

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