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



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

Benefits/Features:

- Digital Advertising (static ads and video) to get the public interested in EMS careers.
- Options include: paid google search, social media, digital display video & ads, streaming services, and more.
- This would bring awareness to EMS as a career and start getting people interested.
- We can target specific audiences with digital campaigns.
- We would track the analytics of the campaign and track how many people reach out about EMS careers.
- The final step would be to track if those individuals join an agency or complete training in EMS.

Goals:

- Raise general awareness of the EMS field, careers in EMS, and educational opportunities associated.
- Attract people to the EMS field.

Digital Marketing Campaign Length & Cost Options:

- Length: 6 months - Cost: \$80,000
- Length: 12 months - Cost: \$150,000

Proposed Project A: Step Two - Connection between Individuals and EMS Pipeline

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.

Option 1: OEMS&T Regional Directors help people from their regions get connected to services and education.

Option 2: 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

Online Training

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: <ul style="list-style-type: none">Limited time for event access (2-3 weeks max)Content provided from GEMSA Educators & Providers ConferenceAttendees: limit of 1,000Max 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: <ul style="list-style-type: none">Help with access to CE hours and training opportunities.
Cost: <ul style="list-style-type: none">\$60,000

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.

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