South Carolina EMS Association

LEADERSHIP CONFERENCE

October 27 & 28, 2022
Greenville One Center

Subject matter experts proving engaging and relevant instruction on all aspects of leadership and management. Content for all levels of leadership.

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FEATURED SPEAKERS

Neill Cameron
President
Solvent Networks

Scott Lail
EMS Chief
Cleburne Fire Dept.

Asbel Montes
Managing Partner
Solutions Group Consulting

Dr. Edward Racht
Medical Director
Global Medical Response

Christopher Way
Fire Chief, Kootenai
County Fire and Rescue

Matt Zavadsky
CTO, MedStar Mobile
Healthcare

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IMPORTANT INFORMATION

Conference Rates (lunch provided)

Earlybird rates available until Sept. 1. Then higher rate applies.

- $125 / $200—SCEMSA Member
- $225 / $300—Nonmember

Registration: scemsa.org/leadership-conference

Members must login to receive the member rate. Contact mary.napier@scemsa.org if you need assistance.

Conference Location:
Greenville One Center
2 W Washington St.
Greenville, SC 29601

Hotel Options

A small block of rooms is available at Aloft Greenville Downtown, which shares a parking garage with the Greenville One Center for $179/night. Deadline to book is Sept. 26 unless they sell out first. You can reserve a room online using the link at: scemsa.org/leadership-conference or call them at 864-297-6100. Mention you are with the **EMS** group.

Several other hotels are available downtown within walking distance including the Westin Poinsett and Residence Inn. See more details on our website. Reserve your rooms now!

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SCHEDULE OF EVENTS

Thursday, October 27, 2022	
0800-0845	Breakfast and Registration
0845-0900	Welcome and schedule for the day
0900-1000	***Are You Really as Good as People Think You Are? Staying Good.*** - Neill Cameron
1000-1030	Vendor Break
1030-1130	***The new C Word in EMS – Culture.*** - Dr. Ed Racht
1130-1230	Lunch and Vendors
1230-1330	***2022 & Beyond: What is Next for Ambulance Reimbursement?*** - Asbel Montes
1330-1400	Vendor Break
1400-1500	***From Provider to Patient, My Journey Through The Healthcare System*** - Chris Way
1500-1530	Vendor Break
1530-1630	***The No Surprises Act: Lessons Learned and What the Ambulance Industry Can Expect.*** - Asbel Montes
1630	EMS Night Out
Friday, October 28, 2022	
0800-0845	Breakfast and Registration
0845-0900	Welcome and schedule for the day
0900-1000	***Show Me the Money*** - Chris Way
1000-1015	Break
1015-1115	***Be Where Your Feet Are…Building Your Own Resiliency*** - Scott Lail
1115-1200	Lunch and Vendors
1200-1300	***Best Practices for Mitigating the EMS Workforce Shortage*** - Matt Zavadsky
1300-1315	Break
1315-1415	***It's not just business, it's personal*** - Scott Lail
1415-1430	Break
1430-1530	***EMS Transformation Update – What's Promising? What's Threatening?*** - Matt Zavadsky
1530-1545	Break
1545-1645	***Leading with Laughter*** - Dr. Ed Racht
1645-1700	Closing Remarks

Questions? Contact: mary.napier@scemsa.org

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SESSION DESCRIPTIONS

Thursday, October 27, 2022

0900-1000 - Are You Really as Good as People Think You Are? Staying Good. - Neill Cameron

Few industries in America engender the respect and trust experienced by emergency medical services personnel. Emergency responders save lives.

With this trust and respect comes responsibility. Responsibly is heavy. Leaders feel its weight every day.

Today, we will discuss if you are really as good as people think you are and how to STAY GOOD.

1030-1130 - The New C Word in EMS – *Culture.* - Dr. Ed Racht

Culture plays a critically important role in our lives – It influences where we live, what we do, who we hang out and how we feel about ourselves and the work we do. Culture is often discussed yet very difficult to describe and understand. The past few years have dramatically changed our communities, our relationships, our professions and each of us as individuals. EMS is in a state of turbulent evolution and there are some very specific factors relevant to how we maximize the positive impact a changing culture can have on us (and our profession). Let's talk about how strong leaders drive that bus…

1230-1330 - 2022 & Beyond: What is Next for Ambulance Reimbursement? - Asbel Montes

This session will provide attendees with information regarding the current state of ambulance reimbursement federally, and how the COVID-19 Public Health Emergency is impacting reimbursement initiatives in the future.

1400-1500 - From Provider to Patient, My Journey Through The Healthcare System - Chris Way

Chief Way, through humor and humility, will describe his recent experience with a life changing cancer diagnosis. He will describe what it is like to go from being in charge of everything to completely relying on the healthcare providers and systems that he has worked around for years. This discussion will demonstrate the importance of relationships and friendships developed over many years, as well as how important a positive attitude is while receiving care.

1530-1630 – The No Surprises Act: Lessons Learned and What the Ambulance Industry Can Expect. - Asbel Montes

This session will provide attendees with an understanding of the No Surprises Act (NSA), current impact of the Independent Dispute Resolution Process, and what to expect from the Ground Ambulance Patient Billing Advisory Committee's work on the inclusion of ground ambulance providers in the No Surprises Act.

Friday, October 28, 2022

0900-1000 - Show Me the Money - Chris Way

This talk focuses on the realities and challenges of financing a modern-day EMS system. The discussion is about operations, medicine, and revenue being the "three-legged stool" that drives an EMS organization and that you can't have one without the other. Furthermore, discussion of EMS billing (revenue), grants, tax levies, bonds, and other sources of funding will be a focus. Finally, we will discuss how the recent pandemic has exemplified the need for EMS and how to turn that realization in to funding for your operation.

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SESSION DESCRIPTIONS

Friday, October 28, 2022 (cont.)

1015-1115 – Be Where Your Feet Are…Building Your Own Resiliency - Scott Lail

We see things we shouldn't see and hear things we weren't meant to hear. So what happens when the experiences are too much, and your plate is full or begins to overflow? What if there was something we could do to proactively prepare ourselves for these traumatic events and help mitigate their effects on us? Luckily there IS something we can do; we can build full-scale resiliency! This session will offer a brief introduction to the challenges associated with reactive responses to trauma. More importantly, it will explore several techniques to help Responders build their own resiliency. This lecture is appropriate for everyone from the newest rookie to senior leadership and management, and the discussion may range from emotional and dark to smiles and laughter. Ultimately, it is designed to help Responders live their best life!

1200-1300 - Best Practices for Mitigating the EMS Workforce Shortage - Matt Zavadsky

Best Practices for Mitigating the EMS Workforce Shortage We are all feeling the sting of a national workforce shortage, but what is the data telling us about the EMS Workforce, specifically? This session will focus on innovative changes being undertaken by EMS agencies, state associations, and state EMS directors to help mitigate the EMS workforce shortage. Attendees will walk away ready to act with real, practical ways to mitigate the workforce shortage, enhance available EMS units, reduce employee turnover, and more effectively manage resources before response delays become a crisis.

1315-1415 - It's not just business, It's Personal - Scott Lail

This lecture will attempt to draw responders and providers back to a more "patient need/customer service based" attitude about their jobs! Starting with the impression we make and "why are you in this business," through training, education, mentoring, and beyond. From First Responders to EMTs, to Flight & Critical Care Paramedics, and Hospital personnel, everyone should take great pride in the service they render and hold themselves to the highest possible standards. If we want our field to evolve from just a "cool job" to a "profession and career," providers need to realize that EMS is not just a business and begin to take their patient-care performance personally!

1430-1530 - EMS Transformation Update – What's Promising? What's Threatening? - Matt Zavadsky

The role of EMS continues to dramatically evolve. Medicare and other agencies have issued waivers during the pandemic and may, or may not, become new models for service delivery. Agencies and practitioners are implementing new services that enhance the value EMS bring to patients, payers, hospitals, ACOs, CMOs, and Hospital in the Home providers. This session will provide an overview of the programs implemented over the past year, and the ways they are generating value to their key stakeholders.

1545-1645 - Leading with Laughter - Dr. Ed Racht

In today's crazy, unpredictable, unimaginable, chaotic, all-bets-seem-off world, the power of humor becomes a critical tool to engage not only our colleagues in EMS, but our patients the community and frankly – Our society. Effective humor has an impact not only on behavior, but mental health and physiology. It's time to laugh our way out of this Charlie Foxtrot…

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SPEAKER BIOS

Neill Cameron

Neill Cameron
President
Solvent Networks

Neill Cameron currently serves as President of Solvent Networks, a division of the South Carolina Hospital Association (SCHA), a resource for business-oriented solutions in healthcare. Prior to joining Solvent Networks, Neill served sixteen years as Clemson University's Vice President of Advancement responsible for brand management and interacting with external audiences of the university. Neill also served on the Executive Council of the University, which is responsible for university policy formation and implementation and was Chairman of the Clemson Finance Corporation Board responsible for all university private assets.

Neill spent 30 years in the advertising business, 22 with New York based Ogilvy & Mather, a global marketing and communications company, the last seven years as President of Ogilvy & Mather South and member of the U.S. Board of Directors. Neill has won numerous marketing and communications industry awards, and is a frequent speaker and consultant, primarily in the areas of brand development, communications, crisis management and leadership.

Scott Lail

Scott Lail
EMS Chief
Cleburne Fire Dept.

Scott began his EMS career in 1992. Shortly after his arrival into pre-hospital medicine, he became a Firefighter with the City of Cleburne, Texas. With his love for education, Scott became the EMS educator for his fire department, and other local agencies in need. He also joined Tarrant County College in Fort Worth as Adjunct EMS Faculty. In 1999, Scott became a Flight Paramedic with CareFlite in Dallas / Fort Worth, Texas.

Over the past 24 years, Scott has continued to work both fire and flight. He is currently the EMS Chief and an EMS Instructor with the Cleburne Fire Department, and the senior Flight Paramedic with CareFlite. Scott has lectured at state, national, and international conferences with a reputation as a dynamic speaker. He also recently appeared in an episode of "Miracle Detectives" on the Oprah Winfrey Network.

Asbel Montes

Asbel Montes
Managing Partner
Solutions Group Consulting

Asbel began his career in the ambulance industry in 1999. His EMS career includes directing and leading teams that provided revenue cycle consultation to air and ground ambulance agencies, culminating into the position of Managing Partner of Solutions Group Consulting. Over the past 20 years, Asbel has been a member of numerous organizations, including the Healthcare Financial Managers Association (HFMA), the American Ambulance Association (AAA), National EMS Managers Association (NEMSMA), and the National Association of EMTs (NAEMT).

Asbel currently serves on the Board of Directors for the American Ambulance Association (AAA) and numerous committees and board positions. More notably, he chairs the AAA Payment Reform Committee as the industry navigates the current healthcare changes and the correlation to the air and ground ambulance industry. Asbel is a respected thought leader on reimbursement initiatives within the industry and is a requested speaker at many healthcare conferences. Asbel is a contributing author in several EMS magazines and co-authoring the book, Management of Ambulance Services, as published by Prentice Hall in 2014.

Edward M. Racht, MD

Dr. Edward Racht
Medical Director
Global Medical Response

Dr. Ed Racht has been involved in Emergency Medical Services and healthcare systems for more than 30 years. Dr. Racht has been Chief Medical Officer for American Medical Response (AMR) since 2010. Previously, Racht served as the Chief Medical Officer and Vice President of Medical Affairs for Piedmont

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SPEAKER BIOS

Newnan Hospital in metro Atlanta and as Medical Director for the Austin/Travis County EMS System in Texas, which was nationally recognized for its collaborative approach to resolving challenging health care integration issues. Dr. Racht received his undergraduate and medical degree from Emory University in Atlanta and completed his residency at the Medical College of Virginia.

Dr. Racht is the recipient of numerous awards including being named EMS Medical Director of the Year for the State of Texas, the American Heart Association's Paul Ledbetter MD Physician Volunteer of the Year Award and was named a "Hero of Emergency Medicine" in 2008 by the American College of Emergency Physicians. In 2015, he was the first recipient of the Joseph P. Ornato Excellence in Clinical Leadership Award, and in 2011 received the Slovis Award for Educational Excellence by the U.S. Metropolitan Municipalities Medical Director Consortium. He is also the third Inductee in the Texas EMS, Trauma and Acute Care Foundation Hall of Fame.

Christopher Way

Christopher Way
Fire Chief, Kootenai County Fire and Rescue

Christopher Way has been an emergency service professional for 30 years. Chief Way transitioned to Kootenai County Fire and Rescue as the Fire Chief in May 2020 after serving as the Chief Officer for the Kootenai Count EMS System for the previous seven years. Chief Way came to Idaho from Kansas where he served in Fire and EMS roles in urban, sub-urban and rural settings. He was an EMT-Basic, EMT-Intermediate, and now has been a licensed paramedic since 1994 as well as a certified firefighter. Throughout his career, he has held different ranks culminating most recently in his promotion to Fire Chief. He also has significant experience in disaster management at the local, state, and national level.

In addition to his full-time role as fire chief, he is involved at the local, regional, state, and national level in advocacy and leadership for emergency services. He is a regular speaker at national conferences and in his spare time Chief Way and two partners own an Emergency Medicine education and consulting company. He has a bachelor's degree in Management and Human Relations and maintains all of his Fire and EMS licenses/certifications. He regularly donates time to his community, serves local non-profit organizations and is involved in his children's many activities.

Matt Zavadsky

Matt Zavadsky
CTO, MedStar Mobile Healthcare

Matt Zavadsky is the chief transformation officer at MedStar Mobile Healthcare, the exclusive emergency and non-emergency Public Utility Model EMS system for Fort Worth and 14 other cities in North Texas. MedStar is a high-performance, high-value Emergency Medical Services system, providing advanced clinical care with high economic efficiency. He is also the co-author of the book "Mobile Integrated Healthcare – Approach to Implementation" published by Jones and Bartlett Publishing.

He has 42 years' experience in EMS and holds a master's degree in Health Service Administration with a Graduate Certificate in Health Care Data Management. Matt is a frequent speaker at national conferences and has done consulting in numerous EMS issues, specializing in high-performance EMS operations, finance, mobile integrated healthcare, public/media relations, public policy, transformative economic strategies, and EMS research. Matt is also immediate past president of the National Association of EMTs, and chairs their EMS Economics Committee.

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scemsa.org/leadership-conference