

GEMSA Course Costs Proposal							
Program	Cost Per Course	Proposal	Total Cost	Admin Fee (%)	Admin Fee	Total Cost	Funding Designated by EMS Sub-Committee
Leadership	\$148,500.00	1	\$148,500	10%	14,850.00	163,350.00	163,350.00
Pre-Hospital and Hospital Emergency Care Trauma Skills Lab	\$45,100.00	10	\$451,000	10%	45,100.00	496,100.00	496,100.00
NAEMT	\$5,850.00	25	\$146,250	\$585 Per Course	14,625.00	160,875.00	160,875.00
GEMSA Intro to EMS Leadership Program	\$25,000.00	1	\$25,000	10%	2,500.00	\$27,500	\$27,500
Farm Medic	\$7,040.00	10	\$70,400	10%	7,040.00	77,440.00	77,440.00
Auto Extrication	\$20,900.00	4	\$83,600	10%	8,360.00	91,960.00	91,960.00
Axioms of Leadership	\$20,955.00	3	\$62,865	10%	6,286.50	69,151.50	69,151.50
TECC	\$8,800.00	12	\$105,600	10%	10,560.00	116,160.00	116,160.00
EVOC	\$5,747.20	3	\$17,242	10%	1,724.16	18,965.76	18,965.76
EMS Instructional Preparedness Course for Initial Credentials	\$14,850.00	2	\$29,700	10%	2,970.00	32,670.00	32,670.00
Issues in EMS: Workforce EMS Profession Public Service Announcements	\$150,000.00	1	\$150,000	10%	15,000.00	165,000.00	165,000.00
EMR/EMT	\$8,340.00	45	\$375,300	\$834.00 per course	37,530.00	412,830.00	412,830.00
Patient Handling Low Angle	\$8,800.00	2	\$17,600	10%	\$1,760	\$19,360	\$19,360
Moulage Course	\$8,250.00	2	\$16,500.00	10%	1,650.00	18,150.00	18,150.00
GEMSA Instructor Training to include Workshop and Development	\$20,000.00		\$20,000.00	10%	2,000.00	22,000.00	22,000.00
Equipment for TECC, Farm Medic and Cadaver Labs	\$15,000.00		\$15,000.00	10%	1,500.00	16,500.00	16,500.00
On Line Training for People EMS CEUs Unlimited Courses over 12 months for 3,000 users Option B	\$100,000.00	1	\$100,000.00	10%	10,000.00	110,000.00	110,000.00
Georgia SOEMS Instructors 1 Day Consortium on Development and Preparedness	\$18,000.00	1	\$18,000.00	10%	1,800.00	19,800.00	19,800.00
			\$1,734,557		173,455.66	1,908,012.26	2,037,812.26

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## ***GEMSA's Mission: To continue to improve EMS in Georgia.***



Exhibit 1

April 1, 2023

### EMS Training and Education Courses

#### Leadership Program

The GEMSA will continue the initiative that has been an on-going project of the Georgia Trauma Care Network Commission, the State Office of Rural Health, and the Jiann Ping Hsu College of Public Health at Georgia Southern University. The course curriculum was developed in concert with the State Office of Rural Health and Georgia Southern University. The GEMSA received grant funding from the Georgia Office of Rural Health to develop the curriculum. We worked with the Jiann Ping Hsu College of Public Health to develop the leadership curriculum. The first course was developed to “test” the curriculum and determine what, if any, changes should be made to ensure the course was valuable to both the participants and the communities where they serve. To ensure a better understanding of the needs of all of Georgia’s EMS community we reached out to the Trauma Commission to fund the cost for EMS personnel from urban and suburban areas. In addition, we accepted regional program managers from the State Office of EMS to help understand the relationship between the EMS agencies and the State agency. The Trauma Commission provided funding for this initial course for the participants that were not from a federally identified rural area. Currently the Trauma Commission is the only funding source.

- This is a four-week course with classes held one week each quarter. The first and fourth week of the course are completed on site at Georgia Southern University and are facilitated by University faculty. The other two weeks are conducted in 2 other locations within Georgia and are provided by subject matter experts that relate to all phases of leading/managing a 911 zoned EMS system. To ensure that all EMS personnel in Georgia are offered the opportunity we send notifications out to the EMS community via our website, the State Office of EMS list serve, list serves from each of the Regional Program Directors, the SORH and the Association of County Commissioners. We receive these applications, and they are reviewed by an admission committee comprised of staff from GSU, members of the GEMSA Board and alumni of previous leadership courses. In the current course we are pleased to have representation from all 10 of Georgia’s EMS regions. The ability to include all areas of Georgia in this training is always a goal of the admission committee.

We propose to:

- Advertise the course availability throughout the State to all EMS agencies and all ten EMS regions.
- Provide to any interested EMS professional an application for the course
- Continue to use or admission committee to review and rank the applications.
- Notify those selected and ask that they sign the course agreement.
- Provide the education utilizing Georgia Southern Staff, State officials, Trauma Commission Staff, Safety experts, and identified subject matter experts in the EMS profession.
- Pay all student expenses except for travel costs to and from the course
- Reimburse all instructors for their participation
- Provide an appropriate Certification of Successful Completion to each successful student.
- Provide a listing of all students to the Trauma Commission Staff.

#### Work Plan

The EMS Leadership program is based on four modules. These four modules have been conducted on a one week per quarter basis using the calendar year as the format.

## **Pre-Hospital & Hospital Emergency Care Trauma Skills Lab**

This hands-on, immersive session provides participants with a real-world opportunity to review relevant anatomy associated with critical care and lifesaving emergency procedures. Under expert instruction, participants will practice procedural skills, such as basic airway management, direct and video laryngoscope intubation, intraosseous access, and various other emergency procedures. These labs would accommodate up to 120+ Pre-Hospital and & Hospital Emergency Care personnel.

We propose:

- To call upon the qualified instructors across the State to provide these courses.
- To develop a plan to conduct these classes across the State.
- To ensure these instructors, are appropriately credentialed and ensure the course is conducted in a manner which meets the standards
- To ensure that each successful student is provided with the appropriate certificate (SOME or Nursing)

#### Metrics – Trauma Skills Lab Courses

- Total number of Labs offered
- County where Course was held
- Number of students who successfully complete the course

## **NAEMT Courses**

The Pre-Hospital Trauma Life Support Course and the International Trauma Life Support Courses are both nationally recognized courses. The PHTLS course was developed by the National Association of EMS and has guidance from nationally recognized EMS providers and physicians. The ITLS course was also developed by leading pre-hospital providers and physicians. Both courses are taught internationally, both courses utilize classroom lecture, interactive discussion with the students, practical labs with patient treatment scenarios and a written test instrument. These courses emphasize rapid identification of the critically injured trauma patient, short scene times and immediate transportation to a trauma center

NAEMT's Emergency Pediatric Care course focuses on the care of sick and injured children, addressing a full spectrum of emergency illnesses, injuries, and scenarios that an EMS practitioner might encounter. The course provides an in-depth understanding of the pathophysiology of the most common pediatric emergency issues, and stresses critical thinking skills to help practitioners make the best decisions for their patients. EPC uses the Pediatric Assessment Triangle (PAT) as a tool to help EMS practitioners rapidly and accurately assess pediatric patients and incorporates family centered care throughout all scenarios. Training encompasses lectures, hands-on skills practice, and small group critical thinking discussions.

NAEMT's Geriatric Education for Emergency Medical Services focuses on the care of the aging and elderly – trauma induced by falls as well as medical frailty in any trauma or medically induced situation. This course will enhance the competence, confidence, and compassion of EMS practitioners in responding to geriatric patients. Focusing on preparing EMS practitioners to respond to the unique challenges and needs of an older patient. The course aims to empower practitioners with geriatric specific training to help them improve the medical outcomes and quality of life for these patients.

The National Association of Emergency Medical Technicians' (NAEMT) Advanced Medical Life Support (AMLS) course is the most comprehensive EMS continuing education course. It provides an in-depth study of the typical medical emergencies that affect the adult patient. This course is designed to provide a systematic approach to patient assessment and management. The course also evaluates situational and environmental factors affecting patient care. AMLS is a continuing education course that is recognized by the National Registry of Emergency Medical Technicians (NREMT) and by the Continuing Education Certification Board for Emergency Medical Services (CECBEMS). This course is intended for any healthcare provider including EMT-B, EMT-I and EMT-P.

We propose:

- To call upon the State Coordinators and leading instructors across the State to provide these courses.
- To develop a plan to conduct these classes across the State. These classes will not be conducted on a competitive basis but with open planning using these instructors to help us ensure that these classes are made available in an equitable manner across the State.
- To ensure these instructors, are appropriately credentialed and ensure the course is conducted in a manner which meets the standards of their certifying organization.
- To ensure that each student has access to the appropriate textbook
- To ensure that each successful student is provided with the appropriate certification card.

Work Plan – PHTLS/ITLS/EPC/GEMS/AMLS

The work plan for the PHTLS/ITLS/EPC/GEMS/AMLS program will not follow a calendar year quarter reporting system. The first quarter of this plan will begin the month following our receipt of a signed contract with the Georgia Trauma Commission.

- We will identify the location and course coordinators of all the courses. We will work to ensure the courses cover, as best possible, all ten EMS regions in Georgia.
- We will assist with supplying books as needed to support the course coordinator.
- We will notify the Lead Instructors of the Grant funding and identify times, within the grant period, that these courses will be conducted.
- We will develop a spreadsheet that accurately tracks spending for each of these courses and total expenditures for this grant funding
- We will provide the trauma commission with copies of the rosters of each class with listing of students

- Monitor course completions to ensure all courses are done on a timely basis.
- Report to the sub-committee and the Trauma Commission on the work. Discuss future goals of this effort and funding needs.
- Provide an end of grant summary of the work to include:
  - Locations where courses have been provided
  - Rosters of students, by course, who have successfully completed the courses

#### Metrics

- Total number of courses offered
- County where Course approved.
- Number of students who successfully complete the course

**For any additional NAEMT Courses over the proposed amount on the contract GEMSA will receive a coordination fee of \$585.00 per course**

## GEMSA Intro to EMS Leadership Program

The Intro to EMS Leadership Program for newer industry leaders is designed to provide them with the necessary skills and knowledge to lead teams, make effective decisions, and achieve business objectives. This program would be taught over a two-day period and would cover a range of topics relevant to leadership in the modern business landscape.

Session 1: Developing Professional Skills

Session 2: Time and Priority Management

Session 3: Communication Skills for Effective Leadership

Session 4: Critical Thinking Methods

Session 5: Problem-Solving Strategies

Session 6: Diversity & Generational Differences

Session 7: Conflict Resolution

Session 8: Strategic Leadership

This leadership program for new industry leaders would provide a comprehensive overview of the key skills and knowledge required for effective leadership. The program would be delivered through a combination of interactive sessions, case studies, and group exercises to ensure maximum engagement and learning. By the end of the two-day program, participants would have a solid foundation in leadership skills and strategies to apply to their own work and team management.

#### Metric

- Number of students who successfully complete the course
- Total amount of the grant award to support each course
- Total amount expended on each course

## **Farm Medic & Machinery Extrication Course**

Agriculture is one of the most dangerous industries in America. Every year needless injuries and deaths occur to farmers, family members, farm employees, and rescue personnel. Emergency responders often lack knowledge of the nature of farm machinery, chemicals, and farm structures. Some rescue techniques may increase the risk to the victim and rescue personnel. Training and education in the methods of farm/rural rescue are essential for proper response and safety of the rescuer and patient.

GEMSA's goal it to teach a systematic approach to farm rescue procedures that address the safety of both patients and responders.

We propose:

- To provide to the Trauma Commission as list of all successful participants in this training.

Metrics:

- Total number of courses offered
- Location of the Course (county where the course was approved)
- Number of students initially enrolled in the course
- Number of students who successfully complete the course

## **Auto Extrication with Patient Care Focus**

It is understood that the major portion of trauma to the citizens is created by motor vehicle collisions. The designs of our cars are changing and accessing the patient after a MVC can be difficult. This course is designed to teach the treatment of the patient while the extrication process is occurring along with extrication of the patient. Information is provided about the new 'hard car' design along with the safety precautions of dealing with electric cars. There is an introduction to mechanical 'e' tools and use of basic tools to extract a patient from a damaged car.

**Objectives:** PPE, Scene Safety, Patient Access, Primary Patient Assessment, General Patient Impression, Secondary Patient Assessment, Traumatic Injuries in Extrication, Interventions

**Identifying Vehicle Construction Types:** Advanced Materials, Hard Car Technology, Hybrid, EV Systems and Alternative Fuel vehicles

**Tools:** Introduction and 'hands on use' to 'E' Tools, struts, various battery-operated hand tools, cribbing, chains and power hoist

We propose:

- To utilize the nationally accepted curriculum to teach these courses
- To provide to the Trauma Commission as list of all successful participants in this training.

Metrics:

- Total number of courses offered
- Location of the Course (county where the course was approved)
- Number of students initially enrolled in the course
- Number of students who successfully complete the course

## **Axioms of Leadership**

This program has been called a "discovery of leadership". It is designed not only to help the participant become a better leader but also a better follower. This course teaches principles that are applicable at work as well as in the home and is relevant to experienced or new leaders. It stresses the development of core values such as character,

integrity, trust, respect and servant leadership among others. The Axioms of Leadership course emphasizes the importance of core values through the participants' efforts with their team in the Warrior Stations. These physically and mentally demanding efforts must be experienced personally to completely understand them.

### Course Objectives

Successful participants will have a thorough understanding of:

- Accepted Good Leadership traits.
- Core Values and Core Ideology as applied to leadership.
- The importance of character for any leader.
- How to build influence within the team.
- Using momentum to create change.
- The importance of servanthood as a leader.
- The importance of good communication for success in any organization.
- Successful participants will also, as a member of a team, complete seven problem solving evolutions (Warrior Stations).
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We propose:

- To utilize the accepted curriculum to teach these courses
- To provide to the Trauma Commission as list of all successful participants in this training.

Metrics:

- Total number of courses offered
- Location of the Course (county where the course was approved)
- Number of students initially enrolled in the course
- Number of students who successfully complete the course

## TECC Courses

The **Tactical Emergency Casualty Care (TECC)** program is based on the principles of Tactical Combat Casualty Care (TCCC) and meets the guidelines established by the Committee on Tactical Emergency Casualty Care (Co-TECC). The course teaches civilian tactical EMS; any EMS practitioner called upon to respond to a mass casualty or active shooter event. It is our plan to deliver TECC Courses throughout the State to diversify the training to urban and rural areas as possible.

We propose:

- To call upon the State Coordinators and leading instructor across the State to provide these courses.
- To develop a plan to conduct these classes across the State. These classes will not be conducted on a competitive basis but with open planning using these instructors to help us ensure that these classes are made available in an equitable manner across the state and in compliance with NAEMT sites for TECC Courses.
- To ensure these instructors, are appropriately credentialed and insure the course is conducted in a manner which meets the standards of their certifying organization
- To ensure that each successful student is provided with the appropriate certification card

Metrics

- Total number of courses offered
- County where Course approved.
- Number of students who successfully complete the course

### **Emergency Vehicle Operators Course (EVOC) Train the Trainer**

“Transportation incidents are the leading cause of work-related deaths in the United States; between 2003 and 2009, an average of almost 1,300 U.S. workers died from roadway crashes each year. The risk is even greater for emergency medical services (EMS) personnel. In 2002 field investigators estimated that the fatality rate for EMS workers was more than 2 times the national average for all workers” Quoted from the DHHS (NIOSH) Publication

#### **Number 2011-190**

GEMSA understands the risks of our profession. We recognize the responsibility of each EMS professional to exercise appropriate caution and restrain even when operating under emergency conditions. However, unlike law enforcement officers, we do not have a state provided formal EVOC course for our profession. Training in operating an emergency vehicle is generally limited to a short lecture done at the beginning of each class. We are aware that some departments have both the expertise and commitment to provide quality training for their staff. We are also aware that for some agencies the emergency driving training is done “on the job”.

GEMSA began its commitment to EMS safety by partnering with the Office of Preparedness to provide the NAEMT EMS Safety Course. We consider this EVOC training to be a logical progression of our safety initiative.

GEMSA has developed a relationship with McNeil and Company to assist us in providing their emergency driving training within Georgia. McNeil is a nationally known provider of insurance to the EMS profession and has developed an effective training program for their clients to train EMS personnel in techniques to reduce accidents and injury in our profession. These classes have both a classroom component and a driving component. We will work with all ten regions of Georgia to identify key individuals with the expertise and motivation to roll out this training in their respective regions.

We will use these initial training courses to identify instructor candidates. We will work with McNeil to obtain appropriate credentials for these individuals to provide this training throughout the State.

We propose:

- To solicit within the EMS profession for individuals who have a desire to improve the safety of our profession by both obtaining the knowledge themselves and being willing to teach these skills to their colleagues.
- To ensure that these individuals represent, as best possible, all ten EMS regions in Georgia.
- To utilize the nationally accepted curriculum to teach these Emergency Vehicle Operators Course.
- To provide to the Trauma Commission as list of all successful participants in this training.

Metrics:

- Total number of courses offered
- Location of the Course (county where the course was approved)
- Number of students initially enrolled in the course
- Number of students who successfully complete the course

### **EMS Instructional Preparedness Course for Initial Credentials**

Georgia is experiencing a lack of EMS Instructors with the qualifications to teach Emergency Medical Responders and Paramedic level Courses. One of the requirements within the State of Georgia is that all Paramedics seeking to obtain their Instructor license, with Endorsements, must successfully attend and pass a State Office of EMS approved Instructor Course. This course is not widely available.

Our proposed course prepares the program participant for planning instructions, using a variety of methods, teaching diverse learners, and evaluating course outcomes.



This course also provides guidelines for addressing the critical issues of safety and legal issues of training, and it provides opportunities to participate in application activities.

We propose to:

- Solicit within the EMS/First Responder professionals who have a desire to improve their instructor certification
- Obtain approval from the SOEMS on the curriculum for the course to meet the requirements for a Level II & III Instructor
- Conduct Course(s) with a maximum of 30 participants

Metrics – EMS Instructional Techniques Courses

- Total number of courses offered
- Number of students who successfully complete the course

## **EMS Profession Public Service Announcements**

The EMS profession, like many others, has experienced a drastic decrease in the number of EMS professionals entering the profession over the past 5 years. Technical training institutions have also seen a decrease in not only the number of providers graduating from the EMS programs, but also in the volume of students entering this training.

GEMSA has been involved in dialogue with other states who have seen increases due to development and dissemination of EMS training Public Service Announcements. The primary purpose of Public Service Announcements is to support and improve the community by raising awareness of specific issues that impact that community.

GEMSA will be working with Media experts and using the knowledge gained from these other states to develop content and produce material for PSA's that will educate the audience about the EMS profession and to help generate awareness to create a shift in public opinion.

## **Issue in EMS: Workforce**

Our current funding has allowed us to work on creating a PSA about EMS. The video will be used to educate the public about EMS and career opportunities in a dynamic, flexible, and rewarding career field. The video will explain that a career in EMS is more than just a job. It's an important role that allows EMS professionals to help others and save lives. It's a calling to commitment and service to the community. It's an opportunity to be part of a greater network of healthcare professionals. And, It's a chance to grow and reach their potential. The video encourages the viewers to "Pursue Their Purpose" and start the journey today. The video should be done by the end of May 2023.

Now, we need funding to spread the word. To do that, we need a digital marketing campaign that will use the video and static ads to encourage people to pursue their purpose and look at education and jobs in EMS now.

**Proposed Project A: Step One - Digital Marketing Campaign**

<b>Benefits/Features:</b> <ul style="list-style-type: none"> <li>• Digital Advertising (static ads and video) to get the public interested in EMS careers.</li> <li>• Options include: paid google search, social media, digital display video &amp; ads, streaming services, and more.</li> <li>• This would bring awareness to EMS as a career and start getting people interested.</li> <li>• We can target specific audiences with digital campaigns.</li> <li>• We would track the analytics of the campaign and track how many people reach out about EMS careers.</li> <li>• The final step would be to track if those individuals join an agency or complete training in EMS.</li> </ul>
<b>Goals:</b> <ul style="list-style-type: none"> <li>• Raise general awareness of the EMS field, careers in EMS, and educational opportunities associated.</li> <li>• Attract people to the EMS field.</li> </ul>
<b>Digital Marketing Campaign Length &amp; Cost Options:</b> <ul style="list-style-type: none"> <li>• Length: 6 months - Cost: \$80,000</li> <li>• Length: 12 months - Cost: \$150,000</li> </ul>
<b>Proposed Project A: Step Two - Connection between Individuals and EMS Pipeline</b>
<i>The next step after awareness is to convert individuals and connect them with an EMS agency or educational institution to get them into the EMS career pipeline. We would need support to help get these individuals connected to the appropriate entity.</i>
<i>Option 1:</i> OEMS&T Regional Directors help people from their regions get connected to services and education.
<i>Option 2:</i> GEMSA can hire an EMS liaison to be the connection between individuals and EMS career options. Contract personnel, cost: \$50,000-80,000 depending on length of campaign

## **Emergency Medical Responder (formally known as First Responder) and EMT program**

We would like to work with the Trauma Commission and the SOEMS/T to encourage local EMS directors to understand the need to transport the critical trauma patient to an appropriate facility. We understand the need to get the right patient to the right hospital in the right amount of time. However, this goal is not without significant challenges in the EMS community. This is particularly true in the rural environment. These EMS directors have historically taken these critically injured patients to small rural hospitals so that they could quickly return their 911 truck back to providing coverage for their citizens. Unfortunately, the statistics are clear. This produces poor outcomes. In many areas of Georgia, the distance to a designated trauma center is great. These same areas, rural and sparsely populated are often staffed with one EMS crew – or less. The geography is often much larger than urban counties and the response time from a central EMS dispatch is often long. If the unit is on another EMS call then these times get greater. To help these agencies, deal with both issues we developed the Emergency Medical Responder (EMR) grant program. This grant is a competitive grant, and it favors those rural areas mentioned above. The course utilizes the nationally accepted DOT curriculum and instructors are required to meet State standards. The intent of the grant is to develop a “safety net” for the local provider. These Emergency Medical Responders would respond to emergency situations and assist the local EMS providers when and, in the event the provider is not available, provide immediate care until the local provider, or a mutual aid service is available to respond.

In most of the counties the grants have allowed the local service to train fire fighters to the level of EMR. Fire services are distributed throughout the counties, in a pattern designed to reduce response times. These men and women are dedicated and already have communication systems to allow them to be dispatched immediately to the scene of an accident. However, the grant is not specific to fire services. We have also funded grants that target schoolteachers to insure immediate access to care for our most valuable population. We have had industries, with extremely hazardous work areas participate and have had several courses targeted to the law enforcement community. The goal is to have someone with the

right training and the right equipment to get to the right patient in the right amount of time.

We as EMS professionals recognize that time is an essential element in the care of the critically injured patient. This program is designed to reduce that element.

**We Propose:**

- We propose to allow services with a demonstrated need to utilize these funds to provide an EMT course. To use the funding in this manner the agency should request this variance before starting the course and agree that all components of the EMT course will be covered in the EMT course. All courses would be required to follow all rules as they pertain to reporting course approvals, beginning, and ending rosters.
- Continue to utilize the State Office of EMS Regional Offices as the approving agencies for compliance with State rules and regulations.
- Continue to use the “approved roster form” to be used by all agencies using these funds to provide training. The form would assist us and the Trauma Commission in properly identifying the agency, the FY grant information, and the student list and the course instructor.
- Upon receipt, from the grantee, of an approved roster, and information from the Regional office of EMS that the course has been approved we would reimburse or assist in purchasing student books to the maximum cost of \$150.00 (to include shipping and taxes) per book up to 25 students
- Upon successful completion of the course and receipt of the properly filled out Approved ending roster we would pay the instructor fee (\$1,650.00) and provide the jump bag and safety vest for each participant. (If approved Agency has been granted a variance for EMT course – the funds intended for jump bag purchase for each participant may be distributed to Agency.)

**Work Plan:**

The work plan for the EMT/EMT program will not follow a calendar year quarter reporting system. The first quarter of this plan will begin within the month following our receipt of a signed contract with the Georgia Trauma Commission.

- Review and revise as necessary the application for the EMT/EMT grant. Send via email the application and the scoring criteria to all zoned 911 EMS agencies (transport providers and medical first responders), all members of the Association of County Commissioners of Georgia and the State Office of EMS and Trauma. We will request that all agencies forward these applications to all interested EMS agencies and personnel. Application deadline will be 30 days from the date we sent the application. We will also include a cover sheet to request all agencies who are interested in the grant to apply. While we may not have enough funding to provide courses for each of these agencies this will give us a better knowledge of how to budget for these courses in the future.
- Notify all agencies who have received the grant of the award. Require that the agencies acknowledge receipt of the award and confirm that they will provide the training within the specified time frame. Request that they immediately begin work on providing this training. Advise the agency that they must utilize the approved roster for communicating the student participation in the course. All rosters must be received via the specified email account
- Review all courses to determine which have started and which have not. Contact the agency head to determine where they are at in this process
- Consider reassigning funds
- Evaluate the money that has been spent on the project to determine if additional courses might be conducted. If money is available utilize the methodology listed above to assign additional courses.
- If courses have not been started, then notify the agency heads by email that their course has been forfeited by not meeting the timeliness of the agreement.

#### Metrics:

- Total number of courses offered
- Total number of EMR courses and Number of EMT courses approved Location of the Course (county where the course was approved) Number of students initially enrolled in the training
- Number of students who successfully complete the course
- **For any additional EMT Courses over the proposed amount on the contract GEMSA will receive a coordination fee of \$800.00 per course**

### **Patient Handling in Low Angle Rescue**

Most of the critical medical care necessary in the technical rescue environment falls within the scope of the BLS provider, yet many of the most simple and effective interventions to improve patients' survival are either forgotten or never learned. This hands-on interactive course is tailored for medical/rescuers tasked with the patient access, care, and evacuation components of a given rescue in technical terrain. As we all know, an often-overlooked aspect of rope rescue training is giving participants an opportunity to efficiently find balance with the medical aspects of a given patient care scenario and the actual movement of that patient in difficult terrain. Through thoughtful discussion, pertinent case studies, and hands-on application we will explore a variety of realistic patient care challenges in difficult terrain. We will then combine that with safely moving the patient, as a team, in the changing rescue environment.

We propose to:

- We will provide the trauma commission with copies of the rosters of each class with listing of students

#### Metric

- Number of students who successfully complete the course
- Total amount of the grant award to support each course
- Total amount expended on each course

### **Moulage Program**

Moulage is the art of applying mock injuries for the purpose of training emergency response and other medical personnel. This is necessary in the training of personnel during trauma training.

We propose to:

Teach students the beginning and immediate levels of moulage

### **GEMSA Instructor Training to include Workshop and Development**

The dedicated GEMSA Instructors are very qualified to teach. The programs are very popular program and well participated in. The instructors must stay current with Trauma and Patient Care Skills that are needed by our EMS Personnel. The instructor training is necessary to maintain 'current standards'.

## **Equipment for TECC, Farm Medic and Cadaver Labs**

The programs have been running for several years under TC Grant Funding. During the courses some of the equipment becomes obsolete and 'worn' and must be replaced to offer the student the best opportunity for learning.

Any residual funds from above classes and programs would be utilized to conduct EMS-Sub Committee approved education courses as noted in this Scope of Work.

# Online Training Option A

GEMSA has been able to provide an online virtual conference for the last two years due to funding provided. This is a program that can be continued or alternative online options can be considered to provide high quality online education with a broader reach.

### **Proposed Project B: Online Virtual Conference**

#### **Features:**

- Limited time for event access (2-3 weeks max)
- Content provided from GEMSA Educators & Providers Conference
- Attendees: limit of 1,000
- Max Hours: 22 EMS CE (Typically 9 Provider Only, 9 Instructor Only, 4 Dual) - Only Georgia approved.
- Providers only get up to 13 hours. Instructors can get the max number of hours.

#### **Goals:**

- Help with access to CE hours and training opportunities.

#### **Cost:**

- \$60,000

# Online Training: Option B

GEMSA has been able to provide an online virtual conference for the last two years due to funding provided. This is a program that can be continued or alternative online options can be considered to provide high quality online education with a broader reach. This would be a partnership with an already established online CE provider where content is reviewed and updated on a regular basis. We feel there is still a benefit to in-person learning and hands-on skills training, however, this could provide an opportunity for EMS providers to access courses from an online platform that would help them with a portion of their re-certification requirements.

### **Proposed Project C: Online Training Courses**

#### **Features:**

- Broader Reach.
- Attendees: limit of 3,000.
- LMRS - Self Paced BLS, ALS, Fire & EMS CE.
- Attendees can choose the courses/credit they need for their re-certification.
- More than 375 hours of online CE to choose from with content updated and reviewed on a regular basis.
- Attendees have 12 months to view CE courses.
- After each course, they get a certificate for credit.
- CAPCE Approved CE hours.

Goals:

- Help with access to CE hours for re-certification.

Cost:

- Option 1: Limit of 15 hours of CE over 12 months for 3,000 users = \$60,000
- Option 2: Unlimited Courses over 12 months for 3,000 users = \$100,000

**Georgia SOEMS Instructors 1 Day Consortium on Development and Preparedness**

We propose to have a one day training session dedicated to the development of EMS Instructors in Georgia. Provide them with development information, SOEMS Information on planning of courses and registering them on the state system and teaching techniques.

We propose to:

- We will provide the trauma commission with copies of the rosters of each class with listing of students

Metric

- Number of students who successfully complete the course
- Total amount of the grant award to support each course
- Total amount expended on each course

# Training Equipment

If additional funds are available, GEMSA would like to upgrade and buy more equipment for training programs already established in Georgia through GTC grants, including, but not limited to: farm medic, trauma skills labs, and more.

# Recommended Tactics

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PAID SEARCH



SOCIAL



DIGITAL



TELEVISION/OTT

## YOUR DIGITAL ADVERTISING MEDIA MIX

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### Paid Search

- Google Ads

### Social

- Instagram
- Facebook
- Reddit

### Digital Display & Video

- Standard banners
- Rich media units with video
- YouTube

### Television

- Spot TV
- OTT/Streaming



# Goals

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**01** Raise general awareness of the EMS field, careers in EMS and educational opportunities associated.

**02** Attract people to the EMS field.

# Objectives

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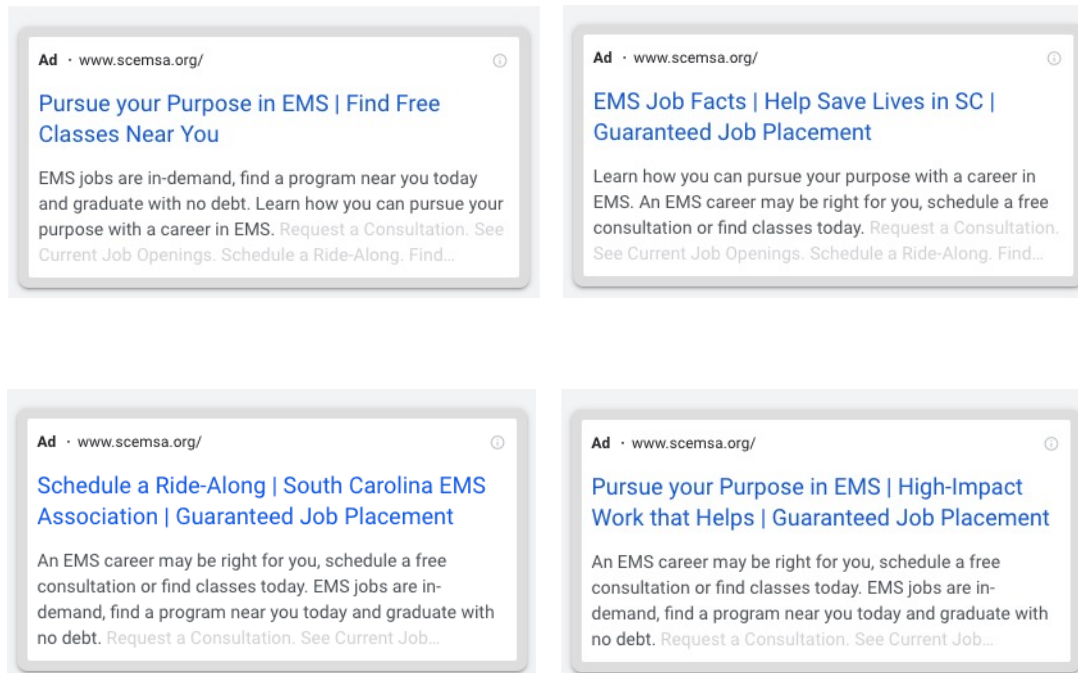


## Advertising objectives:

- Extend campaign reach to a broader audience.
- Maintain strong traffic to the “EMS Careers” page on the website.
- Garner at least 13,000 clicks via paid search to drive qualified traffic to the website.
- Leverage existing video content and test new placements to extend reach.
- Generate 400 leads via form fills on the website.

# Search Engine Marketing

## AD EXAMPLES



## RECOMMENDED SPEND - \$26,000

Paid search, or SEM, has proven to be an efficient way to drive traffic to a website and a top lead generator. We recommend keeping a consistent presence here.

This will ensure that as searchers look for information about things like EMS training, healthcare jobs, etc. that our listings appear. As we expand our tactics to include broader placements like OTT and spot TV, we may see an uptick in branded search traffic from users who see an ad and go to Google to find out more.

For a budget of \$26,000 we estimate driving approximately 13,000 clicks to the website.

# Social Media

## RECOMMENDED SPEND - \$17,500

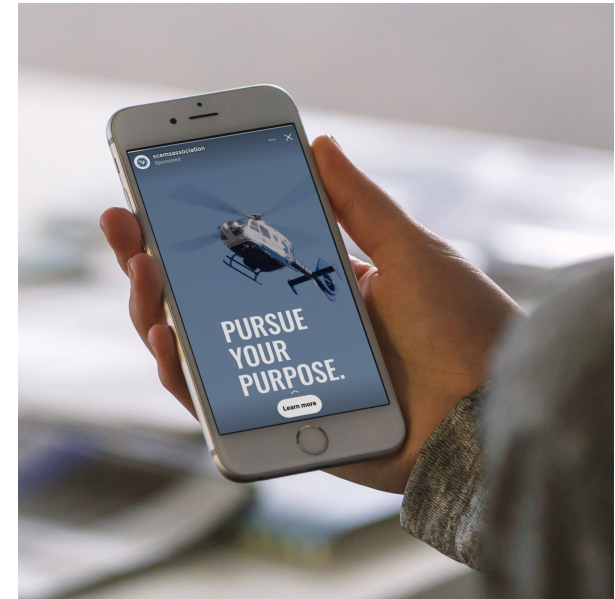
Social ad placements are recommended for their granular targeting capabilities and wide reach. Instagram is prioritized as it is a preferred platform for our primary audience of high school students and recent graduates, while Facebook is included to expand reach to parents. In addition to age and education level, interests are layered in for audience targeting.

The social ads see a high number of video thruplays and a good click-through rate across the board. We recommend Facebook and Instagram placements, as well as testing video ads on Reddit. Reddit users skew young and male and can be targeted based on interests and demographics.

The suggested budget breakdown is as follows, but the campaign will be carefully monitored so that we can shift budget around as needed based on ad and audience performance:

Facebook/Instagram - \$10,000

Reddit - \$7,500



# Digital Display & Video

## RECOMMENDED SPEND DISPLAY - \$40,000

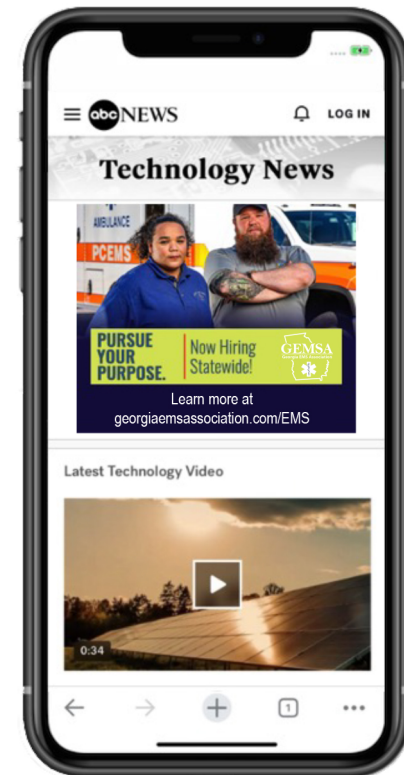
Digital display (banner) ads have proven to be a cost-efficient way to drive traffic to a website. A combination of standard and rich media banners featuring vertical videos can be used initially, before a shift to just the video units.

For the remainder of the year, we suggest monitoring performance carefully to determine the proper mix of ad units and adjusting based on results.

Banner ads are expected to deliver at least 2,000,000 total impressions.

## RECOMMENDED SPEND YOUTUBE - \$12,500

YouTube is one of the world's most used websites and allows for granular targeting. We recommend testing pre and mid-roll ads on YouTube, targeted based on content and interest as well as demographics. Because YouTube is part of the Google platform, we can also target users that have done relevant Google searches, offering a way to reconnect with this audience.



# Television

Adding OTT and broadcast television to the mix will extend the reach of our advertising, allowing us to reach those that may not yet be considering a career in EMS and raising general awareness of the career path.

## **RECOMMENDED SPEND OTT - \$24,000**

Over the top TV (OTT) offers a way to reach audiences viewing long-form video content via a streaming service, usually on a television set. Unlike linear television, OTT lets us target down to the household based on demographics, interests and behaviors, similar to digital display ads.

## **RECOMMENDED SPEND TV - \$30,000**

To truly expand our reach and raise the profile of the EMS Association, we recommend a few spot TV placements in key sporting events and specials. Placements in programs like college football will have a premium cost associated with them, but they are likely to capture attention. These placements would drive an awareness objective versus generating a large number of immediate leads.



# Budget - 12 Months

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Description	Cost
<b>Paid Search</b> Google Ads	\$26,000
<b>Social Media</b> Facebook, IG, Reddit	\$17,500
<b>Digital Display</b> Standard & Rich Media	\$40,000
<b>Video</b> YouTube	\$12,500
<b>Television</b> OTT/Streaming	\$24,000
<b>Television</b> Soot TV	\$30,000
<b>TOTAL</b>	<b>\$150,000</b>