

EM Pulse

... a pulse on EmCare® and RTI

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“It’s Showtime” for EmCare!

Annual Sales Kickoff Features New Service, a New Look and New Goals for 2012

“It’s Showtime!” became the battle cry for EmCare’s annual Sales Kickoff meeting held in Dallas Jan. 25-26. EmCare executives from across the country convened in Dallas at the downtown Omni Hotel for the yearly conference.

Laura Schwartz, a former event organizer for the Clinton White House, kicked off the event first thing Wednesday morning. The enthusiastic speaker extolled the virtues of social networking as a means for professional advancement.

“Your job may be forty hours a week,” she pointed out, “but your *career* is 24/7.” She illustrated through anecdotes the business power that can be harnessed through social networking. Schwartz explained that the blockbuster film production company DreamWorks, which gave us such movies as *Shrek*, *Saving Private Ryan* and *Gladiator*, was formed mere days after eventual DreamWorks founders Steven Spielberg, Jeffrey Katzenberg and David Geffen happened to meet at a White House dinner. Oprah Winfrey was convinced to take her local Chicago talk show to national syndication while on a date with film critic Roger Ebert. And Mark Zuckerberg, the billionaire founder of Facebook, decided to donate \$100 million dollars to Newark public schools after a chance encounter with Newark Mayor Cory Booker at a conference. Schwartz advised everyone to put their focus on one thing at a time – give the client all your attention, be present in the moment.

“Multitasking is great – it’s an important skill to have,” she said. “But when meeting with clients or co-workers, don’t keep checking email on your smartphones. People can tell when you’re on a conference call and



EVP Jay Taylor showing his enthusiasm during the sales kickoff.

doing something else at the same time!” Schwartz also suggested that when meeting a client or potential client, we should give them our undivided attention. And, that goes for our families and friends as well – Schwartz believes our loved ones should regularly receive our full consideration.

Schwartz revealed that President Bill Clinton’s used to pointedly tell her “It’s Showtime!” before his appearances at White House functions. She explained that this presidential catchphrase was Clinton’s way of honing in on the task at hand and the people who were in front of him, while putting such critical issues as national security, budget shortcomings and political debacles in the back of his mind. Schwartz advised that in our lives, we utilize the same focus.

Schwartz’s presentation was met with enthusiastic applause, and Executive Vice President Jay Taylor (along with several attendees) echoed the call of “It’s Showtime!” throughout the remainder of the kickoff.

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40 Years of Mergers, Monkeys and Malfunctions: Long-time EmCare Employees Share Their Most Memorable Moments

By: Jennifer Whitus, Marketing Communications Manager

Together, they represent an astonishing 84 years of EmCare excellence – Dr. Dighton Packard, Joanna Oliver, Pam Overstreet, Heidi Wilson and Linda Wright are the unofficial “historians” of the Dallas office. Between them, they’ve had humorous dealings with EmCare founder Dr. Leonard Riggs, witnessed massive company growth, seen some memorable office pranks and noted some remarkable behavior from co-workers.

“The wonderful thing about our company is the many great people that I have met and continue to meet and grow to know,” says Dr. Dighton Packard, chief medical officer for EmCare. “Interacting with the employees of our company from the CEO to the newest hire has and continues to be the source of my greatest memories.”

Dr. Packard joined the company as a physician in 1975, but became a corporate employee in 1990. He also worked with EmCare’s founder, Dr. Leonard Riggs, for several years prior to joining EmCare.

Project Administrator Joanna Oliver began working at EmCare in the 1990s as a temp. She joined the company full-time a few months later. Looking back over the years, she’s most astonished by the company’s phenomenal growth.

“When I began we had 38 contracts!” she says. Today we have more than 700! What Joanna loves most about her job is the sense of accomplishment she gets from helping to serve patients in their times of greatest need. She also treasures the valuable relationships she’s formed at EmCare over the years.

One day stands out for Joanna as the funniest: “Years ago the president of the company personally delivered bonus checks and one of my older co-workers was asleep at her computer,” she recalls. “He came to my desk and whispered ‘when [she] wakes up, please give this to her.’” Oops!

Facilities Manager Pam Overstreet has been with EmCare for twenty years. The biggest change for her over the years has been the advancement of technology. But she’s always known she is where she’s supposed to be.

“My first day,” she says when asked to share her best mem-

ory. “[I knew] immediately that I’d made a good decision.”

Pam’s worst day at EmCare was one that shocked the entire world - September 11, 2001. “Bill Sanger and I watched the horrible tragedy on the TV in his office.”

But there have been plenty of good times, too, over the past two decades. Pam says there was once an office birthday party where a live monkey stood on Trey Jordan’s head!

Senior Administration Assistant Heidi Wilson will soon celebrate her 23rd anniversary with EmCare. She said, “There have been so many changes in 23 years, I cannot really pinpoint anything in particular besides the obvious... lots of growth!”

Heidi also recalls some office pranks.

“Our biggest practical joker convinced a co-worker that the fax machine worked by voice command,” she remembers. “It was quite funny listening to her actually repeating the commands as she tried to get the machine to work.”

Linda Wright has been with EmCare since 1975. She began her career as a scheduler and has now spent 15 years as an executive assistant.



Shown above, l. to r.: Heidi Wilson, Linda Wright, Dighton Packard and Joanna Oliver.

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Healthy Heart Checkup



February is American Heart Month -- a month to spread awareness about the importance of heart health. Each year, countless American families are impacted by heart disease and stroke. Al-

though its risk factors can be prevented or controlled, it is still the leading cause of death for all Americans -- 1 in 3 people in the U.S. have some form of heart disease, which can include severe chest pain, heart attacks, heart failure, and stroke. Fortunately, there are many simple steps we can take to prevent heart disease such as eating healthy foods, exercising regularly, and not smoking -- steps that only you can control. This month, as we take time to educate ourselves about the risks of heart disease, and recognize the efforts of medical researchers and healthcare professionals dedicated to prevention, early detection, and effective treatment, consider what steps you and your family can take to promote and adopt a heart healthy lifestyle.

Do you recall taking the Biometric Screening last year? The next step in taking control of your health is participating in HealthQuotient (HQ), available through www.OnlineBenefits4U.com. HQ is a comprehensive health risk assessment tool that provides you with an in-depth health analysis. It summarizes your prioritized health risk factors, and it interactively shows you how modifying different risk factors can improve your risk of developing chronic conditions.

Enhance your Wallet and Your Health

The HQ assessment takes about 15 minutes to complete. Your Biometric Screening lab test results can be entered in the HQ assessment, then a series of personal health risks and chronic health conditions are reviewed. Once you receive your HQ score, you can begin to manage any risk factors associated with your overall health. Remember, if you participate in Anthem CDHP with HSA, another \$100 will be deposited into your account.

Last year, Kaiser Permanente began offering a similar health incentive. KP Colorado offers "Weigh and Win" programs that allow participants to earn anywhere from \$15 to \$150

every three months to lose weight and keep it off. Check with Kaiser in your state to see if a similar program is being offered.

What are risk factors for heart disease?

Risk factors for heart disease include less than optimal dietary habits, smoking, substance abuse, and excess weight. High cholesterol can lead to a stroke. The most common type of stroke is caused by plaque chipping off in the arteries that supply the brain with blood. Plaque is formed from cholesterol, blood platelets, and other components, so keeping your cholesterol and blood pressure under control is the best way to prevent the most common type of stroke. LDL Cholesterol is the bad cholesterol that clogs arteries. Having your LDL cholesterol below 160 mg/dl is great. But it is even better if it is below 130. According to the American Heart Association, people who can get their LDL below 100 will have optimally low cardiac risks. This is not an easy task, but it can be done, usually with a combination of diet, exercise, and cholesterol-lowering medication.

The Department of Health and Human Services is working with both public and private partners to raise awareness of heart disease through vital research investments and public

**take
Care** my health.
my future.
take charge

health programs. The Million Hearts Initiative takes aim at this disease, with a goal of preventing one million heart attacks and strokes over the next five years. Other efforts, like the HeartTruth, which addresses women's heart

health, and the First Lady's Let's Move! initiative, which confronts childhood obesity by helping children choose healthy foods and stay active, work to provide people with resources and ways to make heart healthy changes in their everyday lives.

For more information on American Heart Month, please visit <http://millionhearts.hhs.gov/index.html>.

Oops! EmPulse Corrections

Emily Dowd was promoted to Senior Practice Administration Executive, RTI, in Q3, 2010.

Shanika Moore-Rollison, Credentialing Coordinator, AnesthesiaCare, joined EmCare in Q2, 2011.

“It’s Showtime” (continued)

Taylor’s presentation highlighted the sales, contracts and growth that made 2011 EmCare’s best yet. The 2011 numbers were touted through a music video, set to the rock and roll soundtrack of the hit movie, *Top Gun*. The music video played a number of times throughout Taylor’s presentation, prompting the enthusiastic dance moves from the EVP and delighting all of the attendees.

“We actually integrated ourselves,” exclaimed Taylor. “That’s not easy to talk about, much less do in one year. We completed our operation structure, we integrated our service lines, we integrated our clients’ service. Congratulations! At EmCare, we really are making a difference.”

Taylor outlined the sales goals for 2012 that are ambitious, yet attainable with the sales momentum from 2011.

“Now we can take that message,” he continued, “that ability, that structure and leverage it into exponential growth.” Taylor went on to cover new services and products that are on the horizon for EmCare.



Taylor also honored some of EmCare’s top contributors: Todd Mudd and David Copple, pictured above and below, respectively, were both named Salesperson of the Year for 2011.



Roylene Rhodes, EmCare’s vice president of business development, recognized several of her team members for their efforts. Certificates of Appreciation went to Shari Hinton, Candace Caprara, Jana Holcombe and Celia Boyd for their lead generation results. Lindsay McMullen, Laura McMullen and Kimberly Mills were honored for the hundreds of proposals that they each put together. And Rhodes singled out Caroline Trantham and Linda Golden for “EmCare Growth and Lead Generation.”

Drs. Thom Mayer and Kurt Jensen gave a presentation on integration and optimizing patient flow – a subject the pair literally wrote the book on! The duo discussed the organizational models that make EmCare such a valuable partner for our hospital clients.

“To be able to go from 500,000 visits a year... to 13 million visits a year – that’s tall cotton!” said Mayer of the company’s explosive growth.

“Every two seconds an EMSC provider is taking care of a patient,” Jensen added. “That’s just incredible.”

Mark Hamm, pictured, right, revealed how EmCare’s landmark “Door-to-Discharge” service model operates. AnesthesiaCare CEO Dr. Michael Hicks and Executive Vice President Jeffrey Wagner outlined the various service models offered by the anesthesia arm of EmCare. RadCare CEO Phil Heckendorn discussed CareStream, an imaging Super-PACS system acquired by RadCare that will better integrate off-site reads and improve service to hospital partners.



Marketing Vice President Steve Schaumburg unveiled EmCare’s 40th Anniversary seal along with the new branding EmCare will begin utilizing for 2012. The new look features uniform colors of green and gold, the familiar EmCare “C-cross,” and newly-added gold “swoosh.”

The final presentation of the two-day kickoff was given by Dr. John Josephs and Charlie Josephs, the enterprising brothers that founded Acute Surgical Care Specialists. The unique surgery group focuses on emergency and trauma surgery and is a recent EmCare acquisition.

“It’s Showtime” (continued)

Acute Surgical actually represents a whole new service line for EmCare. The company will now be known as “EmCare Acute Surgery.” Its surgical services are currently being marketed in Florida and Texas. The Josephs explained the different trauma certifications and the remarkable business plan that allows them to customize service for each hospital partnership. EmCare Acute Surgery is a unique service and extremely site specific.

“Surgeons treat 50 million injuries a year,” said Dr. Josephs. “That’s a huge number. It accounts for 12 percent of hospital beds and \$100 billion a year in direct medical costs. [EmCare Acute Surgery is] a whole different ballgame than any other general surgery practice that’s out there.”

“We have never lost a client,” Charlie Josephs added. “We will continue to be successful if we are very selective about where we need to go. [Eventually] we’ll cycle out of that and be able to be a lot more aggressive about where we’re going. We’re going to come up with several models that will make us easier to sell. We’ll be able to respond much more rapidly to hospital demands.

“What EmCare can help us with is finishing off the marketing materials,” Charlie Josephs concluded, “having a process so we can turn out proposals on a regular basis and then having the legs and people that can get out and tell our story. It’s a good story!”

Jay Taylor closed out the two-day conference with a rousing pep talk.

“Empower, educate, inform, motivate,” said Taylor during his closing remarks. “We’re proud that you’re part of the EmCare family. Can EmCare make a difference?” Taylor asked. “Absolutely! We are today. And we can make a larger one.”

40 Years (continued)

“The biggest change is the number of contracts and the number of employees to service the contracts,” says Linda. “We started as such a small number of people and we have grown immensely. In the beginning it was Dr. Leonard Riggs, Brenda Lancaster and me. I was a scheduler before cell phones came along. If you were looking for a doctor to fill a shift you were pretty much stuck in your chair by the phone until the shift was covered. That position was once known as ‘kitchen scheduler’ because you were at the kitchen table in the evenings, diligently searching for a doctor to fill a shift.”

The relationships Linda has forged with her colleagues have even spread to her family life.

“My best memory is a personal one – when my husband was sick and dying with cancer and was in the hospital losing a lot of blood,” she recalls. “EmCare put on a Blood Drive in one of our conference rooms and employees donated about 50 pints of blood. I felt so blessed to work with such giving people. The love shown to me that day was worth a million.”

EmCare celebrates its 40th anniversary in 2012, so it’s a perfect time to reflect on how far EmCare has come – especially from those like Dr. Packard, Joanna, Pam, Heidi and Linda who’ve witnessed all the growth first-hand. The co-workers who’ve been with EmCare the longest are sure to have the most entertaining stories, fond memories and funny anecdotes to share. What these five SHOULD be sharing, though, is the secret to how they manage to put in decades of service and still look so young!

Do You Have News to Share?

Do you have news about your department you’d like to share? Then send it to *EmPulse*.

Send news and photos to EmPulse Editor Sharon Ruiz at Sharon.ruiz@emsc.net or call (303) 495-1469. We look forward to hearing from you!