



MINUTES

EMERGENCY MEDICAL SERVICES & TRAUMA SYSTEM (OEMSTS)

DIVISION OF COMMUNITY HEALTH

TRAUMA SYSTEM ADVOCACY COMMITTEE

May 15, 2018 - 2:30 P.M.

ATTENDANCE

Erin Breen, UNLV
Katie Ryan, Dignity Health
Stacy Johnson, RN, MountainView Hospital
Neo Vidal, LVMPD
Gail Yedinak, UMC
Jeanne Marsala, Sunrise Hospital

Kelly Taylor, LVMPD EHWT
Kim Cerasoli, RN, UMC
Shane Splinter, Henderson Fire Dept.
Brian O’Callaghan, LVMPD
Cassie Trummel, UMC

SNHD STAFF PRESENT

John Hammond, EMSTS Manager
Heather Anderson-Fintak, Associate Attorney

Judy Tabat, Recording Secretary

CALL TO ORDER – NOTICE OF POSTING

The Trauma System Advocacy Committee convened in the Red Rock Trail Conference Room at the Southern Nevada Health District located at 280 S. Decatur Boulevard on Tuesday, March 15, 2018. Erin Breen called the meeting to order at 2:36 p.m., and the Affidavit of Posting was noted in accordance with the Nevada Open Meeting Law.

- I. PUBLIC COMMENT:** A period devoted to comments by the general public about those items appearing on the Agenda. Comments will be limited to five (5) minutes per speaker. Please step up to the speaker's podium, clearly state your name and address, and spell your last name for the record. If any member of the Committee wishes to extend the length of a presentation, this may be done by the Chairman or the Committee by majority vote.

Ms. Breen asked if anyone wished to address the Committee pertaining to items listed on the Agenda. Seeing no one, she closed the Public Comment portion of the meeting.

- II. CONSENT AGENDA:** Items for action to be considered by the Trauma System Advocacy Committee (TSAC) which may be enacted by one motion. Any item may be discussed separately per Committee member request before action. Any exceptions to the Consent Agenda must be stated prior to approval.

Approve Minutes/Trauma System Advocacy Committee: June 6, 2016

Ms. Breen stated the minutes could not be approved until committee members were established.

III. REPORT/DISCUSSION/POSSIBLE ACTION

A. Nominations for Committee Members

1. One (1) representative from each trauma center program

2. One (1) administrator from a non-trauma center hospital
3. One (1) representative from Emergency Medical Services
4. One (1) representative from health education and prevention services
5. One (1) representative of the general public
6. One (1) representative of rehabilitation services
7. One (1) representative with knowledge of legislative issues and advocacy
8. One (1) representative with experience in public relations/media
9. One (1) representative with knowledge of finance/funding

Mr. Hammond referred the committee to the nomination forms in their handouts. He noted that the first nomination is for one representative from each of the trauma centers. Katie Ryan from Dignity and Kim Cerasoli from UMC were nominated for the position and welcomed both Ms. Ryan and Ms. Cerasoli as new members of this committee. He stated that they did not receive a nomination from Sunrise. Ms. Johnson stated that Kim Royer was at the last meeting but was unable to make it today. Mr. Hammond asked if someone would like to nominate Kim Royer for this position. Ms. Johnson nominated Kim Royer for the representative of the Sunrise trauma program position.

Mr. Hammond noted that there was only one nomination for an administrator from a non-trauma center hospital and welcomed Stacy Johnson.

Mr. Hammond noted that there was only one nomination for a representative from Emergency Medical services and welcomed Shane Splinter.

Mr. Hammond noted that there was only one nomination for a representative with knowledge of legislative issues and advocacy and welcomed Neo Vidal.

During the meeting it was identified that there was a discrepancy with the member list on the nomination forms and the member list in the TSAC bylaws. It was decided to re-send out the correct nomination forms for the (5) remaining positions that need to be filled.

B. Election of Chairman and Vic Chairman

Tabled

C. Updated on Advocacy Contact

1. Century Link Lobbyist Update – Ms. Ryan stated she misspoke at the last meeting by saying Century Link. Century Link is a cable company and not a cell phone company. She has reached out to Verizon and will have an update at the next meeting.

Mr. O’Callaghan introduced Neo Vidal who has been with their office that deals with the state and local elected officials. She has all the contact information for all the legislators and elected officials.

2. AAA Nevada Spokesman, Michael Geezer Update – Ms. Breen stated that she did not contact Mr. Geezer. She wasn’t positive that he is still the AAA Spokesman for Nevada. Mr. O’Callaghan believed that he covers the western states now. Ms. Breen stated she tried to contact the Nevada Insurance Council to get contact information. Mr. O’Callaghan stated he would find that information.
3. Senator Pat Spearman Update – Ms. Breen stated that she did not contact Senator Pat Spearman. She added that she is running for congress. Ms. Ryan stated that she is still in the senate if she doesn’t get elected.
4. Assemblyman Ozzie Fumo Update – Ms. Breen stated she did contact Ozzie Fumo and felt that she is someone who would be happy to work with this group. She added that this group just needs to be a little more concrete with what they are looking for.

Mr. O’Callaghan questioned if Ms. Breen would be contacting Dr. Hardy. Ms. Breen stated

that Dr. Hardy has not been a good supporter.

5. USAA Update

Tabled

Discussion of Future Legislative Efforts related to EMS & Trauma System Development and Funding in Nevada

Ms. Yedinak questioned if Ms. Breen would be interested in contacting Assemblyman Mike Sprinkle. Ms. Breen felt that Mr. Sprinkle would be a good person to contact and asked Ms. Yedinak if she knew Assemblyman Sprinkle and could contact him. Ms. Yedinak answered in the affirmative.

Ms. Breen declared that anyone on this committee who knows of any legislator who would be interested in helping them come up with a mechanism to fund trauma services to please contact them.

Ms. Marsala questioned if doing a license plate would be feasible. Ms. Breen stated that the process to get a license plate is considerable. She added that there is a waiting list for license plates because there is a cap on how many plates there can be and you must have 1000 people a year to sign on. She felt they stand a better chance to ask for a donation when a vehicle is re-registered. She added that in previous legislative efforts, they have attempted several different avenues including assessing a \$0.50 to \$1 fee to every home and vehicle insurance policy. Unfortunately, they have been unsuccessful in doing so for the past three legislative sessions. She shared that after the last session, Michael Geezer from the insurance industry told her they also tried to pass a fee increase to help with their own personnel and data, and they were also unsuccessful. She was told that if we could help them get their bill passed, they wouldn't object to assisting us.

Ms. Ryan questioned what legislators Ms. Breen has worked with in the past. Ms. Breen stated that Senator Joyce Woodhouse has been their primary person. Ms. Breen expressed she would like to seek a co-sponsor on the republican side for the upcoming session; someone with high visibility. She felt they need a clear definition of what they want, a clear definition of how much money and what that will fund, and what they would achieve with that and then they need support on both sides of the isle in both houses to get it.

Mr. Hammond stated that his office has developed a proposed budget plan that he will send out to the members of this committee that projects what they want to use the money for. He added that those needs were present 6 years ago and are still present his year. He suggested when this committee is speaking to their contacts this proposal may make that argument a little better. Mr. Hammond informed the committee that Dr. Iser is working with directors of the other local health authorities in the state and the State Division of Public and Behavioral Health in trying to get block funding for those entities based on a per capita hit. He explained that this will not be for categorical funding, it is for funding the Health District and their presentation is foundations of public health and the money will be used for that. He added that some of the money will come to his office obviously, some will not. Dr. Iser is going for state money based on a per capita cost. The initial ask is \$5 per person within each Health District. He informed the committee that Dr. Iser has an interesting presentation when he goes up to the legislature and if you get an opportunity to see, it is well done. He said even if they get \$5 for everybody that brings them up from 50 out of 50 for public health spending to 49. As a public health funding entity, it is woefully underfunded as compared to others.

Ms. Cerasoli questioned if there is any way to tack on to every EMS run. Mr. Hammond stated that those costs are driven by the franchise agreement. They would have to decide if it is going to be a \$1 fee for every run regardless of their recompense or a \$1 for every paid bill. Ms. Breen felt that it still comes back to insurance when tacking it on to the ambulance ride. Mr. Hammond noted that the franchise agreement is 10 years long and if they could get into the franchise agreement at the onset, which will be challenging, they could propose that a portion of the franchise fees they give to the municipalities to run their calls be given to help fund the trauma system.

Ms. Cerasoli questioned if this group ever seeks to tackle anything not related to funding. Mr. Hammond stated that the purpose of this committee itself derived out of the 2011 American College of Surgeons (ACS) report that they should have a trauma system advocacy committee that is dedicated to securing sustainable funding for the EMS & Trauma System. Ms. Cerasoli stated that it is a trauma related piece of legislation that she would like to see if everyone could work on but it is not associated with funding. Mr. Hammond suggested the Southern Nevada Injury Prevention Partnership (SNIPP) committee. Ms. Cerasoli stated that this is about advocacy. Mr. Hammond stated that this committee cannot lobby. Advocating is permitted, you just can't do it on the authority of this committee because the authority is directed by the Board of Health (BOH). You can advocate as an individual citizen but you just can't use the authority of this committee. The purpose of this committee is to obtain a sustainable funding stream, which we are still struggling with after so many years. Mr. Breen declared that it is an unfunded mandate from the state.

Ms. Yedinak felt that the insurance policy was the way to go. She questioned what Mr. Geezer's purpose of tacking on an addition fee was when he stated that if we could help them get their bill passed, they wouldn't object to assisting us. Ms. Breen stated that it was for outreach and education. Ms. Yedinak stated that injury prevention is always a good topic. Mr. Hammond questioned how much they were seeking. Mr. Breen stated \$1 per policy.

Mr. Hammond stated that they should have walked in the legislature arm in arm and say they both have this great idea, this one would help this side of the trauma system and this one will help that side of the trauma system.

Ms. Cerasoli wondered just what the impetus is to provide any money when they are already getting the services without providing the money. They are already getting everything they might want or need and they're not having to write the check so is there a marketing component to helping people understand how much better it could be, how much more they can do. What they are currently doing with the information that is being scraped and cobbled together without the proper funding.

Mr. Hammond remarked that his office put together a very good presentation to present to the legislature about 3 sessions ago. It was frustrating because they had physicians and nurses and his boss at the time all go up there and give their presentations, with compelling evidence to show that this is what they were going to do with this money, this is how this money is going to be used, and how it is needed. He stated that it fell on deaf ears and it went nowhere.

Ms. Cerasoli commented that if you put that situationally 2 or 3 sessions ago, it would have been roughly 6 or 8 years ago and times weren't so great back then financially. She felt there is a potential reason to re-approach even if it is the same approach because of the MCI. There might be more reasons to listen this time because it is a little bit fresher in people's mind. They are aware of what it is in a way that they haven't been in the past. All you can do is try, but I just feel if I were the legislator and you were saying give me money for something you are already getting in their brains, they don't see the added value.

Mr. Hammond commented that that is a hard sell because what they are already getting and they don't know what they are not getting.

Ms. Johnson stated that there is a lack of education of what a "trauma" is and what the money would be used for. It is not only the gunshot wound that happen but to also help the little grandpa that fell using his walker. It is prevention and education and not just the tragic events that is seen on the news.

Mr. Hammond agreed and stated that was one of the specific points they brought up at the legislature to show that this is also trauma, this is the effect of someone who just trips over the stall in the shower and the mortality and morbidity that extends from that.

Ms. Marsala agreed but added unfortunately after the mass casualty incident (MCI) she feels the whole town is thinking about trauma. She suggested going to the Vegas Golden Knights (VGK) and ask them to donate a \$1 per every ticket that they sell.

Mr. Hammond asked if that would be a donation because the Health District has a way of accepting donations through a 501C3 that has been established for receiving donated monies so they would receive the tax benefit.

Mr. Splinter suggest they approach all the teams.

Ms. Johnson agreed adding that October 1 is still fresh in everybody's head. She stated that she doesn't know the timeline but if that is the route they are going, they should do it sooner than later.

Ms. Marsala commented that especially since they are asking as a community and not as one hospital or one organization. They are asking to fund the entire community in trauma prevention.

Ms. Cerasoli stated that it lacks sustainability but again anything is a start. She felt that realistically that might add credence to getting a more sustainable legislative buy in.

Ms. Vidal stated a few years ago at the Henderson library, they had these huge acrylic bins in the library and they were asking people to just dump their change in there. It had a sign that said that this is only going to go towards new materials. She added that since they were thinking about each team maybe donating a quarter they could get some big bins at the games for people to dump their change on their way back from the concession stands along with a little sign explaining what they are hoping to do with the money. She felt that the more you are trying to get money from people, the more that you educate them on where the money is going the more they will be willing to help.

Ms. Breen felt that the VGK's are going to want to support the community and suggested having them use their public-address system to say, "We've committed a \$1 of your admission ticket today to support a trauma related cause".

Ms. Marsala agreed and stated that the one that is the most visible right now related to trauma is "Stop the Bleed" campaign. She added that one CAT tourniquet is \$35.95 which is a lot of money to be able to provide those.

Ms. Ryan suggested NASCAR. They have the big races here twice a year and have other events here throughout the year.

Ms. Breen stated that the Las Vegas Motor Speedway is a big supporter of Driver's Edge. Jeff Motley who is the Vice President of Public Relations at the Speedway would be a good person to approach.

Ms. Marsala felt that the VGK's would be the best ones to approach first.

Ms. Breen suggested that if they are going to ask them to provide support to the trauma community who better to deliver a message in the community than the players themselves.

Ms. Ryan stated that during the last meeting they were talking about meeting with Pat Spearman to see if she had any ideas and I know that she is very interested especially in the mental health component of the tragedy but also talking about the trauma services. This is the time unfortunately to ask.

Mr. Hammond agreed stating that Pat Spearman is also a very good advocate for the Health District. Dr. Iser and her are in communication quite a bit.

Ms. Cerasoli questioned if there is a loop to be had with the fact that October 1 was primarily tourist driven and didn't know if Mandalay Bay had fully dedicated where some of those funds are going. She questioned if there something to be had in relation to tourist or hotel stays or something like that.

Ms. Ryan agreed adding that the fact that this town is now getting football who knows what could happen.

Ms. Cerasoli stated that there are higher drivers for trauma in relation to all the tourism and questioned how they get a piece of that tourism tax dollar.

Mr. Hammond stated that he would love to get a \$1 for every ticket that lands in McCarran.

Ms. Marsala stated that one of the major ways that Safe Kids was originally funded by General Motors (GM) was through a law suit that GM lost because they had a bad recall on one of their vehicles. They had to give millions back into the community for child passenger safety and then

continued to give afterwards. They went from losing this huge lawsuit to now being good people giving all this money into the community. She believed that maybe in time they could approach MGM for them to change their reputation.

Ms. Vidal stated that the convention authority gets millions of dollars every year from room tax. The October 1 shooter had been going around to various places and doing research and felt that unfortunately these shooters seek to cause the greatest amount of damage and the next MCI will probably be in another tourist corridor here for sure. She suggested tapping into that somehow whether we can get a quarter of .50 cents for every room or every night's stay from the conventional authority. She added that many large-scale events take place here on a weekly basis.

Ms. Cerasoli commented that it is a dichotomy because realistically the tourist makes up a very small number of their traumas but they put them at the highest risk and the greatest need for preparation and training.

Ms. Marsala brought up Marijuana. Ms. Breen felt that they are already fighting so hard over that money.

Mr. Hammond stated that the State of Oregon funds the entire EMS system out of Marijuana money and added that he has no problem taking marijuana money.

Ms. Breen stated that they talked about the marijuana at the last meeting and felt that they shouldn't jump in the middle of the cat fight that is happening over it now.

Ms. Ryan asked Mr. Hammond to make a list of all the states that he knows how their trauma systems are funded.

Mr. Hammond listed the following:

Utah and Arizona are funded by taxes

Texas uses 911 money

Oregon uses Marijuana money

Colorado uses taxes for highway user fund

Pennsylvania and Idaho use fees associated with driver's licenses, citations and drug and drunk court.

He added that there seems to be two major funding's which are vehicle taxes which because of the Constitution of the State of Nevada are unable to use, or they are just tax funded through the state. The ones that are outliers are Texas and Oregon where they have a different funding stream.

D. Discuss Next Meeting and Agenda Items

Ms. Breen asked that the next meeting be scheduled for July. Mr. Hammond stated his office will check meeting room availability and send out a meeting notice.

III. INFORMATIONAL ITEMS/DISCUSSION ONLY

Mr. Hammond stated that they just hired a Regional Trauma Coordinator and that gentlemen will be starting on June 4th. He will be the face you will be seeing moving forward after we get him trained up and ready to go. His name is Chad Kingsley, he works at the Health District.

IV. PUBLIC COMMENT: A period devoted to comments by the public, if any, and discussions of those comments, about matters relevant to the Committee's jurisdiction will be held. 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. Comments will be limited to five (5) minutes per speaker. Please step up to the speaker's podium, clearly state your name

and address, and spell you last name for the record. If any member of the Committee wishes to extend the length of a presentation, this may be done by the Chairman or the Community by majority vote.

Ms. 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, Ms. Breen adjourned the meeting at 3:58 p.m.