

## PAST - Lighting Bolts for EMS



## PAST - EMS Design Lighting Bolt

- 1966 - The National Research Council publishes a research paper, "Accidental Death & Disability - The Neglected Disease of Modern Society". Otherwise known as "The White Paper",
- "Expert consultants returning from both Korea and Vietnam have publicly asserted that, if seriously wounded, their chances for survival would be better in the zone of combat than on the average city street."

## PAST - EMS Lighting Bolt - 1971



- At the start of the show, there were only 12 medic units in the entire country. Four years later at least 50% of the population of this country was within 10 minutes of a medic unit.

## 1972 – System Status Management

- In 1972, researchers and scientists at the University of Oklahoma Center for Economic and Management Research (CEMR) met to study emergency medical services. Team member Jack Stout had directed the private ambulance EMS demonstration project for the federal government. The project had not performed as well as some of the others, and Stout wanted to know why.

Are we still using 1970's models?



TODAY



## PRESENT - Healthcare Focus Change

- Fix the Healthcare System
  - New Government Provider?
  - Pays only 61% of cost
- No Clear documented Value of EMS
- Moving Toward Outcome Reimbursement
- CVD in America

## C.V.D. in America

- 81 million Americans have C.V.D.
  - Only 38% over 60 years of age
- Number one killer
- 2400 per day die from C.V.D. (cdc)
- Elimination would result in 7 years

## The Current EMS Landscape

- Increasing calls due to medical safety net and reduced insurance
- Decreasing budgets and dollars
- Increasing OIG oversight (ROI \$17 to \$1)
- Fights between segments (pvt/fire/hosp)

## Fire trying to takeover transport?

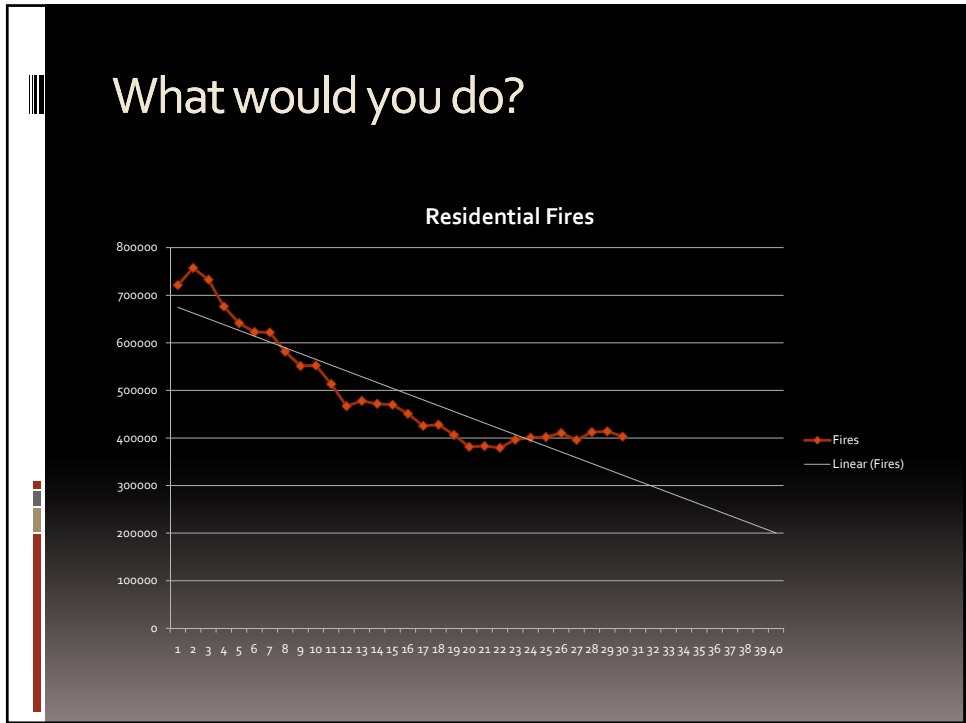


## Trend of the Fire Service

- 1977 Fire Department Fire Volume
  - 2,845,500 Total Fires
  - 1,036,500 Structure
  - 721,500 Residential Fires
  
- 2008 Fire Department Fire Volume
  - 1,451,500 Total Fires
  - 515,000 Structure
  - 403,500 Residential Fires

## What were the Fires in 2008

- 1,451,500 Total Fires (3320-d)
- 700,500 Outdoor (55-d)
- 515,000 Structure (2900-d)
  - 403,500 Residential (2780-d)
- 236,000 Vehicle (365-d)
- 84% of all deaths in Home



- ### Biggest Impact?
- Public Education?
  - Smokey the Bear?
  - Inspections?
  - More Staff?

## Fire Fighters - USFA

- 1983 total firefighters 1,111,200
  - Career 226,600
  - Volunteer 884,600
- 2007 total firefighters 1,148,800
  - Career 323,350
  - Volunteer 825,450
  - 46.8% over 40yrs old

## So What did It?

- People? Not so much
- Engineering
- Construction and Codes
- Data & Design

## What SHOULD EMS do?

- Preventive Care?
- Fall Prevention Programs?
- Change Human Behavior?
- Get a Great New Mascot?

## Healthcare outcomes

- In 1997-1998, the United States ranked 15th in preventable deaths out of 19 industrialized countries. In 2002-2003, the nation fell to 19th, even as costs continued to rise.

## Fact or Fiction?

More use of preventive care would reduce federal health care spending.

- More use of preventive services "leads to higher, not lower, medical spending overall," said a report from the non-partisan Congressional Budget Office last month. Preventive care may reduce an individual's long-term costs, CBO said, but "doctors do not know beforehand which patients are going to develop costly illnesses" and therefore they must "provide preventive care to many patients, most of whom would not have suffered that illness anyway.

## So Where Are We Going?



## The Short Term Future

- Battle over Turf has become life or death
- Pay for Performance or Outcome
- High Performance EMS for the Patient
- Show Value or lose it – Lots of Questions

## Time for 1970's EMS to END?

- Understand what we do
- Measure outcomes
- What we NEED to do, not WANT to do
- Next great model?

## The Long Term Future

- Jupiter Rising Project – Five yr. Study
  - AHA meeting in New Orleans 11/2008
  - Statins (Crestor, Lipitor, Zocor)
  - 54% fewer heart attacks
  - 48% fewer strokes
  - 20% fewer deaths
  - 37% reduction for low risk patients

## Texas begins \$3 billion quest to cure cancer

- updated 2:01 p.m. CT, Fri., Oct . 2, 2009
- AUSTIN, Texas - Texas gave birth to the modern oil industry, invented the handheld calculator and sent man to the moon. But can the Lone Star State cure cancer?
- Texas is ready to try by investing \$3 billion over the next decade in cancer research and prevention, which would make the state the gatekeeper of the second largest pot of cancer research dollars in the country, behind only the National Cancer Institute.
- "I don't know anyone that would stand shoulder-to-shoulder with what they're trying to do," said Robert Urban, executive director of the Koch Institute for Innovative Cancer Research at MIT.

## Obama awards \$5 billion for medical research

- updated 10:28 a.m. CT, Wed., Sept. 30, 2009
- WASHINGTON - President Barack Obama has announced \$5 billion in government grant money to help pay for research into cures for cancer and other diseases.

## National Human Genome Research Int.

- [www.genome.gov/Health/](http://www.genome.gov/Health/)
- **Research Branches**
  - [Cancer Genetics Branch](#)
  - [Genetic Disease Research Branch](#)
  - [Genetics and Molecular Biology Branch](#)
  - [Genome Technology Branch](#)
  - [Inherited Disease Research Branch](#)
  - [Medical Genetics Branch](#)
  - [Social and Behavioral Research Branch](#)

## Summary

- Patient outcomes will drive Healthcare in the future
- Not just good people but GREAT people
- Public inability to tolerate the problem is forcing a change .....

▪ Thank You For Your Time

