



NEWS RELEASE

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FOR IMMEDIATE RELEASE

CONTACT: Katherine Doyle
Catskill Hudson AHEC
kdoyle@chahec.org
(845) 883-7260

Navigating the Business of Emergency Medical Service

In their 12th year of developing and presenting the Emergency Responder Leadership Academy, Catskill Hudson Area Health Education Center (AHEC) presented “Navigating the Business of EMS – A Strategic Vision” on July 14, 2017 hosted by Marist College. The objective of this year’s program was to address critical Emergency Medical Service agency issues documented in “The Changing Face of Emergency Medical Services in New York State,” which is a report compiled by Steve Kroll, Chairperson of the State Emergency Medical Services Council (SEMSCO) from a series of open forum conversations. In response, Catskill Hudson AHEC offered an out-of-the-box approach to finding solutions to pro-actively navigate these problems through presentations that included Governance, Management & Fiscal Outlook; Public Relations – Raising Community Awareness to Help Build Public Perception; Mental Health & Well Being of the EMS Worker; Substantive Legal & Practical Considerations; and Financial Sustainability including a discussion about Medicaid, Medicare and Commercial Insurance. Lectures were presented by experts in their respective fields.

Steve Kroll opened the program with a brief review of his report, which led into compelling and thought-provoking presentations by Keynote Speaker, Doug Sauer, CEO, New York Council of Nonprofits, Inc. (NYCON); Sid Dinsay, VP, Healthcare, MWWPR; Drew Anderson, Ph.D., EMT-B, University at Albany; Terrence Hannigan, Esq., Hannigan Law Firm PLLC; and Brian S. Werfel, Esq., Werfel & Werfel, PLLC. Presentations were followed by a Question and Answer discussion moderated by Kate McNally, Capacity Building Associate, NYCON, Inc., giving the audience opportunity to further inquire on their individual areas of interest.

“This Leadership Academy presented a very unique program that provided the EMS leadership community with tools to sustain and build their business – providing prehospital emergency medical care and transportation. It was a terrific day!” stated by Lee Burns, Director, Bureau of Emergency Medical Services and Trauma Systems, New York State Department of Health.

In attendance were 97 Emergency Medical Service leaders from 40 counties across New York State. Responses to their experience include, “This was a great training opportunity. As we were reminded, we are running a business and all information presented targeted this,” and “These presentations are absolutely vital to all administrators and EMS leaders. We can all learn to listen to each other and further our agencies with best practices!”

Catskill Hudson AHEC is a non-profit organization whose mission is to address regional healthcare workforce shortages through education and collaborative community relationships to assist students, career seekers, and health professionals. For additional information about Catskill Hudson AHEC programs, please visit www.chahec.org or call (845) 883-7260.



Presenters (from left to right): Kate McNally (moderator), Brian Werfel, Sid Dinsay, Terry Hannigan, Steve Kroll, and Doug Sauer, Drew Anderson (on screen)

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