

Coastal Valleys EMS Agency

Serving Mendocino, Napa and Sonoma Counties



Meeting Minutes – Ambulance Franchise Planning Meeting – May 17, 2007

Meeting minutes prepared by Mike DuVall, Project Coordinator. Those in attendance:

Dean Anderson, REDCOM	Paul Micheletti, NEMSA	Bob Zuckswert, Consultant
Galand Chapman, SLS	Tom Hinrichs, Clvrdl	Charlie Hanley, SRFD
Sean Grinnell, RR& BBAY	Dawn Hassett, SLS	Diane Akers, DHS Consultant
Bill Shubin, SRFD	Dave Welch, RPDPS	Dan Epperson, Petaluma FD
Scott Dunn, SCSD	Wayne Bell, Bells Amb.	Pam Bell Simmons, Bells Amb
Steve Busher, Bells	Steve Francis, EMS	Mike Randolph, Napa FD
Rene Bradford, veriHealth	Randy Collins, HFD	Sadonna Cody, AMR
Tucker Bierbaum, SRMH	Eric Polan, AMR	Joanne Chapman, EMS
Jeff Howard, SLS	Brad Silvestro, NEMSA	Tom Wagner, AMR
Stewart Slipec, Piners	Tim Dorn, AMR	Kim Convey, AMR
Alan Jones, SV Fire	Rod Stroud, DHS	Sean Sullivan, Verihealth
Dave Welch, RPDPS	Joanne Chapman, EMS	Bryan Cleaver, EMS

Mike DuVall, Franchise Planning Project Coordinator, led introductions of the group. Mike distributed a number of recent articles (most from The Journal of Emergency Medical Services – JEMS). One was the bi-annual 200 City Survey (2006) that compares and contrasts the EMS systems in the country's 200 largest cities. One article covered *Response Time Standards: Myths, Measurement and Management*. *Anecdote Based EMS* discusses the merits of system status management and medical priority dispatching. Another article discusses response times, helicopters, the Golden Hour, CPR and Hollywood's distortion of what EMS can do. The last set of articles were downloaded from Priority Solutions Inc.'s website. Priority is a nurse advice line service that can be connected to a 9-1-1 center.

Mike then recapped the project staff's activities since March which included researching the nurse advice line, a first responder EMS subscription program model from Southern California, a generic "EMS Finance" overview, soliciting proposed contract language from various stakeholders, a review of First Watch software suite (a software enhancement for the REDCOM CAD that will gather more complete response time data) and lastly an update briefing for the REDCOM Board of Directors regarding project activities and possible impacts on REDCOM in the future. (REDCOM briefing will be posted on the Agency's website under both the Franchise Planning Project and REDCOM bulletin board). Lastly, project staff initiated some preliminary discussions with contiguous ambulance providers regarding the development of a "franchise consortium/partnership".

Mike then introduced Tim Dorn, CFO of AMR. Tim presented a Power Point overview of EMS finance, specifically the reimbursement process and ration of dollars billed versus dollars received. Tim's presentation is posted on the agency's website (www.coastalvalleysems.org), click on the "Sonoma EMS" link and then the "Franchise Planning Project" link.

Mendocino County Office

1120 South Dora Street
Ukiah, CA 95482
707-472-2785 Office
707-472-2788 FAX

Napa County Office

2344 Old Sonoma Rd., Bldg. G
Napa, CA 94559
707-253-4341 Office
707-259-8112 FAX

Sonoma County Office

475 Aviation Blvd, Suite 200
Santa Rosa, CA 95403
707-565-6501 Office
707-565-6510 FAX

After Tim's presentation, Mike then launched the meeting's Power Point presentation (also on the agency's website – Franchise Planning Project Link) that covered First Responder EMS Subscription Program – a brief summary of the City of Corona's program. Proposed contract language from NEMSA representatives concerning the retention of the incumbent workforce were discussed as well as proposed contract language concerning prioritizing local paramedic interns over interns from other areas for internships provided by the ambulance franchise's training officers/preceptors. Lastly Mike reviewed the Agency's goals regarding response time standards and rhetorical questions concerning response time standards culled from the JEMS 2006 200 Cities Survey with an eye towards setting the stage for July's meeting which will focus on response time standards for the future ambulance franchise.

Some follow up items: further research of the paramedic intern – preceptor issue also other provider needs for precepting (field observation) of paramedics new to the system by the franchise. Also additional discussions with peripheral providers regarding consortium potential will be scheduled. We will be trying to set up a presentation by Priority Solutions regarding the nurse advice line capability for a future meeting (most likely September or November)

The meeting was adjourned at 12:05 P.M. Any issues, concerns, or suggestions regarding this project and process can be directed to Mike DuVall (MDUVALL@sonoma-county.org) . The meeting's PPT presentation is available on the Agency's website (www.coastalvalleysems.org) and will be attached to the mail out of the meeting minutes.