

Citizen CPR Foundation Virtual Summit 2020: Putting Science Into Action

December 8 & 9, 2020

Tuesday, December 8 | Day 1

10:00 - 10:50 AM CT	Science and Controversies Behind the 2020 Guidelines <i>Science and Controversies Behind the 2020 ILCOR - COSTR</i> Robert Neumar, MD, University of Michigan, ILCOR Co-Chair <i>Science and Controversies Behind the 2020 American Heart Association (AHA) Guidelines</i> Raina Merchant, MD, University of Pennsylvania, American Heart Association ECC Chair and CPR Guidelines Executive Summary Chapter Chair <i>Science and Controversies Behind the 2020 American Red Cross Focused Updates (ARC)</i> David Markenson, MD, Chief Medical Officer, American Red Cross <i>Science and Controversies Behind the 2020 ReSS</i> Tom Aufderheide, MD, Medical College of Wisconsin, ReSS Co-Chair		
	10 Minute Break		
11:00 - 11:50 AM CT	The Foundation for Lifesaving: BLS Adam Cheng, MD	Science and Controversies Behind the 2020 ARC Focused Updates David Markenson, MD	Excellence in Training EMS ACLS, PALS & BLS Kenneth Navarro, PhD ARC speaker to be announced
	10 Minute Break		
12:00 - 12:50 PM CT	Learn from the Leaders: AHA Science Q&A with Comilla Sasson, MD and the AHA Guidelines Writers Alexis Topjian, MD Katherine Berg, MD	First Aid Training and Update ARC speaker to be announced	Excellence in Training Hospital ACLS, PALS & BLS Bryan Fischberg, NRP ARC speaker to be announced
	10 Minute Break		
1:00 - 1:50 PM CT	Advancing AHA Advanced Life Support Training Lisa Sinz, MD, MEd Kenneth Navarro, PhD	Pediatric Resuscitation 101: What Every EMS Provider Needs to Know Joseph Rossano, MD, MS	Excellence in Training Lay Responder CPR Robert Chambers ARC speaker to be announced
	10 Minute Break		
2:00 - 2:50 PM CT	SCA as a Pandemic in EMS and Hospital Settings Lance Becker, MD, Hofstra Northwell School of Medicine, North Shore University Hospital, and Long Island Jewish Medical Center Ed Racht, MD, Chief Medical Officer, Global Medical Response		
	10 Minute Break		
3:00 - 4:00 PM CT	Platinum Partner Session To be announced	Platinum Partner Session To be announced	Platinum Partner Session To be announced

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Wednesday, December 9 | Day 2

10:00 - 10:50 AM CT	Putting Science into Action <i>Lessons from Taking Science into the Streets and Homes</i> Tom Rea, MD, Medical Director, King County Medic One Emergency Medical Services <i>What is Possible with a Little Technology?</i> Marcus Ong, MD, Medical Director, Prehospital Emergency Care, Ministry of Health, Singapore <i>Developing Low Resource Solutions for Resuscitation Leadership Training</i> Rosemarie Fernandez, MD, University of Florida		
	10 Minute Break		
11:00 - 11:50 AM CT	The Business of CPR - Running an Entrepreneurial Training Center or Site Brian Leonard, Director of Sales, Cardio Partners Paul Regalia, BSN, RN, MICP, President, Cascade Healthcare Services	Survivorship and Supporting Recovery in the Chain of Survival Tom Aufderheide, MD Mary Newman, MS Katie Dainty, PhD Jim Niskanen	Advancing Your Business with Digital Marketing Ben Swartz, CEO Marcel Digital Kris Kaul, Chief Marketing Officer, Pulsara
	10 Minute Break		
12:00 - 12:50 PM CT	How to Tell Your Organization's Story: Supercharge Your Marketing for 2021 Keith Griffiths - Red Flash Group Jeff Berend - Red Flash Group Rebecca Vogel - Red Flash Group	Building a HEARTSafe Community: The Role of Community Advocacy Joan Wells, CEO Wellington David Hiltz, Director, CCPRF HEARTSafe Community Program Josh Smith, NPR, EMS, Richland Fire Department	Advancing Your Business Utilizing in Customer Relationship Management System (CRM) Peter Wolf, President and Founder, Azamba Consulting Group
	10 Minute Break		
1:00 - 1:50 PM CT	The Art of Gift-Giving: A Personal Approach to Customer Insight Gina Fong, Principal, Fong Insight	Mobile Activation of Citizens Michael Sayre, MD Michael Levy, MD	Fundraising Myth Busters: Business Planning and Grant Seeking for Success Brian Murphy, Latz & Company Joan Mellor, Health Scholars
	10 Minute Break		
2:00 - 2:50 PM CT	Putting Science into Action <i>First Aid for Severe Trauma: Empowering High Schoolers to Respond to Traumatic Injuries</i> Craig Goolsby, MD, MEd, Director, National Center for Disaster Medicine & Public Health Uniformed Services, University of the Health Sciences <i>One Million More Lives - A Shared Goal</i> Tore Laerdal, Executive Director, Laerdal Foundation		
	10 Minute Break		
3:00 - 4:00 PM CT	Platinum Partner Session To be announced	Platinum Partner Session To be announced	Platinum Partner Session To be announced