



EMS MANAGEMENT *Conference*

**FEBRUARY 27-28, 2024
RADISSON HOTEL • BISMARCK, ND**

CONFERENCE SPONSORED BY



Center for Rural Health
University of North Dakota
School of Medicine & Health Sciences

NORTH
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Be Legendary.™

2024 EMS MANAGEMENT CONFERENCE

FEBRUARY 27-28, 2024 • RADISSON HOTEL • BISMARCK, ND

ABOUT THIS CONFERENCE

Welcome to the 10th Annual NDEMSEA Management conference. I hope you will enjoy the two days of learning and networking we have lined up for you. This conference would not be possible without the planning skills of the regional advisors Tom Engen, Lynn Hartman, Kari Enget, PJ Ringdahl along with Curt Halmrast with the Flex program and Lindsey Narloch with Rural EMS Counts. Take the time to visit with them, they are a great resource for your service. Thank you to Corrie Geurts for making all the plans come together so seamlessly. Thank you to the Radisson Hotel for being such gracious hosts. Thank you to our partners the North Dakota Department of Health and Human Services - EMS Unit and the UND Center for Rural Health Flex program. Thank you to the speakers that are willing to share their knowledge. Please take the time to network with your fellow providers. There is so much knowledge to be gained by simply visiting on a break. We want to hear what works for you in your services, what challenges your services face, and how NDEMSEA can help. Once again, welcome and we are so glad you have joined us.

Cheryl Flick President, ND EMS Association

CONFERENCE FEEDBACK/COMMENT CARDS

We ask that you fill out an evaluation for each conference session as well as an overall conference evaluation prior to your departure. This will assist the presenters in making adjustments as well as planning future management sessions. On each table you'll also note postcard size "Comment Cards" to fill out with your comments or questions. These cards can be dropped off in the evaluation boxes or left at the registration desk. We'll address your questions or comments by giving them to the appropriate presenter to answer or save for a general session. We hope these cards will assure that you don't go home with questions left unanswered.

CONTINUING EDUCATION CREDITS

The Division of EMS Unit has approved LCCR hours for all of the sessions with the exception of "The Ebbs and Flows of Hiring and Firing".

DEMS GRANT AVAILABLE

The Division of EMS Unit Continuing Education Grant is available for conference attendees. The \$150.00 grant must be applied for by a licensed North Dakota EMS agency. The application is online via the PRS. Those agencies familiar with the PRS will be familiar with the process. Questions about the grant, can be directed to Deb Dutchuk deb@dutchuk@nd.gov.

MANAGEMENT CONFERENCE

Sessions

TUESDAY, FEBRUARY 27TH

TIME	PRESENTATION INFORMATION	ROOM
12:00pm to 12:45pm	On Site Registration and Check-In	
12:45pm to 1:00pm	Announcements	
1:00pm to 2:00pm	Opening Session - The Ebbs and Flows of Hiring and Firing - Dan Schaefer	
2:15pm to 3:30pm	What's New with SIRN ND - Eric Pederson	
	Rural Ambulance Service Districts - What new districts need to know - Adam Parker	
3:45pm to 5:00pm	The Culture Killer: Addressing Drama in the EMS Workplace - Matt Philbrick	
	Information regarding Big Picture and Education Grants - Kerry Krikava, Kari Kuhn and Deb Dutchuk	
5:15pm to 6:45pm	General Session and Dinner - The Biggest Risks for Rural Ambulance Services - Adam Parker	

WEDNESDAY, FEBRUARY 28TH

TIME	PRESENTATION INFORMATION	ROOM
6:00am to 10:00am	Hotel Continental Breakfast Available	
7:15am to 8:00am	Continental Breakfast Provided - Networking	
8:00am to 9:15am	Navigating the EMS Leadership Landscape: A Deep Dive into the Leader vs Manager Discussion - Matt Philbrick	
9:30am to 10:45am	The EMS Wellness Paradox - Matt Philbrick	
11:00am to 12:30pm	General Session and Lunch - What's New with Your Service - Regional Advisors	
12:45pm to 2:00pm	Documentation and Billing - Neil Frame, Metro-Area Ambulance	
	How Information can Improve Patient Care - Lindsey Narloch and PJ Ringdahl	
2:15pm to 3:30pm	Closing General Session - Popcorn Topics with Local EMS Stakeholders	

MANAGEMENT CONFERENCE SCHEDULE AT A GLANCE

Tuesday, February 27th

12:00pm to 1:00pm On Site Registration and Check-In
 1:00pm to 2:00pm Opening General Session
 2:00pm to 2:15pm Snacks and Refreshments
 2:15pm to 3:30pm Concurrent Breakout Sessions
 3:30pm to 3:45pm Snacks and Refreshments
 3:45pm to 5:00pm Concurrent Breakout Sessions
 5:15pm to 6:30pm General Session and Dinner Provided

Wednesday, February 28th

6:00am to 10:00am Hotel Continental Breakfast Available – Restaurant
 7:15am to 8:30am Continental Breakfast Provided – Assembly Hall Foyer
 8:00am to 9:15am Concurrent Breakout Sessions
 9:15am to 9:30am Snacks and Refreshments
 9:30am to 10:45am Concurrent Breakout Sessions
 11:00am to 12:30pm General Session and Lunch Provided
 12:45pm to 2:00pm Concurrent Breakout Sessions
 2:00pm to 2:15pm Snacks and Refreshments
 2:15pm to 3:30pm Closing General Session

SESSION DESCRIPTIONS

Tuesday, February 27, 2024– OPENING GENERAL SESSION 1:00pm to 2:00pm

“The Ebbs and Flows of Hiring and Firing” - Dan Schaefer

Dan Schaefer will do a brief on hiring and firing requirements and answer any questions you may have.

Tuesday, February 27, 2024– 2:15pm to 3:30pm

What’s new with SIRONND- Eric Pederson

Do you have questions and concerns about the SIRON project timeline; cost; usability? Join your colleagues and project expert Eric Pederson for answers and help moving forward with this project.

Rural Ambulance Service Districts- What new districts need to know- Adam Parker

Rural Ambulance Service Districts have existed in North Dakota for nearly 50 years. We will review the statutes governing districts, discuss their operation, and review the various operating structures to ensure ambulance operation. Whether your district is new or old, this presentation will help ensure your district is operating legally and efficiently.

Tuesday, February 27, 2024– 3:45pm to 5:00pm

The Culture Killer: Addressing Drama in the EMS Workplace- Matthew Philbrick

Within the dynamic environment of Emergency Medical Services, where teamwork, effective communication, and quick decision making is paramount, the presence of workplace drama can pose significant challenges to building a culture of organizational effectiveness and high employee engagement. “Drama” in the EMS workplace has been identified as one of the top five issues that EMS organizations struggle with. This conference session aims to explore the root cause of drama, how to address toxic employees that create drama in the workplace, and provide the antidote for people who create drama in the workplace.

Information regarding Big Picture and Education Grants- DEMS to Deb Dutchuk, Kerry Krikava, and Kari Kuhn

DEMS will go over the mechanics of the Program Reporting System (PRS) and the Education Grant and answer any questions you may have.

Tuesday, February 27, 2024– GENERAL SESSION 5:15pm to 6:30pm

The Biggest Risks for Ambulance Services- Adam Parker

There are many risks to rural ambulance services such as funding and staffing, but those are obvious risks that everyone is aware of. There are other substantial risks that many service leaders either aren’t aware of or don’t feel are important. This presentation will focus on those risks and how they could negatively impact you and your ambulance service.

Wednesday, February 28, 2024– 8:00am to 9:15am

Navigating the EMS Leadership Landscape: A Deep Dive into the Leader vs Manager Discussion- Matthew Philbrick

In the dynamic and challenging field of Emergency Medical Services, effective leadership plays a pivotal role in shaping organizational success and fostering a resilient workforce. In fact, an employee’s direct supervisor has more of an impact on that employee’s mental health than any other relationship. This presentation will address the essential distinctions between leaders and managers and attendees will leave with practical strategies to cultivate effective leadership skills. This conference session will explore the key differences between EMS Leaders and EMS Managers, the impact these roles have on employee wellness, and why you need both at your organization.

Wednesday, February 28, 2024– 9:30am to 10:45am

The EMS Wellness Paradox- Matthew Philbrick

The EMS industry has us all believing that our career will leave us burned out, broken, depressed, and divorced. In fact, EMS work is a unique career in that can add great value to your life- your work in EMS can make you a better person. Often, as we progress in the field, we are greeted by responders that are ‘burned out’ or have ‘compassion fatigue’. It can be rare to find the paramedic or EMT that has been in the field for 30 years and is happy, healthy, and has good relationships. The truth is, a career in EMS can provide deep meaning and value to our lives. In this presentation, the speaker will address the “EMS Wellness Paradox” as well as the tools available to EMS to practice Living Well. The discussion will address the conflict between living a life in the service of others while still being a good and healthy person- and coming out of it alive.

**Wednesday, February 28, 2024– LUNCH
GENERAL SESSION 11:00am to 12:30pm**

What's New with Your Service- Regional Advisors

Over the lunch hour, the regional advisors will facilitate a discussion on current topics to get ideas to bring back to your agency

Wednesday, February 28, 2024– 12:45pm to 2:00pm

Billing/Documentation Best Practices – Neil Frame

Costs are increasing to provide training, continuing education, and maintain and operate an ambulance service. As reimbursements are reduced, it is increasingly important to maximize the funds your ambulance service deserves and needs. We will discuss the issues surrounding revenue management and answer questions concerning what you can and cannot do and what you should and should not do.

Documentation is not going away. There is always room for improvement and in some instances, improvement is required. We will discuss some basics of documentation and how it can affect reimbursement.

**How Information can Improve Patient care?-
PJ Ringdahl and Lindsey Narloch**

PJ Ringdahl and Lindsey Narloch will talk about the Rural EMS Counts measures and how the system will get the same results unless the system is changed. Historically, education and reprimand to individuals is seen as the way to improve care. You will be led through a group exercise that shows how providers are set up to fail and how working on the system can help make care better and boost morale.

**Wednesday, February 28, 2024– CLOSING
GENERAL SESSION 2:15pm to 3:30pm**

Popcorn Topics with Local EMS Stakeholders

A panel of EMS leaders will discuss these challenges and the questions asked by this conference attendees. This session will lay the groundwork for a number of the topics offered at the 9th annual EMS Management Conference. Come prepared to engage in discussion about how we as EMS leaders can tackle these challenges.

48th Annual ND EMS Conference

April 4-6, 2024

**NDMSA
48th EMS CONFERENCE
AND TRADESHOW
BISMARCK, ND**



Stay up to date on preconference topics, vendors, sessions, presenters, and other conference events at www.ndemsa.org

**SAVE
THE
DATE**

DALE SEVERSON MEMORIAL

**18-hole Golf Scramble • 11:00AM Shotgun Start
Saturday, June 1, 2024 • Cooperstown Country Club**

For more information and online registration visit <https://www.ndemsa.org>
or contact: **Mark Haugen** • mshaugen@bis.midco.net • (701) 527-5997

PRESENTER BIOGRAPHIES



DEB DUTCHUK

Debra Dutchuk joined the North Dakota Department of Health as the EMS Grants Management Coordinator in October 2016. Deb received her Bachelor of Science degree in Accounting and Bachelor of Arts degree in Business Administration from the University of

Minot and began working in state government in May 1996 as an auditor with the Department of Human Services – Provider Audit Unit and was there for 13 years, from there she went to the Unemployment Insurance Tax Division with Job Service North Dakota and was there for 7 years. Deb grew up in on a farm south of Bentley, ND and attending grade school and graduated from high school in Mott, ND.



NEIL FRAME, NRP

Operations Director – Metro Area Ambulance Service and Metro Billing Services.

Neil began his career in EMS with the Mohall Ambulance Service obtaining his EMT in 1991. Neil was accepted into the Medcenter One Paramedic Program in Bismarck and obtained his Paramedic certification in July of 1993. He started working for Metro-Area Ambulance Service that same month. Neil currently holds the position of Operations Director for the service focusing on billing and reimbursement issues, compliance, and the day to day operations of the ambulance and billing services. Neil has been active in EMS and is a former ND EVOC instructor, ND EMS instructor and NDEMSEA board member.



LINDSEY NARLOCH

Originally from Ray, Lindsey was raised to always look for ways to help. With help in mind, Lindsey earned a Bachelor of Science in Sociology and Emergency Management from North Dakota State University (NDSU), a Master of Science in Emergency Management (NDSU), and

a Master Certificate in Performance Improvement from the University Of Minnesota School Of Public Health.

Lindsey worked for 10 years as an EMS data manager in North Dakota. Currently, Lindsey works for the North Dakota EMS Association and is the project manager for the Rural EMS Counts project. The project is funded by the Center for Rural Health through the Flex grant program from HRSA and looks to implement a set of rural-relevant EMS performance measures and using data to improve care and processes.



CHRIS PRICE

Chris is the Deputy Director of the Health Response and Licensure Section and Director of the Emergency Medical Systems Unit of the North Dakota Department of Health & Human Services, where he leads the development of emergent systems of

care programs. Much to his chagrin, he is entering his 41st year as a licensed EMS provider.

In his current role, Chris is responsible for the cardiac, EMS, stroke, and trauma systems of care programs as well as the Emergency Medical Services for Children program. Chris has held leadership roles for government and non-profit EMS agencies in Pennsylvania and North Dakota, served as the Executive Director of a regional EMS council in Virginia, and was an EMS Liaison/Emergency Management Coordinator for a large health system in the eastern U.S.

Chris holds a Master of Public Administration degree from the University of Pittsburgh and a bachelor's degree in Biology from the Pennsylvania State University.



ADAM PARKER

Adam Parker is a manager for Sanford Health overseeing the Bismarck and Dickinson AirMed operations as well as the Bismarck Community Paramedic program. He currently co-chairs the Advocacy Committee for the North Dakota EMS Association, which is

responsible for all Governmental and Legislative Affairs and is the chairman of the North Dakota EMS Advisory Council. Additionally, he assists rural ambulance services with sustainability and compliance through the consulting firm, GoldStar Solutions, LLC. He resides in Bismarck with his wife, Jessica, and two children.

ERIC PEDERSON

Eric is the Public Safety Manager at North Dakota Information Technology. At NDIT Eric oversees teams that support: SIRM, Vesta, legacy VHF, Intelligent Transportation Systems technology on behalf of NDDOT, ND State Network devices at locations statewide, and other public safety technology solutions for state and local government. Eric joined NDIT in April 2024 after retiring from the North Dakota Highway Patrol. During his 26 years at the NDHP he held numerous staff and field positions including the Director of the Law Enforcement Training Academy, Western Division Field Commander, and Support Services Division Commander.



MATT PHILBRICK

Matt Philbrick is a career emergency responder and has served the EMS industry for almost two decades- working in patient care and leadership roles. Currently, Matt is the Manager for GMR Life, providing catastrophic event response, crisis resources, psychoeducation, and wellness outreach for the nation’s largest EMS Provider - Global Medical Response. Although Matt is supporting teams nationally, he is active with local EMS in his home state of Oregon. He is Chair of the Oregon EMS for Children Committee and Vice Chair of the Oregon Senior EMS Advisory Council. He is an accomplished public speaker having been featured at EMS Today and EMS World (among others). In late 2021, Matt served as the Branch Chief for an Oregon-requested FEMA deployment serving Southern and Central Oregon. In 2020, Matt was named as one of the “Top 40 under 40” EMS Leaders by the American Ambulance Association. Matt also works as a consultant for SafeTech Solutions focusing on front-line Leadership Development.

PJ started teaching EMR, EMT-B and CPR classes in 2010 and grew to love educating others. After two years working as an Intermediate, PJ decided to take a different route in EMS by accepting the BLS Education Coordinator position with Emergency Training Associates. PJ has a passion for educating members of her community and the surrounding communities on the importance of early CPR and immediate defibrillation. In 2012, PJ became a Nationally Registered Paramedic; and began educating at the ALS level.

PJ is married and has two sons, Cole (21 years old) and Cullen (13 years old). She enjoys watching her children’s sporting events (racing, baseball and hockey), fishing, and traveling with her husband.



PJ RINGDAHL

PJ Ringdahl is a paramedic and Administrative Director with Ringdahl EMS – North Dakota. She began her EMS career in 2005; upon completion of her EMT she began working part-time as an EMT for Jamestown Area Ambulance while attending Valley City State University, majoring in Elementary Education. In 2009, PJ became a NREMT-Intermediate and continued her fulltime employment with Jamestown Area Ambulance.




DAN SCHAEFER

Dan Schaefer is employed by Metro Area Ambulance Service and has been since 1994. As a National Registry Emergency Medical Paramedic he worked up to and is currently Serving as the Operations Chief. Dan studied business administration at the University of Mary.

Part of Dan’s portfolio is Human Recourses.

Dan started his emergency medical career by volunteering on a local rural ambulance service in 1985 and, in 1993, he began his professional EMS career by completed his paramedic training at Medcenter One Emergency Care Education System in Bismarck, ND.



**The Mental Fitness Protocol – Responders
 One-Day Bootcamp**
Offered in 2 different Locations
Jamestown- May 15, 2024 9:00am-5:00pm
Dickinson- May 16 ,2024 9:00am-5:00pm

This course introduces resilience-building and mental fitness as key disciplines required for the role of the first responder. This course engages participants in exercises and hands-on activities that equip them to build a foundation to effectively deal with the real challenges they face. Discussion delves into the practical strategies and tools needed for enhancing well-being while unlocking the potential for sustainable improvements in mental health. This course is created with the first responder in mind and to responders’ uniquely demanding challenges and environment.

UPCOMING EVENTS

March 6, 2024 Online Service Leader Meeting
March 6, 2024 NDEMSA Board Meeting
March 13, 2024 Rural EMS Counts Learning Webinar
April 4, 2024 IC Refresher
April 4-6, 2024 48th Annual EMS Conference, Bismarck
April 6th, 2024 NAEMSP Foundations of Medical Oversight Course
April 10, 2024 Rural EMS Counts Learning Webinar
May 8, 2024 Rural EMS Counts Learning Webinar
June 1, 2024 NDEMSF Golf Tournament, Cooperstown

June 5, 2024 Online Service Leader Meeting
June 12, 2024 Rural EMS Counts Learning Webinar
June 20, 2024 IC Refresher
July 10, 2024 Rural EMS Counts Learning Webinar
August 11, 2024 NDEMSF Fishing Tournament
August 14, 2024 Rural EMS Counts Learning Webinar
Sept. 4, 2024 Online Services Leader Meeting
Sept. 20-22, 2024 SW EMS Conference, Medora

This conference has been made possible through the planning and coordination of the North Dakota EMS Association, technical expertise and travel grant opportunity from the North Dakota Department of Health and Human Services- EMS Unit, and the UND Center for Rural Health Flex Program providing the funding for presenter honorarium, travel costs, and handouts. We appreciate the support of our partners. Below are contacts within the three sponsorship partners:



North Dakota EMS Association

1622 East Interstate Avenue
Bismarck, ND 58503
701-221-0567
www.ndemsa.org

Corrie Geurts - Director of Administration
ndemsa.office@ndemsa.org

Cheryl Flick - NDEMSA President
flickfarms@gondtc.com

Lindsey Narloch - Rural EMS Counts
lnarloch@ndemsa.org



Emergency Medical Systems Unit

1720 Burlington Drive - Ste A.
Bismarck, ND 58504
701-328-2388 • 701-328-0357 (fax)
www.hhs.nd.gov/health/EMS

Tim Wiedrich - Health Response & Licensure Section Chief
twiedric@nd.gov

Christopher Price - EMS Unit Director
cprice@nd.gov

Kerry Krikava - EMS System Coordinator
klkrikava@nd.gov

Mary Waldo - State Trauma Coordinator
mwaldo@nd.gov

Dr. Jeff Sather - EMS Medical Director
jsather@nd.gov

Dr. Randolph Szlabick - Trauma Medical Director
rszlabick@nd.gov

Christine Greff - Stroke & Cardiac Systems Coordinator
cgreff@nd.gov

Debra Dutchuk - Grants Management Coord.
debdtutchuk@nd.gov

Kari Kuhn - Administrative Support
kkuhn@nd.gov

Linda Zahn - Administrative Support
lzahn@nd.gov



UND Center for Rural Health - Flex Program

1301 North Columbia Road Stop 9037
Grand Forks, ND 58202-9037
701-777-3848 • 701-777-6779 (fax)
<http://www.ruralhealth.und.edu/>

Jody Ward - Project Director
jody.ward@und.edu

FLEX STEERING COMMITTEE

Tim Blasl
ND Hospital Association

Richard Bubach
Quality Health Associates

Brad Gibbens
Center for Rural Health

Curt Halmrast
North Dakota EMS Association