

# 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	<b>Science and Controversies Behind the 2020 Guidelines</b> <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 (ARC) Focused Updates</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		
	<b>The Foundation for Lifesaving: BLS</b> Adam Cheng, MD, University of Calgary Elizabeth A. Hunt, MD, MPH, PhD, Johns Hopkins Medicine Simulation Center	<b>Science and Controversies Behind the 2020 ARC Focused Updates</b> David Markenson, MD, Chief Medical Officer, American Red Cross	<b>Excellence in Training EMS ACLS, PALS &amp; BLS</b> Kenneth Navarro, PhD, UT Southwestern Medical School S. Robert Seitz, MEd. RN, NRP, University of Pittsburgh
	10 Minute Break		
	<b>Learn from the Leaders: AHA Science Q&amp;A with Comilla Sasson, MD and the AHA Guidelines Writers</b> Ash Panchal, MD, PhD, Ohio State University Wexner Medical Center Alexis Topjian, MD, Children's Hospital of Philadelphia Katherine Berg, MD, Harvard Medical School	<b>First Aid Training and Update</b> ARC Speaker to be announced	<b>Excellence in Training Hospital ACLS, PALS &amp; BLS</b> Bryan Fischberg, NRP, Robert Wood Johnson University Hospital Luther Cale, VP of Resuscitation& Simulation, Healthstream
1:00 - 1:50 PM CT	10 Minute Break		
	<b>Advancing AHA Advanced Life Support Training</b> Lisa Sinz, MD, MEd, Penn State University College of Medicine Kenneth Navarro, PhD, UT Southwestern Medical School	<b>Pediatric Resuscitation 101: What Every EMS Provider Needs to Know</b> Joseph Rossano, MD, MS, Children's Hospital of Philadelphia	<b>Excellence in Training Lay Responder CPR</b> Robert Chambers, President and CEO, RC Health Services ARC Speaker to be announced
	10 Minute Break		
	<b>SCA as a Pandemic in EMS and Hospital Settings</b> 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	Laerdal Medical Platinum Partner Session To be announced	American Heart Association Platinum Partner Session To be announced	AED Superstore Platinum Partner Session To be announced

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## Wednesday, December 9 | Day 2

10:00 - 10:50 AM CT	<b>Putting Science into Action</b> <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	<b>The Business of CPR - Running an Entrepreneurial Training Center or Site</b> Brian Leonard, Director of Sales, Cardio Partners Paul Regalia, BSN, RN, MICP, President, Cascade Healthcare Services	<b>Survivorship and Supporting Recovery in the Chain of Survival</b> Tom Aufderheide, MD, Medical College of Wisconsin Mary Newman, MS, Executive Director, Sudden Cardiac Arrest Foundation Katie Dainty, PhD, North York General Hospital Jim Niskanen, Chair, CCPRF Survivor Committee	<b>Advancing Your Business with Digital Marketing</b> Ben Swartz, CEO, Marcel Digital Kris Kaull, Chief Marketing Officer, Pulsara
	10 Minute Break		
12:00 - 12:50 PM CT	<b>How to Tell Your Organization's Story: Supercharge Your Marketing for 2021</b> Keith Griffiths, RedFlash Group Jeff Berend, RedFlash Group Rebecca Vogel, RedFlash Group	<b>Building a HEARTSafe Community: The Role of Community Advocacy</b> Joan Wells, CEO, Wellington David Hiltz, Director, CCPRF HEARTSafe Community Program Josh Smith, NPR, EMS, Richland Fire Department Stu Berger, MD, Lurie Children's Hospital Brandon Oto, PA-C, UConn Health	<b>Meet the Challenges of the New Customer Experience Economy with CRM</b> Peter Wolf, Consulting Group, President and Founder, Azamba Consulting Group
	10 Minute Break		
1:00 - 1:50 PM CT	<b>The Art of Gift-Giving: A Personal Approach to Customer Insight</b> Gina Fong, Principal, fong Insight	<b>Mobile Activation of Citizens</b> Michael Sayre, MD, Medical Director, Seattle Fire Department Michael Levy, MD, Medical Director, Anchorage Fire Department and Medical Director, State of Alaska	<b>Fundraising Myth Busters: Business Planning and Grant Seeking for Success</b> Brian Murphy, Latz&Company Joan Mellor, Health Scholars
	10 Minute Break		
2:00 - 2:50 PM CT	<b>Putting Science into Action</b> <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	SaveStation Platinum Partner Session To be announced	American Red Cross presents: <b>Training During COVID-19</b> Dominic Toli, VP Product Dev.	Platinum Partner Session To be announced