

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		
	Science and Controversies Behind the 2020 ILCOR - CoSTR		
	Robert Neumar, MD, University of Michigan, ILCOR Co-Chair		
	Science and Controversies Behind the 2020 American Heart Association (AHA) Guidelines		
	Raina Merchant, MD, University of Pennsylvania, American Heart Association ECC Chair and CPR Guidelines Executive Summary Chapter Chair		
	Science and Controversies Behind the 2020 American Red Cross (ARC) Focused Updates		
	David Markenson, MD, Chief Medical Officer, American Red Cross		
	Science and Controversies Behind the 2020 ReSS		
	Tom Aufderheide, MD, Medical College of Wisconsin, ReSS Co-Chair		
10 Minute Break			
11:00 - 11:50 AM CT	The Foundation for Lifesaving: BLS	Science and Controversies Behind the 2020 ARC Focused Updates	Excellence in Training EMS ACLS, PALS & BLS
	Adam Cheng, MD, University of Calgary	David Markenson, MD, Chief Medical Officer, American Red Cross	Kenneth Navarro, PhD, UT Southwestern Medical School
	Elizabeth A. Hunt, MD, MPH, PhD, Johns Hopkins Medicine Simulation Center		S. Robert Seitz, MEd. RN, NRP, University of Pittsburgh
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	First Aid Training and Update	Excellence in Training Hospital ACLS, PALS & BLS
	Ash Panchal, MD, PhD, Ohio State University Wexner Medical Center	ARC Speaker to be announced	Bryan Fischberg, NRP, Robert Wood Johnson University Hospital
	Alexis Topjian, MD, Children's Hospital of Philadelphia		ARC Speaker to be announced
	Katherine Berg, MD, Harvard Medical School		
10 Minute Break			
1:00 - 1:50 PM CT	Advancing AHA Advanced Life Support Training	Pediatric Resuscitation 101: What Every EMS Provider Needs to Know	Excellence in Training Lay Responder CPR
	Lisa Sinz, MD, MEd, Penn State University College of Medicine	Joseph Rossano, MD, MS, Children's Hospital of Philadelphia	Robert Chambers, President and CEO, RC Health Services
	Kenneth Navarro, PhD, UT Southwestern Medical School		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	Platinum Partner Session	Platinum Partner Session
	To be announced	To be announced	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, 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	Advancing Your Business with Digital Marketing Ben Swartz, CEO, Marcel Digital Kris Kaull, 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, RedFlash Group Jeff Berend, RedFlash Group Rebecca Vogel, RedFlash 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 a Customer Relationship Management System (CRM) Peter Wolf, Consulting Group, 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, Medical Director, Seattle Fire Department Michael Levy, MD, Medical Director, Anchorage Fire Department and Medical Director, State of Alaska	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