



The Power of NASEMSO

FOCUS ON “EMS 360”

FEBRUARY 7, 2019

Program Benefits to States

- ▶ Benefits to states include:
 - ▶ Demonstrates unity among states to enhance the understanding of common EMS issues and support practical solutions.
 - ▶ Promotes states as being proactive in addressing community concerns.
 - ▶ Strengthens the image and visibility of NASEMSO as a coalition of states, THE “go to” leader for EMS information and opinion.
 - ▶ Enhances the economic viability of NASEMSO to provide services and resources to states.
 - ▶ Decreases reliance on federal funds to achieve common goals
 - ▶ Offsets the need for dues and meeting increases.

“Ask Our Members” Mini-Survey

- ▶ Extends NASEMSO state office member entitlement to corporate sponsors at the Bronze level (\$5000) (Tier 2 pick)
- ▶ Maximum - 5 questions
- ▶ NASEMSO staff consultation required (to help refine questions and assist identification of best target audience i.e. state director, council, committee, all members).
- ▶ No personal identifiers (region only)
- ▶ NASEMSO distributes survey and collects data (via SM)
- ▶ Voluntary member participation
- ▶ 30 day period includes one reminder email at 2 weeks

“Ask Our Members” Mini-Survey

- ▶ NASEMSO staff to review data and strip/edit references that might reflect negatively on state responders (bad grammar, misspelling, etc).
- ▶ A copy of the (scrubbed) raw data will be provided to the sponsor as an Excel spreadsheet or CSV file.
- ▶ All data is considered “proprietary” and any use of the data beyond internal corporate purposes (such as reports or memos) shall be coordinated with NASEMSO.
- ▶ To avoid potential burden to NASEMSO members, a total maximum of 3 mini-surveys” per quarter are available on a first come, first served basis. (If requests exceed maximum, request will be deferred until next available quarter.)

EMS Case Study

- ▶ Available at Platinum (\$15K) or Gold (\$10K) sponsorship levels only:
 - ▶ Concept requires Board or EC approval;
 - ▶ Cobranded with and distributed by NASEMSO and corporate sponsor, and;
 - ▶ Final product requires NASEMSO Board approval prior to dissemination.
- ▶ Sponsorship provides “access” to entitlement, actual costs will need to be recalculated if more than 25 hours of data collection and/or technical writing is anticipated.
- ▶ High-level focus on “best practice” by a state, region, or EMS agency to distinguish a project, campaign, company or individual that identifies a situation, recommended solutions, implementation actions, and identification of those factors that contributed to failure or success.
- ▶ Must focus on technology or evidence rather than any specific product.
- ▶ 2 pages preferred, maximum 4 pages.

EMS Benchmarking Report

Option 1- Broad EMS Community

- ▶ Available at Platinum (\$15K) or Gold (\$10K) sponsorship levels only:
 - ▶ Concept requires EC or Board approval;
 - ▶ Cobranded with and distributed by NASEMSO and corporate sponsor, and;
 - ▶ Final product requires NASEMSO Board approval prior to dissemination.
- ▶ Sponsorship provides “access” to entitlement, actual costs will need to be recalculated if more than 25 hours of data collection and/or technical writing is anticipated.
- ▶ States are asked to distribute NASEMSO survey link via state license databases; voluntary compliance and does not imply state endorsement of project.
- ▶ Except for link distribution, minimizes burden to state office workload.
- ▶ States can refer ALL questions related to link and/or survey to NASEMSO staff.

EMS Benchmarking Report

Option 1- Broad EMS Community

- ▶ NASEMSO collects data (via SM)
 - ▶ Monitor rate of return and consult with sponsor to extend time frame as necessary
- ▶ 30 day period includes one reminder email at 2 weeks
- ▶ A copy of the raw data will be provided to the sponsor as an Excel spreadsheet or CSV file.
- ▶ NASEMSO coordinates production and distribution of the report with sponsor.

EMS Benchmarking Report

Option 2 - State EMS Officials

- ▶ Available at Platinum (\$15K) or Gold (\$10K) sponsorship levels only:
 - ▶ Concept requires Board or EC approval;
 - ▶ Cobranded with and distributed by NASEMSO and corporate sponsor, and;
 - ▶ Final product requires NASEMSO Board approval prior to dissemination.
- ▶ Sponsorship provides “access” to entitlement, actual costs will need to be recalculated if more than 25 hours of data collection and/or technical writing is anticipated.
- ▶ NASEMSO staff will collaborate with sponsor to evaluate a topic for feasibility, originality, usefulness, interest, and relevance to the EMS industry.
- ▶ Offering can be used to update an existing NASEMSO monograph or establish a new one that benchmarks state EMS policies or practices.

EMS Benchmarking Report

Option 2 - State EMS Officials

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 - ▶ Monitor rate of return and consult with sponsor to extend time frame as necessary
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Other Considerations

- ▶ FLEXIBILITY! FLEXIBILITY! FLEXIBILITY!
- ▶ Current NASEMSO full or part time staff – first option to augment gaps in project funding
- ▶ Identify a cadre of subject matter experts
 - ▶ Former state officials
 - ▶ Others
 - ▶ Known performer