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2019 5TH ANNUAL  
**GEMSA DIRECTORS &  
LEADERSHIP CONFERENCE**

*Developing the Leader In You*



**March 25-27, 2019**  
*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 2019 GEMSA Directors and 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. You will hear from a group of multi-faceted lecturers and subject matter experts who will challenge you and provide you with tools to exponentially enhance your leadership expertise. Sessions provide an opportunity to.....

- Enhance your leadership expertise professionally and personally
- Learn from renowned speakers and authors – experts in leadership
- Network with industry leaders to build relationships and learn best practices

## 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 15 to confirm your attendance at the conference. Please mail your payment or make sure to pay online on or before March 15.**

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

### 2019 GEMSA Directors & Leadership Conference - March 25-27, 2019

\$200 - GEMSA Member

\$250 - Non Member

*(nonmember rates include 1 year of membership)*

Standard Conference Registration includes lectures on March 25, 26, and 27; continental breakfast, lunch and dinner - March 26 & continental breakfast - March 27

### Day Rates - Member or Nonmember

\$75 - Monday, March 25

\$150 - Tuesday, March 26

\$75 - Wednesday, March 27

### Conference Deadlines

**March 8, 2019 - Early Registration Deadline**

*(price increases by \$50 on March 9)*

**March 8, 2019 - Cancellation Deadline**

**March 15, 2019 - Payment Deadline**

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

**March 15, 2019 - 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](http://www.lanierislands.com/accommodations/lodge)

For Hotel Reservations:

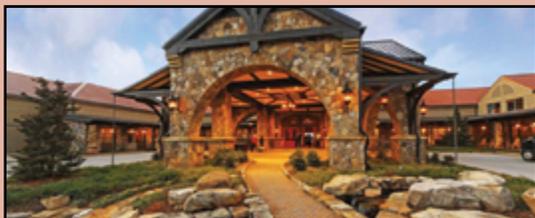
Call: (770) 945-8787 or (800) 840-5253

Make a reservation online: [georgiaemsassociation.com/hotel](http://georgiaemsassociation.com/hotel)

Group: Georgia EMS Association

Rate: \$149.00 per night, plus applicable taxes

**Room reservation deadline is February 20, 2019.**



# 2019 AGENDA

*This agenda is tentative and is subject to change.*

## MONDAY - MARCH 25, 2019

10:00 AM - 4:00 PM	Registration Open
12:00 PM - 4:00 PM	Exhibit Hall Set Up
12:00 PM	<b>2019 GEMSA Leadership Conference Opening session</b> Welcome by Kimberly Littleton, GEMSA; Prayer and Pledge; Colors presented
12:15 PM	<b>Keynote: Standing on Shoulders of Giants: The Role of Mentoring in EMS</b> - Dan Batsie
1:30 PM	Break
1:45 PM	<b>Best Practices for Plugging Revenue Leaks From Dispatch to Discharge</b> - Curtis Campbell
2:45 PM	Break
3:00 PM	<b>Why We Dread Going to Work: 10 Leadership Lessons from the Worst EMS Supervisors</b> - Dan Batsie
4:00 PM	Exhibit Hall Opens
4:30 PM	<b>Mobile Integrated Health/Community Paramedicine: Changes in Reimbursement models</b> - Chris Kelly
5:30 PM - 7:00 PM	<b>Exhibitor Reception - Enjoy time networking and looking at all the latest products and services!</b> <i>(Hors d'oeuvres and Cash Bar Available)</i>

## TUESDAY - MARCH 26, 2019

7:00 AM	Registration Open
8:00 AM	<b>The Ambulance as a Crew Served Vehicle: How Crew Resource Management Improves Patient Care</b> - Dan Batsie
9:00 AM	<b>Break - Visit Exhibitors</b>
9:30 AM	<b>The Right Path</b> - Bill Myers
11:00 AM	<b>Break - Visit Exhibitors</b>
11:30 AM	Prepare Lunch Plates and Return to Meeting Room
12:00 PM	<b>Lunch &amp; Learn - Finding your Leaders: How to Link Strategic Promotion to Organizational Success</b> - Dan Batsie <i>Lunch line begins at 11:30 am with presentation beginning at 12:00 pm.</i>
1:00 PM	<b>Break</b>
1:15 PM	<b>How to Kill Kudzu</b> - Derrick Moody
2:15 PM	<b>Break - Visit Exhibitors</b>
2:45 PM	<b>FirstNet Mobile Broadband communication is here. How does it benefit my patient and my agency?</b> - Brent Williams
3:45 PM	<b>Break - Visit Exhibitors</b>
4:15 PM	<b>Why InReach is just as important as OutReach at your agency. A look at internal marketing.</b> - Jon Johnson
6:30 PM	<p><b>BBQ COOKOUT</b> (<i>Held in Pavilion directly behind the Lodge</i>) provided by <b>2014 BBQ Pitmasters Grand Champion</b> as seen on <b>Destination America</b> - <b>Robby Royal of Rescue Smokers</b></p> <p><i>Robby is the Director for Turner County EMS and a GEMSA Leadership Graduate. He says that BBQ competitions have always been a stress release for him while working in EMS.</i></p>

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## WEDNESDAY, MARCH 27, 2019

7:30 AM	<b>Registration Open</b>
8:00 AM	<b>NSM Rally - Establishing the EMS Branch</b> - Jeff Denney
9:00 AM	<b>Break - Visit Exhibits</b>
9:30 AM	<b>SOEMS Update</b>
10:30 AM	<b>Break - Visit Exhibits - Last chance to network with vendors!</b>
11:00 AM	<b>Creating Emergency Department Surge Capacity and a Pre-hospital Distribution Tool for Managing Mass Casualty Events</b> - Sam Shartar, Dr. Brooks Moore and Lori Wood
12:00 PM	<b>2019 GEMSA Directors &amp; Leadership Conference - Wrap-Up &amp; Adjournment</b>

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

## Session Descriptions

### KEYNOTE - Mon., March 25, 2019

#### *Standing on Shoulders of Giants: The Role of Mentoring in EMS*

**Presenter: Dan Batsie**

**Opening: 12:00 PM | Keynote: 12:15-1:30 PM**

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 weight 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.

**Monday, March 25, 2019**

#### **1:45-2:45 pm - Best Practices for Plugging Revenue Leaks From Dispatch to Discharge**

**Speaker: Curt Campbell**

Ambulance services face the unique challenge of providing care, whenever and wherever needed, without consideration of a patient’s ability to pay. It is therefore paramount that they operate high-performing revenue cycles to increase and accelerate cash flow. In this presentation, our speaker conveys best practices for identifying and plugging the leaks that typically exist at the weakest spots of the ambulance revenue cycle:

- Authorization, including PCS and third-party transport
- Eligibility across primary and secondary payers
- Charge capture and reconciliation
- Denial management

#### **3:00-4:00 pm - Why We Dread Going to Work: 10 Leadership Lessons from the Worst EMS Supervisors**

**Speaker: Dan Batsie**

We’ve all had a bad boss and experienced the dread that is created

by poor leadership. Paid, volunteer, fire-based, and private EMS agencies are all impacted by poor leaders. But how can we learn from bad leadership and more importantly how can we prevent picking up these bad habits ourselves? This class will discuss 10 common leadership shortcomings and describe their effects on organizational mission, morale and recruitment and retention. More importantly, we will contrast these bad behaviors against excellent leadership practices and describe practical action leaders can take to avoid these worst-case scenarios. Finally, we will describe the link between quality leadership to organizational success.

#### **4:30-5:30 pm - Mobile Integrated Health/Community Paramedicine: Changes in Reimbursement models**

**Speaker: Chris Kelly**

Exciting changes are coming to reimbursement for MIH/CP. Insurance providers including Anthem, Blue Cross, and some state Medicaid programs are making moves to pay us for the work we do outside of an ambulance. These new sources of funding will quickly change the landscape of MIH/CP, but with those changes come new requirements and processes which are necessary to follow in order to take advantage of the reimbursements.

# Session Descriptions

Tuesday, March 26, 2019

## 8:00-9:00 am - The Ambulance as a Crew Served Vehicle: How Crew Resource Management Improves Patient Care

Speaker: Dan Batsie

We are all smarter together than we are alone; but far too often we look upon decisions and leadership in the prehospital world as a solitary event. A paramilitary organizational history has promoted a reluctance to question authority and likely increased the likelihood of error. We now understand that the best practice to decrease failure is to rely more heavily on teamwork. This class will discuss the concept of crew resource management and describe how teamwork can improve patient safety and human performance. Specific strategies for improving teamwork within your organization will be provided.

## 9:30-11:00 am - The Right Path

Speaker: Bill Myers

The difference between a boss and a leader lies in the development and communication of mission, vision, and values. This session will put you on the right path toward becoming not just an effective boss, but a great leader. Participants will be led through several exercises to create or clarify mission and vision statements for personal and professional life and will leave the session with renewed vigor to lead.

## 12:00-1:00 pm – Lunch & Learn - Finding your Leaders: How to Link Strategic Promotion to Organizational Success

Speaker: Dan Batsie

Far too often EMS administrators are promoted for the wrong reasons. Time in service, clinical expertise, and simply showing up are valued traits but often do not translate to the leadership skills necessary to successfully manage a quality EMS organization. This class will discuss the evidence-based traits and capabilities that are linked to organizational success and describe real-world, best practices used to differentiate them among promotional candidates. We will review hiring and promotional standards and discuss how to develop leadership capacity as an organizational culture.

## 1:15-2:15 pm - How to Kill Kudzu

Speaker: Derrick Moody

Turning negativity in the work place into positive energy so employees can get engaged and become more productive. Usually negativity begins with people. It spreads more rapidly than any one thing in an organization. If not dealt with, it can completely take over an organization. This can result in a very non-productive work environment which can damage an organization and its abilities to retain as well as recruit quality employees. This session discusses how to avoid the pitfalls when dealing with negativity. When you root out negativity, you provide an atmosphere for your most productive team members to blossom and reach their full potential.

## 2:45-3:45 pm - FirstNet Mobile Broadband communication is here. How does it benefit my patient and my agency?

Speaker: Brent Williams

High speed, dedicated and reliable mobile broadband communication is now available in your ambulance or other public safety vehicle. How to get it, use it to benefit your patient, and how it differs from the traditional voice only communication systems we have used for years will be explored in this session. Mobile Broadband communication gives you the capability to diagnose and treat patients in the field, with solid medical support on -line, and brings tremendous new benefits and support to rural EMS providers.

## 4:15-5:15 pm - Why InReach is just as important as OutReach at your agency. A look at internal marketing.

Speaker: Jon Johnson

Utilizing the principles of customer service, this lecture will focus on the importance of selling your organization from within. InReach is a marketing tactic that can promote agencies success to some of the most important stakeholders. Identifying an internal champion is a key element. Also, we will look at Customer Relations Management tools and how they help with evaluating the success of both OutReach and InReach.

Wednesday, March 27, 2019

## 8:00-9:00 am - NSM Rally - Establishing the EMS Branch

Speaker: Jeff Denney

This session will discuss planning for and establishing the EMS branch for a large Civil unrest event. We will specifically discuss the National Socialist Movement's visit to Coweta County and the protestors that came with them.

## 9:30-10:30 am – State Office of EMS Update

## 11:00-12:00 pm - Creating Emergency Department Surge Capacity and a Pre-hospital Distribution Tool for Managing Mass Casualty Events

Speakers: Sam Shartar, Dr. Brooks Moore & Lori Wood

Through extrapolation of mass casualty response research, operational objectives for mass casualty distribution plan development and formulation of a patient distribution model based on research, hospital capacities, and resource availability, that defines numbers of casualties by triage category that can be managed at each facility within the region, and design and disseminate a casualty distribution tool for use by EMS personnel to distribute patients to the appropriate level of care.

# Speaker Biographies

## Dan Batsie

Dan Batsie is the Chief of Emergency Medical Services for the Vermont Department of Health. He has been a paramedic in New York, Maine, and now Vermont for more than 28 years. Prior to working in Vermont, he was a regional education coordinator for the State of Maine and administered the paramedic programs for Eastern Maine and Kennebec Valley Community Colleges. He has authored two EMS textbooks and is currently working on his third.



## Curtis Campbell

Curtis Campbell is a Director of Client Engagement and Strategic Revenue at Integra Connect. For nearly a decade, Curtis has worked to help both private and municipal EMS agencies understand their book of business and the trends that affect that business while working to optimize agency revenue. After spending the first half of his career in the financial services industry, Curtis changed industries bringing his skills in business and analytics to the EMS Revenue Cycle Management world. Curtis holds a BA in finance from Florida State University.



## Jeff Denney

Jeff joined the Coweta County Fire Department Jan. 4, 1991 after completing four years in the military. It didn't take long for him to figure out that he enjoyed helping people and although he loved fighting fire, he soon realized that the biggest impact on people would be made in the back of an ambulance. Coweta County FD didn't have medical protocols or any Infection control procedures when Jeff started, so he was fortunate enough to write their first set and establish the department's Exposure Control Plan. He took steps to get the department licensed as a Medical First Response agency before they acquired transport EMS in 2015. He currently serves as the Assistant Chief of Response and Member Development for Coweta County FD.



## Jonathan Johnson

Jon has more than 20 years serving the EMS community. He holds a Paramedic Diploma from Louisiana Technical College, a Bachelor of Science in Nursing from Northwestern State University, and a Master's in Business Administration from Louisiana State University. His current role, Trauma Outreach Coordinator for Children's Healthcare of Atlanta, provides him the opportunity to interface with a multitude of different agencies that transport pediatric patients in to the two Pediatric Trauma Centers in the Atlanta area. Prior to joining Children's, Jon held a leadership role at Med-Trans Corporation, a leader in the air medical industry. Jon has also served as a commissioner for the Louisiana EMS Certification Commission,



is an author and contributor for the Transport Provider Advanced Trauma Course and the Air and Surface Patient Transport: Principles and Practices book.

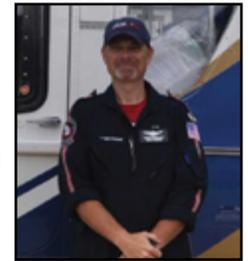
## Chris Kelly

Chris is an attorney who focuses on the ambulance industry. He writes regularly for EMS World and sits on the magazine's editorial advisory board. He has also co-authored two books on HIPAA for EMS and ambulance services. He has been an adjunct professor for Virginia College, teaching Legal Aspects of Healthcare Administration and Health Law and Ethics. Chris represents many ambulance services in Medicare audits and formal investigations, State licensing issues, contracting issues, overpayment appeals and other EMS related issues, winning several cases that have had major impact on ambulance reimbursement in the U.S.



## Derrick J. Moody

Derrick has been in Emergency Services for 26 years. He has served as shift supervisor at Rabun County EMS, base manager for Air Life Georgia, director of Emergency Services for Cherokee County, North Carolina, and regional business manager for Air Life Georgia. He has been a flight paramedic for 18 years. Derrick believes leadership is a place where you give up your time to serve the people you have responsibility for. While he enjoyed his time as a leader, he gave up all his management roles and responsibilities to spend more quality time with his family, which is his focus at this point in his life.



## Brooks Moore, MD

Brooks Moore is the Associate Medical Director of the Department of Emergency Medicine of Grady Health Systems in Atlanta, GA. He is an Associate Professor and alumnus of the Emory University School of Medicine. Over the past ten years, he has served as advisor to local, regional, and state disaster preparedness task forces and as a member of the American College of Emergency Physicians Committee of Disaster Preparedness and Response.



## Bill Myers

Bill's experience ranges from local, state, and national presentations to serving on numerous committees at all three levels. Presentations include Georgia Senate hearing testimonies, conference presentations, and state and national Fire Academy programs. Under Bill's leadership, the Gwinnett County Fire Academy became the first fire-based paramedic training program in Georgia to meet the requirements of accreditation set forth by CoAEMSP in 2011. Bill was honored by the Georgia Association of Fire Chiefs as Fire Chief of the Year in 2012. Bill retired from Gwinnett County Department of Fire and Emergency Services in 2013.



# Speaker Biographies

## Sam Shartar, MSN, RN

Sam Shartar, Senior Administrator for Emory University's Office of Critical Event Preparedness and Response (CEPAR), is responsible for directing the operations for the office. He also manages Emory's Threat Assessment Team, and serves as the Clinical Administrator for Emory's Department of Emergency Medicine, Section for Prehospital and Disaster Medicine. Prior to joining CEPAR, Sam served as the Unit Director for Emergency Services at Emory University Hospital. Sam, a former EMS Supervisor has an extensive background in prehospital care. He also has broad experience in emergency and critical care nursing, and holds board certification as an Emergency Nurse. His background in disaster management includes experience in pre-hospital, event management, field operations, exercise design and implementation, bio-safety transportation, and healthcare operations.



and more than 20 years as a practicing paramedic. He retains his State of Michigan Paramedic License, first earned in 1978.

He served for 10 years as a member of the DHS SafeCom public safety communications advisory group and also fills the volunteer role of APCO "Local Frequency Advisor" for the State of Michigan. He has been an elected member of the Marshall, Mich. City Council, for 11 years.

## Lori M. Wood, MSEM, EMHP

As the Director of Emergency Management for Grady Health System, Lori's responsibilities include the development of emergency preparedness policies and procedures for the entire health system, coordination of resources during events that impact the health system, designing exercises to test the emergency preparedness plans, and developing improvement plans to increase Grady's resiliency. Lori also serves on the Grady Health System Serious Infectious Disease Administrative team, is the Regional Coordinating Hospital coordinator for the Metro-Atlanta area, the Chair of the Region D Healthcare Coalition, serves on the BioWatch Advisory Committee for Atlanta, the Region III Trauma Advisory Committee, is the Co-Chair of the Metro Atlanta Healthcare Leadership Committee, and the vice chair of the Urban Area Security Initiative Regional Response Coordination Committee.



Lori holds a Master of Science in Emergency Management from Jacksonville State University, a bachelor's degree in Emergency Management, is certified by the State of Georgia as an Emergency Management Healthcare Professional, holds numerous FEMA certificates in Emergency Response and Preparedness, and is working towards her MBA at Louisiana State University. Lori's background includes more than 20 years of experience in public safety as a firefighter/paramedic and hazardous materials technician.

## Brent Williams

Brent Williams is the Senior EMS Advisor to FirstNet, the federal government agency charged with planning for and deploying a new mobile broadband communications system dedicated to public safety users. For 12 years prior to joining FirstNet in 2015, Brent served as the EMS Radio Communications Consultant to the EMS and Trauma Systems Section of the Michigan Dept of Health and Human Services. In that role, he served as the subject matter expert for the Department on EMS radio communication systems and requirements. During that same time, he also worked as an independent consultant for many local units of government, providing a diverse range of services related to radio communication system design. Brent's "real world" public safety experience includes 11 years as a police patrol officer

