



MINUTES

EMERGENCY MEDICAL SERVICES & TRAUMA SYSTEM (EMSTS)

TRAUMA SYSTEM ADVOCACY COMMITTEE

JULY 16, 2014 - 3:30 P.M.

MEMBERS PRESENT

Erin Breen, UNLV, Chairman	Senator Shirley Breeden
Abby Hudema, RN, UMC	Kim Dokken, RN, St. Rose Siena Hospital
Kate Osti, Nevada Disability Advocacy & Law Center	Gail Yedinak, UMC
Cindy Lubiarz, RN, Care Meridian	Carl Nelson, Public

MEMBERS ABSENT

Dennis Nolan, Community Ambulance, Vice-Chairman	Senator Joyce Woodhouse
Melinda Case, RN, Sunrise Hospital	

SNHD STAFF PRESENT

Christian Young, MD, EMSTS Medical Director	Mary Ellen Britt, RN, EMSTS Manager
John Hammond, EMSTS Supervisor	Michelle Nath, Recording Secretary

PUBLIC ATTENDANCE

Steven Tafoya, State EMS Program Manager	Andrea Esp, State Trauma Registry Manager
Stephen Johnson, MedicWest	Jason Schmidt

CALL TO ORDER – NOTICE OF POSTING

The Trauma System Advocacy Committee convened in Conference Room 2 at Southern Nevada Health District, 330 S. Valley View Boulevard, on Wednesday, July 16, 2014. Chair Breen called the meeting to order at 3:38 p.m. and the Affidavit of Posting was noted in accordance with the Nevada Open Meeting Law.

I. PUBLIC COMMENT

Members of the public are allowed to speak on action items after the Committee's discussion and prior to their vote. Each speaker will be given five (5) minutes to address the Committee on the pending topic. No person may yield his or her time to another person. In those situations where large groups of people desire to address the Committee on the same matter, the Chair may request that those groups select only one or two speakers from the group to address the Committee on behalf of the group. Once the action item is closed, no additional public comment will be accepted. Chair Breen asked if anyone wished to address the Committee. Seeing no one, she closed the Public Comment portion of the meeting.

II. CONSENT AGENDA

Chair Breen stated the Consent Agenda consisted of matters to be considered by the Trauma System Advocacy Committee (TSAC) that can be enacted by one motion. Any item may be discussed separately per Committee member request. Any exceptions to the Consent Agenda must be stated prior to approval.

Approve Minutes/Trauma System Advocacy Committee: 6/3/14

Chair Breen noted that the minutes will need to be revised to reflect the actual number of automobile and homeowner insurance policies issued in Nevada that were previously provided by Senator Woodhouse. With the aforementioned changes she then asked for approval of the minutes from the June 3, 2014 meeting. A motion was made by Senator Breedon to accept the minutes with the proposed revisions. The motion was seconded by Gail Yedinak, and carried unanimously by the Committee.

III. REPORT/DISCUSSION/POSSIBLE ACTION

A. Discussion of Outreach Efforts to Increase Awareness About Southern Nevada EMS & Trauma System

Chair Breen opened the discussion by noting that there had not been many activities related to outreach efforts in the last month. She reported that the Southern Nevada Trauma System (SNTS) twitter account had been established and the account is generating followers. The next step for social media should include creating a Facebook account and utilization of YouTube for posting videos related to the press conference which was held in May 2014. Mary Ellen Britt remarked that the Regional Trauma Advisory Board's Public Relations/Media member has agreed to assist with the production of videos which will capture personal stories of trauma survivors. The survivor stories are very compelling and are a great way to communicate the message on behalf of the trauma system. There will also be video production of the SNTS press conference guest speakers representing the different components of the trauma system and the footage may also include a message from legislators.

B. Discussion of Future Legislative Efforts Related to EMS & Trauma System Development in Nevada

It was reported that there had been no response from Michael Geeser, Nevada Insurance Council, regarding the pursuit to assess a \$1.00 fee to homeowners and automobile insurance policies issued in Nevada. Gail Yedinak questioned what type of information was being requested of Mr. Geeser and recommended drafting a formal letter to prompt a response. In response Chair Breen commented that approaching Mr. Geeser and seeking support from the insurance industry for the fee assessment would be beneficial for the upcoming legislative session. Ms. Yedinak inquired how the proposed fee would benefit the insurance industry. Ms. Britt responded the trauma data indicate that motor vehicle crashes and falls are the two leading causes of injury and death in Nevada. Through legislative efforts those numbers can be reduced; therefore, creating a positive impact for the industry.

As discussion ensued, it was noted that Steven Tafoya, EMS State Program Manager, was in attendance and Andrea Esp, State Trauma Registry Manager was participating via telephone conference from Carson City. Mr. Tafoya discussed a program in which the EMS State Program partnered with AAA Insurance to offer emergency medical services training opportunities as a result of a grant issued by AAA. The grant was established to train individuals at the emergency medical technician level as a means of eliminating roadway deaths within the state, specifically in rural areas. Those successfully trained could then be staffed at a rural station therefore increasing emergency medical services in those areas. He furthered that there would be post data analysis to track the effectiveness of the grant. Increasing services in rural areas benefits the community and also decreases the amount of air ambulance transports. Abby Hudema added with the growth of paramedicine some of the stations in the rural areas would ultimately serve the clinical needs for their communities.

A question was posed as to whether or not there is a connection between insurance rates that are set for policyholders and the resources that are available in the community. Ms. Yedinak remarked if there is a connection then it's important to illustrate the impact on rates by having EMS resources within the community. Jason Schmidt commented that the Insurance Service Office ratings pertaining to a community's fire protection system affects insurance premium rates, adding that residents of the City of Las Vegas pay a lower premium than residents of Clark County because Las Vegas Fire & Rescue has an ISO 1 fire rating classification which represents the best public fire protection.

During the discussion of legislative efforts, Ms. Britt remarked that the previous legislative attempt was narrowly focused on funding the trauma registry. The EMS and trauma system programs in Clark County and at the State level have experienced a decrease in funding since that effort; therefore, the current focus has been broadened to a statewide initiative to obtain funding for EMS and trauma activities as both are closely related. Funding system development is essential and those responsibilities require administrative oversight which allows for quality assurance and performance improvement activities in order to produce high quality outcomes.

As the discussion progressed, Mr. Tafoya reported that there was a Bill Draft Request (BDR) to potentially move the State EMS Program to the Department of Public Safety (DPS); however, he announced that a withdrawal letter for that BDR was forthcoming. He noted that DPS would be impacted by budgetary issues as a result of absorbing the State EMS program. There appeared to be support from the Nevada Fire Chiefs Association for this bill, and it will be important to follow up with them to assess if they will be approaching another sponsor to move the bill forward. Any potential movement may impact whether or not the legislators will be in support of creating a system fund.

Chair Breen discussed the Indigent Accident Fund as a secondary funding option and Ms. Yedinak responded that this fund is not a viable backup option. Cindy Lubiarz questioned if healthcare insurance companies could be considered as an alternative industry to approach for obtaining a sustainable funding source. Ms. Yedinak stated that the healthcare industry is regulated in terms of setting premium rates and that they would not be able to pass additional fees down to the policy holders. Approximately 15-20% of their budget is allocated to administrative costs and the balance is budgeted for services. [Ms. Lubiarz opined that researching healthcare services, with all the options available as a result of healthcare reform, may identify other funding opportunities.

Another recommendation was to consider pursuing a fee to the cost of special event tickets whereby the nature of the respective events may require the availability of emergency services. In response, Chair Breen commented that the special events prospect would be challenged by the business industry, and that kind of opposition would make it unlikely for legislators to support. Senator Breeden informed the Committee that when a bill draft is too complicated then the process for moving the bill forward becomes more difficult. She recommended that these ideas be forwarded to Senator Woodhouse with a request for her to obtain feedback from the Legislative Counsel Bureau. Ms. Yedinak remarked these types of funds would perhaps be a better match for a tax exempt 501(c)(3) organization.

Chair Breen agreed with Senator Breeden's comment about submitting a bill draft that is clear and simple. For this reason, she was in favor of approaching the insurance industry to make sure that the efforts to pursue a fee on insurance policies would be supported by the insurance companies. Educating them about the importance of the trauma system activities, including injury prevention, is an important step of the process. While there was discussion about approaching individual agents, Senator Breeden recommended pursuing the lobbyists representing the insurance industry and also engaging the Insurance Commissioner with the assistance of Senator Woodhouse.

The Committee agreed that a script will need to be created for delivering a consistent message about the importance of the EMS and trauma system. Senator Breeden opined that approaching legislators with the crafted message will need to be the first step and engaging the lobbyists would be the subsequent step. Ms. Britt and Mr. Tafoya agreed to create an outline of the EMS and trauma system needs. Andrea Esp agreed to review the budget pertaining to the trauma registry and provide data to support this endeavor. Mr. Tafoya commented that the State Committee on EMS may also be another group that could be engaged in the process.

C. Discussion of Creating a Tax-Exempt 501(c)(3) Organization to Support EMS & Trauma System Activities

Chair Breen inquired if the Health District was willing to move forward with a creation of a tax-exempt 501(c)(3) organization to support EMS and trauma system activities. Ms. Britt responded

that the Chief Health Officer was open to the possibility and that there would need to be further discussions regarding this subject. In the interim, Chair Breen recommended to begin creating the framework for the 501(c)(3), including the articles of incorporation, the potential makeup of the Board, and a mission statement. The information outlined in the framework will be essential for the Chief Health Officer to make a final decision.

III. INFORMATIONAL ITEMS/DISCUSSION ONLY

The Committee agreed to meet on September 9, 2014.

IV. PUBLIC COMMENT

Public comment is a period devoted to comments by the general public, if any, and discussions of those comments, about matters relevant to the Committee's jurisdiction. No action may be taken upon a matter raised under this item of this Agenda until the matter itself has been specifically included on an agenda as an item upon which action may be taken pursuant to NRS 241.020. All comments are limited to five (5) minutes. Chair Breen asked if anyone wished to address the Committee. Seeing no one, she closed the Public Comment portion of the meeting.

V. ADJOURNMENT

As there was no further business on the agenda, Chair Breen called for a motion to adjourn. The motion was seconded and passed unanimously to adjourn at 4:36 p.m.