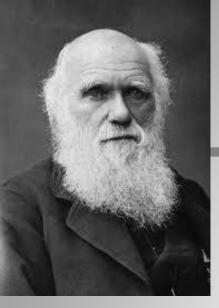


# Will it be Extinction or Evolution?

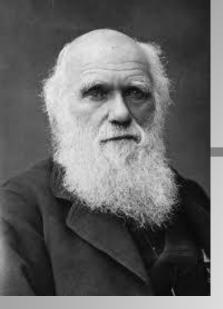
# **Darwinian Decisions for EMS in 2014**

## Scott Bourn, PhD, RN, EMT-P VP Clinical Practices & Research American Medical Response/Envision Healthcare

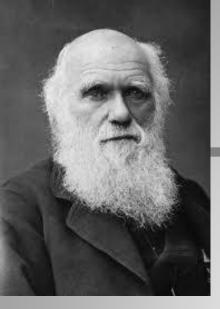
President, National Association of EMS Educators



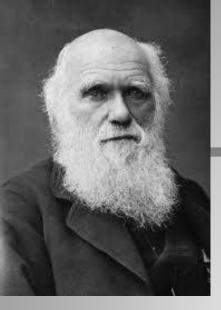
PERSONS HAVING CURRENTLY ACTIVE DIARRHEA OR WHO HAVE HAD ACTIVE DIARRHEA WITHIN THE PREVIOUS 14 DAYS SHALL NOT BE ALLOWED TO ENTER THE POOL WATER.



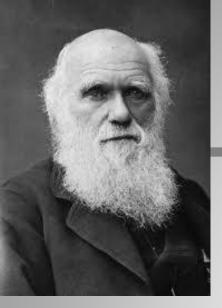






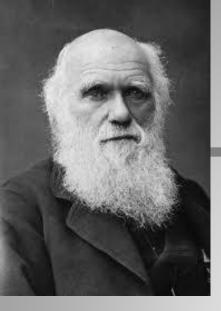


# Dwarf Cypress Forest Elev. 4 FT.



# CAUTION! YOU ARE AT 17586 FT (5360 M)

Do not event
 Try not to spend more than 20 minutes here
 Refrain from smoking
 In case of breathlessness and/ or chest pain, seek medical attention immediately
 Protect your eyes from sunlight by wearing goggles



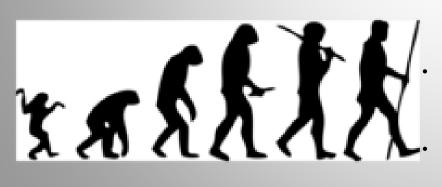


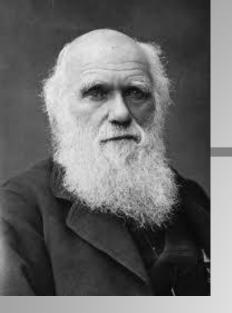


### Noun

- General: gradual directional change especially one leading to a more advanced or complex form
- Biology: the change in the genetic composition of a population over successive generations
- Mathematics: the extraction of a root from a quantity
  - Military: one of a series of ordered movements

Dance: a turning movement of the body



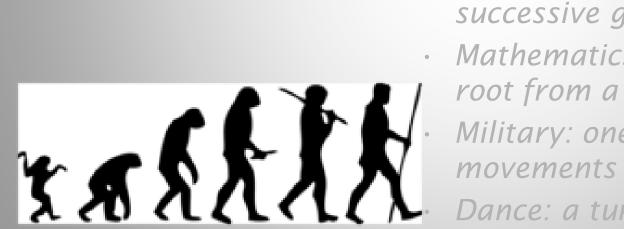


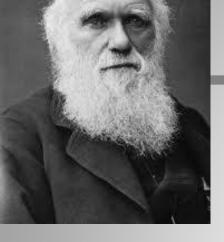
# Evolution

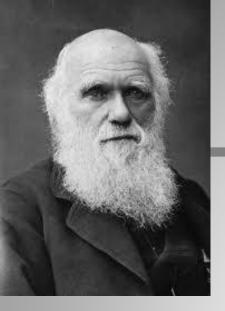
### Noun

- General: gradual directional change especially one leading to a more advanced or complex form
- Biology: the change in the generic composition of a population of successive generations
- Mathematics: the extraction a root from a quantity
  - Military: one of a series of a dered movements

Dance: a turning movement of the body







# Extinction

### Noun

- General: the action of making or becoming extinct, annihilation
- Astronomy: the absorption or scattering of electromagnetic radiation emitted by astronomical objects by intervening dust and gas before it reaches the observer



# Extinction

### Adjective

- Extinguished, no longer alight
- No longer used: obsolete
- No longer in existence; having died out
- Volcanology: no longer actively erupting

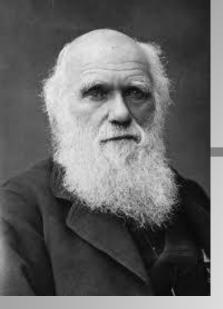


# Extinction

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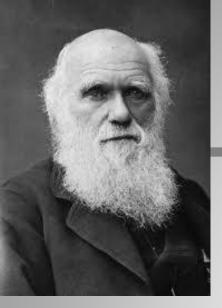


# What drives evolution?

CHANGES IN THE ENVIRONMENT

# ALTERNATIVE BEHAVIORS

THREATS TO SURVIVAL

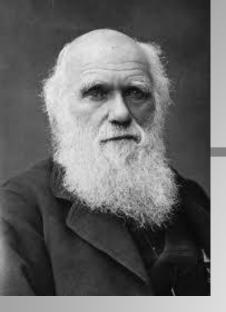


# And extinction?

### CHANGES IN THE ENVIRONMENT

# FAILURE TO ADAPT



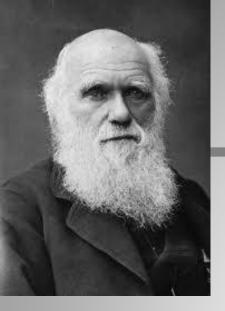


# What about EMS?

### CHANGES IN THE ENVIRONMENT

Change in

- Practice of medicine
- Reimbursement



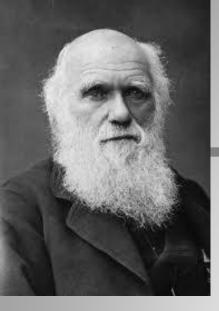
# What about EMS?

**CHANGES IN THE** 

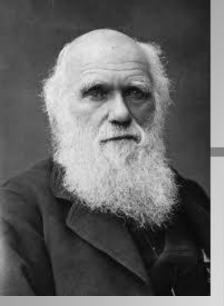
**ENVIRONMENT** 

### Change in

- Practice of medicine
- Reimbursement
- Failure to adapt
- **THREATS TO**  Value to community **SURVIVAL**
- Reimbursement
- Education
- Workforce

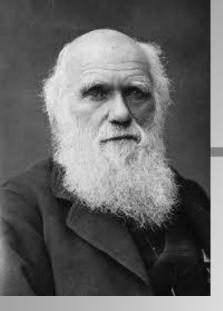


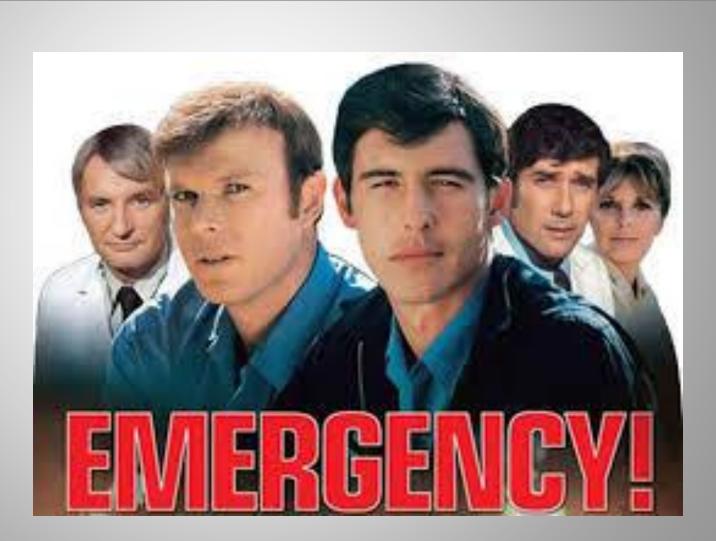
# Changes in the Environment

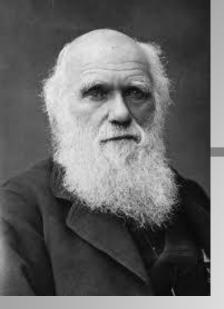


# EMS is a Practice of Medicine





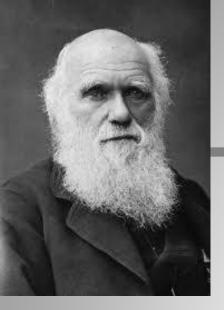




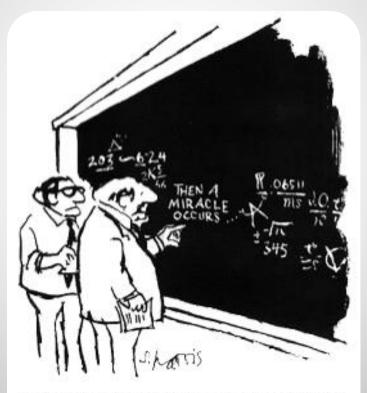
# Medicine is changing

# (has changed)...



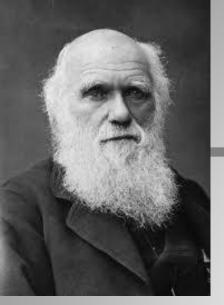


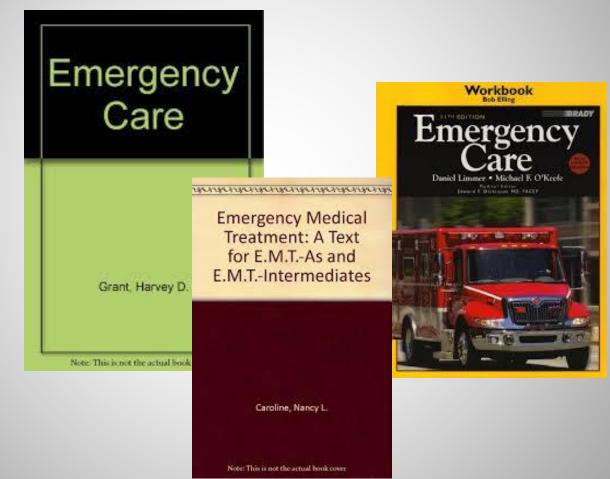
# Evidence based medicine

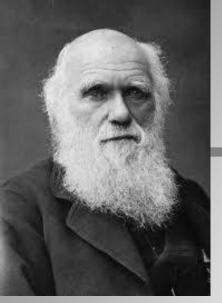


"I think you should be more explicit here in step two."

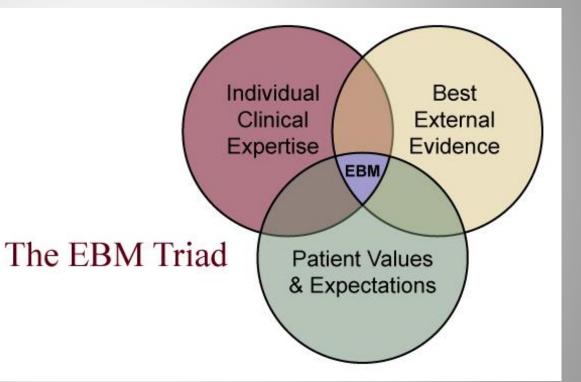
here in step two."

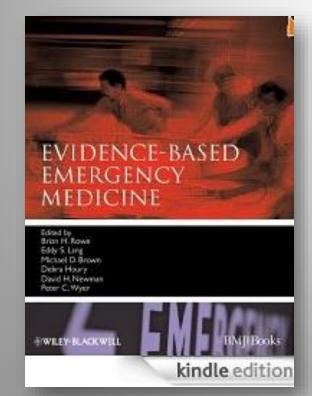


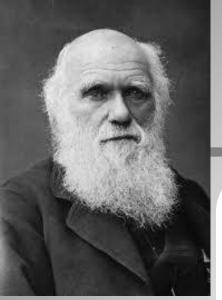






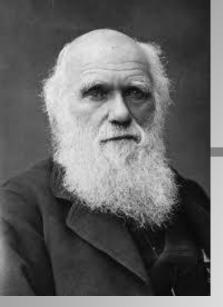






# **ABMS** designation

General Certificate(s)	Subspecialty Certificates			
American Board of Allergy and Immunology				
Allergy and Immunology	No Subspecialties			
American Board of Anesthesiology				
Anesthesiology	Critical Care Medicine Hospice and Palliative Medicine Pain Medicine Pediatric Anesthesiology <sup>1</sup> Sleep Medicine <sup>1</sup>			
American Board of Colon and Rectal Surgery				
Colon and Rectal Surgery	No Subspecialties			
American Board of Dermatology				
Dermatology	Dermatopathology Pediatric Dermatology			
American Board of Emergency Medicine				
Emergency Medicine	Critical Care Medicine <sup>1</sup> Emergency Medical Services <sup>2</sup> Hospice and Palliative Medicine Medical Toxicology Pediatric Emergency Medicine Sports Medicine Undersea and Hyperbaric Medicine			
	Sports Medicine Undersea and Hyperbaric Medicine			



### SPECIAL CONTRIBUTIONS

### EVIDENCE-BASED PERFORMANCE MEASURES FOR EMERGENCY MEDICAL SERVICES SYSTEMS: A MODEL FOR EXPANDED EMS BENCHMARKING

A STATEMENT DEVELOPED BY THE 2007 CONSORTIUM U.S. METROPOLITAN MUNICIPALITIES' EMS MEDICAL DIRECTORS (APPENDIX)

J. Brent Myers, MD, MPH, Corey M. Slovis, MD, Marc Eckstein, MD, MPH, Jeffrey M. Goodloe, MD, S. Marshal Isaacs, MD, James R. Loflin, MD, C. Crawford Mechem, MD, Neal J. Richmond, MD, Paul E. Pepe, MD, MPH

#### ABSTRACT

There are few evidence-based measures of emergency medical services (EMS) system performance. In many jurisdictions, response-time intervals for advanced life support units and resuscitation rates for victims of cardiac arrest are the primary measures of EMS system performance. The association of the former with patient outcomes is not supported explicitly by the medical literature, while the latter focuses on a very small proportion of the EMS patient population and thus does not represent a sufficiently broad selection of patients. While these metrics have their place in performance measurement, a more robust method to measure and benchmark EMS performance is needed. The 2007 U.S. Metropolitan Municipalities' EMS Medical Directors' Consortium has developed the following model that encompasses a broader range of clinical situations, including myocardial infarction, pulmonary edema, bronchospasm, status epilepticus, and trauma. Where possi-ble, the benefit conferred by EMS interventions is presented in the number needed to treat format. It is hoped that utilization of this model will serve to improve EMS system design and deployment strategies while enhancing the benchmarking and sharing of best practices among EMS systems. Key words: emergency medical services; paramedics; performance improvement; quality assurance; evidence based medicine; STEMI, acute myocardial syndrome; asthma; pulmorary edema; status epilepticus

PREHOSPITAL EMERGENCY CARE 2008:12:141-151

Received September 12, 2007, from the section of EMF Homeland Security & Disaster Medicine, The University of Texas Southwestern

Medical Center, Dallas. Accepted for publication December 12, 2007.

Address correspondence and reprint requests to: Paul E. Pepe, MD, MPH, Professor of Surgery, Medicine, Pediatrics, Public Health and

Riggs Family Chair in Emergency Medicine, Emergency Medicine Administration, The University of Texas Southwestern Medical Center, 5323 Harry Hines Boulevard, Mailstop 8579, Dallas, TX 75390-8579. e-mail: paul.pepe@utsouthwestern.edu.

provided in the prehospital setting, EMS performance measures have been limited to the relatively few benchmarks that have been established scientifically, such as survival from out-of-hospital cardiac arrest.5,6 Although treatment of cardiac arrest represents a major function of most EMS systems, it only constitutes a small fraction (1-2%) of all EMS responses. Lacking data, other performance standards generally have been based on measures of nonclinical endpoints and inconclusive, surrogate clinical markers, such as response intervals and training standards. In most cases, crude measures of stakeholder satisfaction (surveys) and other anecdotal measures are utilized to

INTRODUCTION

Evidence-based clinical measures of emergency med-

ical services (EMS) system performance have been

few in number, largely due to the limited quantity

and quality of research committed to the prehospital

arena.1-4 Although there is a 9-1-1 call for EMS

response every other second in the United States,

and despite the fact that survival from various acute

illnesses and injuries are determined in that prehos-

pital setting, evidence for out-of-hospital emergency

care procedures are clearly lacking 1-3 This paucity of prehospital research is due to a number of factors,

including the relatively young age of EMS as a distinct

field of medical care, difficulties in terms of obtaining

informed consent and accurate data collection in the

prehospital environment, lack of targeted funding, the small number of dedicated EMS-focused researchers,

inconsistencies in investigational protocol compliance,

and actual or perceived resistance to participation in

research by EMS personnel and receiving facilities.2-4

uating the full spectrum of medical interventions

In the absence of a distinct body of literature eval-

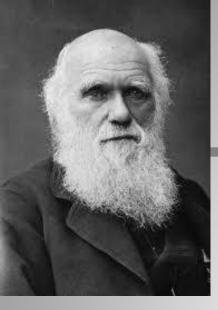
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judge the performance of EMS systems.3 141

### SIGHLS FIMKS

### RIGHTSLINK



DANUARY / MARCH 2014

ADD DATE DOCUMENT

# PREHOSPITAL EMERGENCY CARE

OFFICIAL JOURNAL OF THE NATIONAL ASSOCIATION OF EMS PHYSICIANS

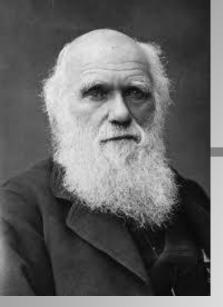
THE NATIONAL ASSOCIATION OF STATE EMS OFFICIALS THE NATIONAL ASSOCIATION OF EMS EDUCATORS THE NATIONAL ASSOCIATION OF EMTS

### **EVIDENCE-BASED GUIDELINES IN EMS**

The publication of this supplement of Probapital Emergency Care was funded jointly by the Office of Emergency Medical Services of the National Highway Traffic Safety Administration and the Emergency Medical Services for Children Program of the Health Resources and Services Administration.

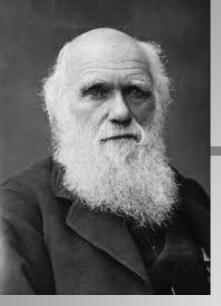






# Accountability for appropriate care





### FINANCIAL

- Higher Patient Margins
- Medicare Shared Savings
- Payor Incentive Payments
- Clinical-Financial Alignment

### CLINICAL CARE

- High Quality of Care
- Clinical Care Systems
- Patient-Centered Delivery
- Positive Quality Reporting
- Hospital-Physician Integration

Benefits of Accountable Care

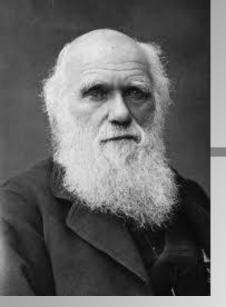
### PATIENT EXPERIENCE

- Improved Outcomes
- Higher Patient Satisfaction
- Positive Patient Experiences

### COMPETITIVE

- Strong Market Position
- Strong Payor Bargaining
- Strong Physician Alignment
- Capacity Realigned
- Ready for Health Reform Population

Population



# There's a name for this....

# The Triple Aim: Care, Health, And Cost

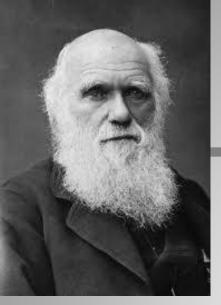
The remaining barriers to integrated care are not technical; they are political.

by Donald M. Berwick, Thomas W. Nolan, and John Whittington

# Improved patient experience

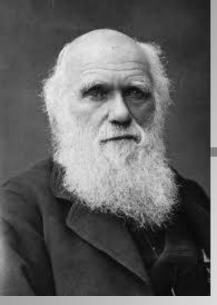
# Outcome

# Patient satisfaction Improved community health Reduced cost



# Transparency





1				
Medicare.gov	Manage Your Health	Medicare Basics	Resource Locator	Help & Support
? Help 🛛 🗍 For Consur	ners 🛛 🗹 For Professionals			
Medicare.gov · Hospital C	Compare Home			

### Hospital Compare

# Search Information Location - ZIP Code or City, State e.g. 10009 or New York, NY Search type [?] General Medical Conditions Surgical Procedures Find Hospitals

### **Hospital Spotlight**

In the future, Hospital Compare will have new information about Hospital Acquired Conditions.

In October 2011, Hospital Compare will have new information about Serious Complications and Deaths.

### Additional Information

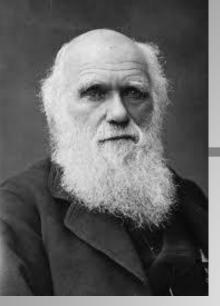
- View a list of Hospital Compare Contacts
- Download the Hospital Compare Database (Data Last Updated: December 11, 2010)

### Back to Top 🕎

Back to Top 🕈



Database (Deta Last Updated) December 11, 2010)



### Information for Consumers

### Overview

Value Based Purchasing

Process of Care

Outcome of Care Measures

Use of Medical Imaging

Patients' Survey

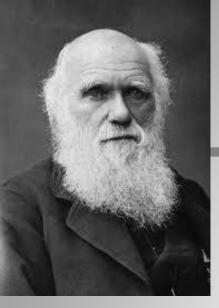
Patient Safety Measures

Medicare Payment and Volume

### Potential Future Measures for Hospital Value Based Purchasing Program

CMS is considering the following measures for the Hospital Value Based Purchasing Program:

Measure:	Reference	First liste here:
Spending per Hospital Patient with Medicare	MSPB	4/21/2011
Serious Complications and Deaths	AHRQ	3/3/2011
Hospital Acquired Conditions	HAC	3/3/2011
Emergency Department Wait Times	ED-1 and ED-2	4/21/2011
Heart Patients Given a Prescription for Drugs called Statins at Discharge. (AMI- 10: Statin Prescribed at Discharge	AMI-10	4/21/2011
Central Line-associated Blood Stream Infection	CLABSI	4/21/2011
Surgical Site Infections	SSI SRI	4/21/2011
Immunization for Influenza	IMM-1	4/21/2011
Immunization for Pneumonia	IMM-2	4/21/2011
Percent of patients with an ischemic stroke or a hemorrhagic stroke and who are non-ambulatory should start receiving deep vein thrombosis (DVT) prophylaxis by end of hospital day two.	STK-1	10/13/201
Percent of patients with an ischemic stroke prescribed antithrombotic therapy at discharge.	STK-2	10/13/201
Percent of patients with an ischemic stroke with atrial fibrillation discharged on anticoagulation therapy.	sтк-з	10/13/201
Percent of patients with an ischemic stroke with atrial fibrillation discharged on anticoagulation therapy.	STK-3	10/13/201
Percent of patients with an ischemic stroke prescribed antithrombotic therapy at discharge.	5ТК-2	10/13/201



U.S. Department of Health & Human Services

🗙 Close Window

🏚 Medicare.gov 👘 Hospital Compare 🛛 📇 Print

#### Information for Consumers

Overview

Value Based Purchasing

### Process of Care

Outcome of Care Measures

Use of Medical Imaging

### Patients' Survey

What is the Survey of Patients' Hospital Experiences (HCAHPS)?

How was the survey of patients' hospital experiences feedback collected and analyzed for HCAHPS?

How was the survey of patients' hospital experiences feedbac collected and analyzed for HCAHPS?

Patients' Hospital Experiences (HCAHPS)?

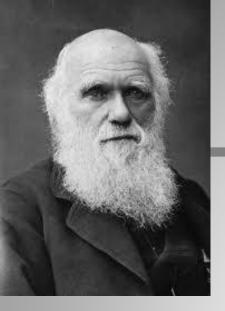
### What is the Survey of Patients' Hospital Experiences (HCAHPS)?

HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) is a national, standardized survey of hospital patients. HCAHPS (pronounced "*H-caps*") was created to publicly report the patient's perspective of hospital care. The survey asks a random sample of recently discharged patients about important aspects of their hospital experience.

The HCAHPS results posted on Hospital Compare allow consumers to make fair and objective comparisons between hospitals, and of individual hospitals to state and national benchmarks, on ten important measures of patients' perspectives of care.

HCAHPS was developed by a partnership of public and private organizations. Development of the survey was funded by the Federal government, specifically the Centers for Medicare & Medicaid Services (CMS) and the Agency for Healthcare Research and Quality (AHRQ).

For more on HCAHPS information, please see **Information for Professionals** on this website, or visit the official HCAHPS website: **www.hcahpsonline.org** 



### How often did nurses communicate well with patients?

### During this hospital stay...

- how often did nurses treat you with courtesy and respect? (Q1)
- how often did nurses listen carefully to you? (Q2)
- how often did nurses explain things in a way you could understand? (Q7)

### How often did doctors communicate well with patients?

During this hospital stay...

- how often did doctors treat you with courtesy and respect? (Q5)
- how often did doctors listen carefully to you? (Q6)
- how often did doctors explain things in a way you could understand? (Q7)

### How often did patients receive help quickly from hospital staff?

During this hospital stay...

- after you pressed the call button, how often did you get help as soon as you wanted it? (Q4)
- how often did you get help in getting to the bathroom or in using a bedpan as soon as you wanted? (Q11)

### How often was patients' pain well controlled?

During this hospital stay...

- how often was your pain well controlled? (Q13)
- how often did the hospital staff do everything they could to help you with your pain? (Q14)

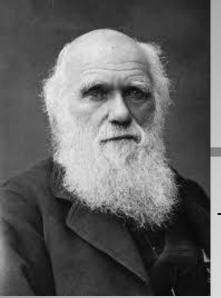
How often did staff explain about medicines before giving them to patients?

How often did staff explain about medicines before giving them to patients?

- how often did the hospital staff do everything they could to help you with your pain? (014)
- how often was your pain well controlled? (013

During this hospital stay.

Those within seed furtherning paths when controlling?



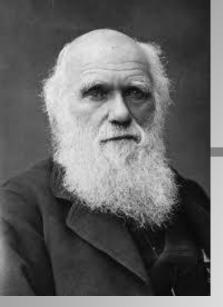
# Adaptive behaviors....

# **Evolution**

- Practice driven by · EB Guidelines & patient satisfaction.
- Quality based on patient impact
- Training focused on changing evidence

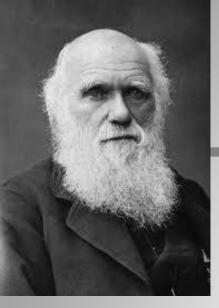
# **Extinction**

- Practice driven by policy, procedure & inflexible protocols
- Quality based on protocol compliance
- Training focused on dated content



# Payment influences practice





#### RESEARCH IN ACTION

#### Issue #19

#### June 2006

#### The High Concentration of U.S. Health Care Expenditures

#### Introduction

As policymakers consider various ways to contain the rising costs of health care, it is useful to examine the patterns of spending on health care throughout the United States. In 2004, the United States spent \$1.9 trillion, or 16 percent of its gross domestic product (GDP), on health care. This averages out to about \$6,280 for each man, woman, and child.

However, actual spending is distributed unevenly across individuals, different segments of the population, specific diseases, and payers. For example, analysis of health care spending shows that:

- Five percent of the population accounts for almost half (49 percent) of total health care expenses.
- The 15 most expensive health conditions account for 44 percent of total health care expenses.
- Patients with multiple chronic conditions cost up to seven times as much as patients with only one chronic condition.

Further detailed analyses of these spending patterns, how they change over time, and how they affect different payers such as Medicare, Medicaid private insurers, employers, and consumers thed important light on how to best target efforts to contain rapidly rising health care costs.

Much of the information included in this report comes from the Medical Expenditure Panel Survey. (See Box 1.)

#### Background

Health care expenses in the United States rose from \$1,106 per person in 1980 (\$255 billion overall) to \$6,280 per person in 2004 (\$1.9 trillion overall).<sup>1</sup> During this period, health care costs grow faster than the economy as a whole. As a consequence, health spending new accounts for 16 percent of the GDR compared to 9 percent in 1980. With the aging of the population and the accelerating pace of medical innovation, this trend is likely to continue.

These struggling to develop strategies to reduce or contain costs consider whether efforts should be targeted broadly across the entire health care system or more nerrowly at specific areas or aspects of care. For example, is the continuing rise in health care expanses the to the increased

#### Making a Difference

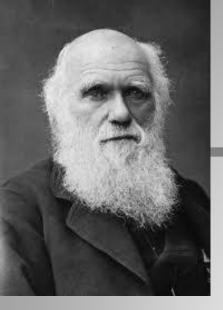
- In 2002, the 5 percent of people with the greatest health care expenses in the U.S. population spent 49 percent of the overall health care dollar...Page 2
- The lower 50 percent of spenders accounted for 3 percent of the total national health care dollar...Page 2
- The proportion of spenders who remained among the top 1% of spenders for two years in a row doubled between 1996-97 and 2002-03 ...Page 5
- The five most expensive health conditions are heart disease, cancer, trauma, mental disorders, and pulmonary disorders...Page 6

Author: Mart W. Stanton, M.A.

Managing Editor: Mangaret Rathenfurd Design and Productions Francess End Suggested of outsies Statutes MW, Rethended MK. The high concentration of U.S. health care expenditores. Receivelle (MD): Agency for Healthcare Research and Quality: 2005. Research in Action Insue '10. AREQ Pub. No. 06-0008.



AHRO Agency for Hastlean Research and Quality Revenues Earl acci in Hastle Gare - wave alreador

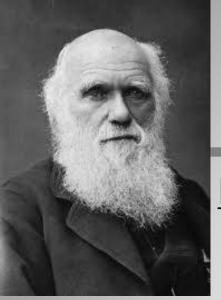


## diseases, and payers. For example, analysis of health care spending shows that:

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Source: Olin GL, Rhoades JA. The five most costly medical conditions, 1997 and 2002: estimates for the U.S. civilian noninstitutionalized population. Statistical Brief #80. Agency for Healthcare Research and Quality, Rockville, MD. Web site: http://www.meps.ahrq.gov/PrintProducts/PrintProducts/PrintProductType=StatisticalBrief. Accessed April 7, 2006.



# Everybody loses....

#### **Patients**

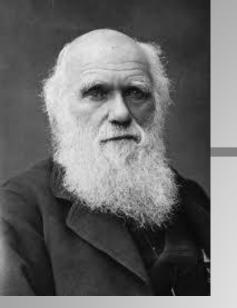
- In hospital, not at home
- Impact family, community
- Impairs work, income
- Can't live their LIFE

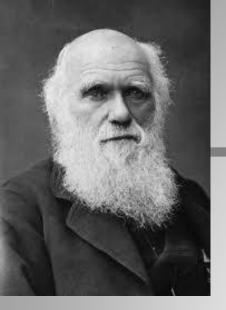
### **Payers**

- High tax expenses to cover Medicare/ Medicaid
- High insurance rates to cover very ill in the pool
- High "retail costs" for care to cover uninsured

## Simply stated....

If we can reduce the COST for caring for the 15 most expensive conditions we'll dramatically impact total system cost AND (more important) improve the lives of millions of people with chronic disease.





## How do we do it?



 A <u>mobile integrated healthcare</u> <u>practice</u> ensures patients receive coordinated care - the right care, at the right place, at the right time, by the right provider, at the right cost

#### • <u>Need-matched, time appropriate</u> <u>health resource allocation</u>

Mobile Integrated Healthcare Practice: A Healthcare Delivery Strategy to Improve Access, Outcomes, and Value

Eric Beck, DO, NREMT-P; Alan Craig, MScPI, ACP; Jeffrey Beeson, DO, RN, EMT-P; Scott Bourn, PhD, RN, EMT-P; Jeffrey Goodloe, MD, NREMT-P; Hawmwan Philip Moy, MD; Brent Myers, MD, MPH; Edward Racht, MD, David Tan, MD; Lynn White, MS

The U.S. health care system is often described as one that fails to achieve optimal health outcomes while generating exorbitant costs for patients, payors and society. [1] The Institute of Medicine (IOM) estimates that \$750 billion-30% of the U.S. annual health care budget-is wasted on unnecessary services. inefficient delivery, excessive administrative costs and prevention failures. [2] Barriers to patient access, fragmentation of acute and chronic care, ineffective management of chronic illness, and complex, outdated reimbursement processes leave patients, clinicians and payors frustrated at historic levels. In Crossing the Quality Chasm, released in 2001, the Institute of Medicine (IOM) Committee on the Quality of Health Care in America described an urgent need to redesign the healthcare delivery system. The IOM emphasized the need to expand information technology and to create payment policies based on innovation, outcomes and performance improvement, rather than on the delivery of care itself. [3] Renewed focus on bringing healthcare to the

patient, specifically by delivering care outside of traditional settings, has underscored the need for realignment of financial incentives and reimbursement policy. [4]

#### A special problem: 24/7 coordinated out-of-hospital care

The discontinuities of health service are notably evident in the care of patients at home; this is particularly true for the chronically ill, frail elderly and mobility impaired. Multiple single-purpose providers offer niche care and often only during restricted hours of operation, neither of which match the actual needs of this patient population.

As a result, patients are routinely referred to hospital emergency departments (EDs) by their healthcare providers, outside of normal business hours, despite the common knowledge that the ED is an imprecise match to their needs. Further, care gaps such as a lack of post-acute transitional care make preventable re-admissions a virtual inevitability that is both expensive and disappointing to patients, caregivers and the health care system.

Modern Healthcare Dec 2013

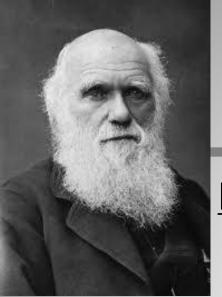
FIGURE 5: Interprofessional Teamwork and IOM CORE COMPETENCIES

#### Utilize Informatics

Work in Interprofessional Teams -> Core Competencies Provide Patient-Centered Care

Employ Evidence-Based Practice

Apply Quality Improvement



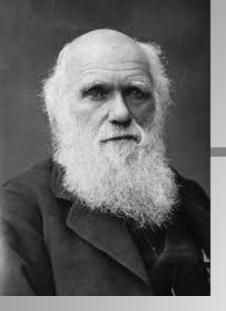
# Adaptive behaviors...

## **Evolution**

- Demonstration of value through documentation
- Collaboration with other health care providers
- Accept risk for health of populations

## **Extinction**

- Dis-integrated medical record
- "Unique" isolated practice
- Trust in continued jurisdictional funding & payment for transport



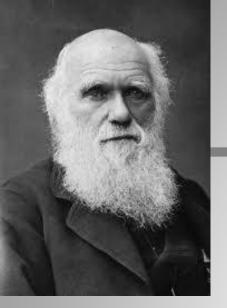
# What about EMS?

#### CHANGES IN THE ENVIRONMENT

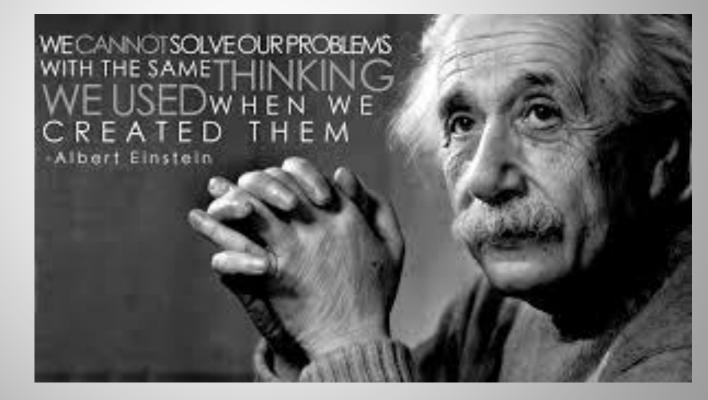
Change in

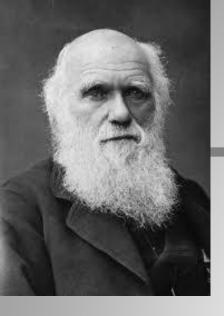
- Practice of medicine
- Reimbursement
- Failure to adapt
- Educational institutions
- Workforce



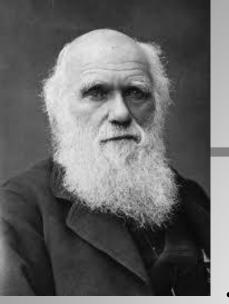


# Primary threat: failure to adapt





# What's this got to do with US?

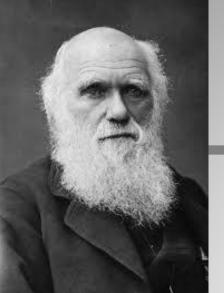


# **Clinical Practice**

# Evidence based OR protocols & policies?

- Regulators
- Medical Directors
- Educators
- Operations

- Support EBPGs
- State protocols
- Maintain currency
- Measure impact & satisfaction
- · Improve quality
- Teach currency & understanding of data
- · Change culture



# Quality

#### Patient-centric OR protocols?

- Regula
- Medica
   Directo
- Educat
- Operat



y licensure s process n approach

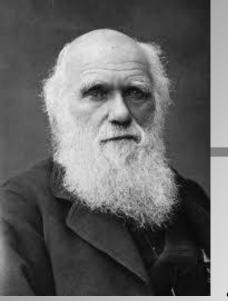
hize ction e of patient ity & itability ly triple aim

## Education

# Adapted to changing evidence & environment or dated content?

- Regulators
- Medical Directors
- Educators
- Operations

- Accreditation
- Educator standards
- · Lifelong learning
- Push educators
- Student recruitment
- Operational partnerships
- Demand more

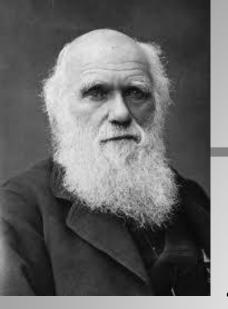


## Documentation

### Integrated health record OR "run sheet"

- Regulators
- Medical Directors
- Educators
- Operations

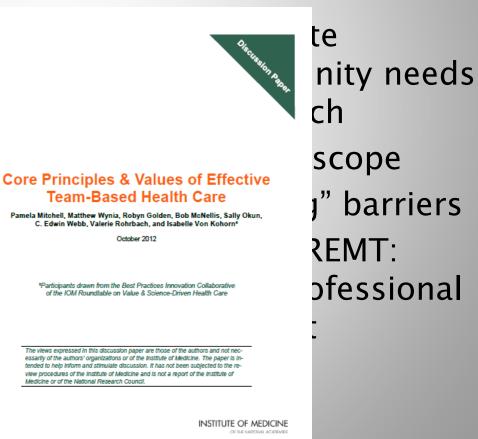
- Tie 2 way record integration to licensure & designation
- Hospital champion
- Teach and expect more
- Genuine education and practice
- Demand more



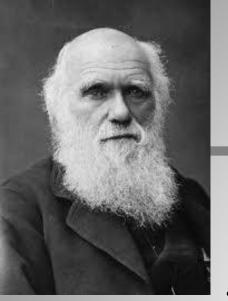
## **Collaborative practice**

### Interprofessional practice OR "just ambulance guys"

Regulat



Advising the nation • Improving health

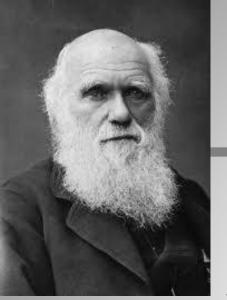


## **Collaborative practice**

### Interprofessional practice OR "just ambulance guys"

- Regulators
- Medical Directors
- Educators
- Operations

- Redefine: EMS to out of hospital
- Collaboration with public health +
- Abolish the term "community paramedic"
- System of care
- Broaden faculty
- Broaden leadership

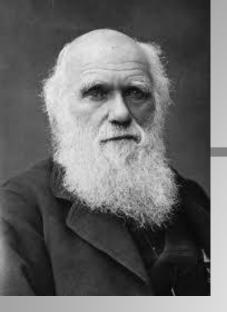


## Reimbursement

## Accept risk OR trust status quo

- Regulators
- Medical Directors
- Educators
- Operations

- Walk down the hall
- Understand community systems
- Make introductions
- Health economists
- Support pilots
- Encourage experimentation



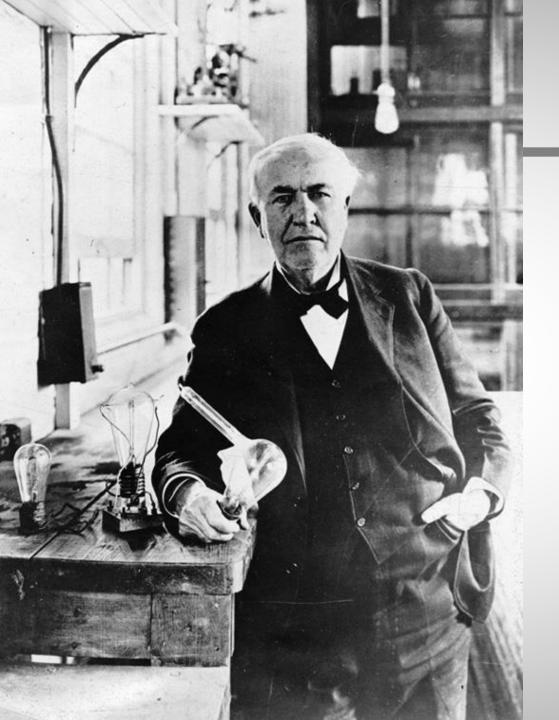
## **Evolution or Extinction?**

**CHANGES IN THE** 

**ENVIRONMENT** 

Change in

- Practice of medicine
- Reimbursement
- Failure to adapt
- **THREATS TO**  Value to community **SURVIVAL**
- Reimbursement
- Education
- Workforce



**Opportunity** is missed by most people because it is dressed in overalls and looks like work.