-after speaker at EMS conferences across the country and is frequently asked to contribute legal articles to national EMS publications. Kevin obtained his law degree from the University of Missouri School of Law and his Master of Healthcare Administration degree from the University of Missouri School of Medicine.

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.



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 President 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.



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. 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.



Kevin J. Fairlie, JD, MHA

Kevin is a healthcare attorney with more than 20 years of experience which includes serving as General Counsel and Chief Compliance Officer for some of the largest EMS organizations in the country. Kevin also has significant experience in EMS operations. He served as President of an EMS organization conducting 35,000 annual transports as the sole 911 provider in multiple counties. He also held the position of National Director in AMR's corporate office. In 2014, Kevin founded Fairlie Law, LLC where he represents some of the nation's largest ground and air ambulance companies as well as numerous fire and municipal based EMS organizations. He is also the co-founder of EMS Compliance, LLC that is a low cost, full-service compliance program solution designed specifically for fire and EMS organizations.



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.



In addition to serving as General Counsel to a number of EMS organizations, Kevin has extensive experience handling mergers and acquisitions and is one of the most experienced attorneys in the country defending EMS/Fire organizations and individuals who are facing U.S. Department of Justice and OIG investigations. He knows first-hand the specific issues that investigators and federal prosecutors focus on with EMS entities. Kevin's business background provides him with in-depth knowledge on healthcare reimbursement policy and regulations and he has led countless billing and claims audits. In addition to his EMS experience, Kevin has served as General Counsel and Chief Compliance Officer to one of the largest health centers in Missouri.

Speaker Biographies

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 Students 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.

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.



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