

# Citizen CPR Foundation Virtual Summit 2020: Putting Science into Action

December 8th & 9th, 2020

**TUESDAY, DECEMBER 8th | 10:00 - 10:50 AM CST**

## **Science and Controversies Behind the 2020 Guidelines**

Join experts and thought leaders in the field of resuscitation to review, discuss, and debate the science, hot topics, and training issues with a focus on the updated 2020 guidelines, training, and implementation challenges and solutions. It has been two months since the release of guidelines and we will discuss the “what” and “why” behind the most important and controversial changes (or rationale for lack of changes) in Emergency Cardiovascular Care.



**Robert Neumar, MD**  
University of Michigan  
ILCOR Co-Chair



**Raina Merchant, MD**  
University of Pennsylvania  
American Heart Association ECC Chair  
CPR Guidelines Executive Summary Chapter Chair



**David Markenson, MD**  
Chief Medical Officer  
American Red Cross



**Tom Aufderheide, MD**  
Medical College of Wisconsin  
ReSS Co-Chair



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## **The Foundation for Lifesaving: BLS**

This session will focus on BLS Concepts in AHA healthcare training to ensure improved outcomes.

### **Session Content:**

- How AHA's healthcare training courses firmly establish, emphasize, and build on the practice of core BLS (High-Quality CPR) skills as the foundation of all resuscitation training.
- Explore the science behind educational concepts for basic life support training including CPR Coach and high-performance teams training to improve BLS skills.



**Adam Cheng, MD**  
University of Calgary

**Elizabeth A. Hunt, MD, MPH, PhD**  
Johns Hopkins Medicine Simulation Center



## **Science and Controversies Behind the 2020 American Red Cross Focused Updates**



**David Markenson, MD**  
Chief Medical Officer  
American Red Cross

## **Excellence in Training EMS ACLS, PALS & BLS**

This session will focus on approaches from the American Heart Association and the American Red Cross on how to bring excellence to your classes.



**Kenneth Navarro, PhD**  
UT Southwestern Medical School

**S. Robert Seitz, MEd, RN, NRP**  
University of Pittsburgh



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## Learn from the Leaders: Science Q&A with the Official AHA Guidelines Writers

In this session, the AHA Guidelines Writers will present official science updates and their impact on training and practice.

### Session Content:

- Key resuscitation science and education updates.
- Focus on how updates have been implemented into AHA healthcare provider training.
- How implementation of new science and education updates will help to improve training and practice for healthcare providers.



**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

**Elizabeth Hewett, MD**  
Children's Hospital of Pittsburgh of  
UPMC



## Excellence in Training Hospital ACLS, PALS & BLS

This session will focus on approaches from the American Heart Association and the American Red Cross on how to bring excellence to your classes.



**Bryan Fischberg, NRP**  
Robert Wood Johnson University Hospital

**Luther Cale**  
VP of Resuscitation & Simulation  
Healthstream





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**TUESDAY, DECEMBER 8th | 1:00 - 1:50 PM CST**

### Advancing AHA Advanced Life Support Training

In this session, AHA experts will discuss game-changing improvements to AHA advanced training through integration of key resuscitation education concepts. Session content will focus on real-world implementation and localization for your specific facility to improve outcomes.



**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

It's part of the EMS norm to expect the unexpected but responding to a call about a pediatric patient in cardiac arrest can be especially challenging. In this session, pediatric cardiologist Dr. Joseph Rossano will offer helpful advice on ways to improve your confidence and build knowledge in handling pediatric resuscitation calls.



**Joseph Rossano, MD, MS**  
Children's Hospital of Philadelphia

### Excellence in Training Lay Responder CPR

This session will focus on approaches from the American Heart Association and the American Red Cross on how to bring excellence to your classes.

**American Red Cross Speaker**  
To Be Confirmed



**Robert Chambers**  
President and CEO  
RC Health Services





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**TUESDAY, DECEMBER 8th | 2:00 - 2:50 PM CST**

### **SCA as a Pandemic in EMS and Hospital Settings**

Come join Lance and Ed as they discuss and debate the great pandemic 2020...no, not just COVID, but the ultimate homeland security threat EVERY YEAR...Sudden Cardiac Arrest!



**Lance Becker, MD**  
Hofstra Northwell School of Medicine North Shore  
University Hospital  
Long Island Jewish Medical Center



**Ed Racht, MD**  
Chief Medical Officer, Global Medical Response

**TUESDAY, DECEMBER 8TH | 3:00 - 4:00 PM CST**

### **Platinum Partner Sessions**

**AEDSuperstore®** To Be Confirmed



**American  
Heart  
Association®**

**To Be Confirmed**



**Laerdal**  
helping save lives

**To Be Confirmed**

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**WEDNESDAY, DECEMBER 9th | 10:00 - 10:50 AM CST**

## Putting Science into Action

Join Tom Rea, Marcus Ong, and Rosemarie Fernandez as they take us on a Star Trek journey into the future...envisioning the next small steps for man,...and giant leaps for mankind!

### Lessons from Taking Science into the Streets and Homes



**Tom Rea, MD**  
Medical Director  
King County Medic One Emergency Medical Services

### What is Possible with a Little Technology?

**Marcus Ong, MD**  
Medical Director  
Prehospital Emergency Care  
Ministry of Health, Singapore



### Developing Low Resource Solutions for Resuscitation Leadership Training



**Rosemarie Fernandez, MD**  
University of Florida



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## **The Business of CPR - Running an Entrepreneurial Training Center or Site**

Join as two of the best in the business discuss important topics like when to hire your first employee, when if ever to take on venture capital money, how to build a leadership team, and when ,if ever, you sell your business.



**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

## **Advancing Your Business with Digital Marketing**

PPC. Adwords. SEO. Google Analytics. What are these words, and — more importantly — how do I use these tools to grow (and sustain) my business?

Through a dynamic case study, we'll walk through how Firefighter/Paramedic Claire started a CPR and First Aid company and grew her dream to a successful reality.



**Ben Swartz**  
CEO  
Marcel Digital



**Kris Kaull**  
Chief Marketing Officer  
Pulsara



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### **How to Tell Your Organization's Story: Supercharge Your Marketing for 2021**

Whether your organization is a non-profit grassroots advocacy group, a CPR training organization or a commercial firm selling AEDs and other resuscitation equipment, you need to connect with your audience to meet your goals. Selling an idea, product or service has common fundamentals. It's not easy in normal times to cut through the everyday noise to position your firm. With the background of pandemic, social unrest, recession and limited in-person conferences, how do you market yourself and make your firm/your mission stand out?



**Keith Griffiths**  
RedFlash Group



**Jeff Berend**  
RedFlash Group



**Rebecca Vogel**  
RedFlash Group

### **Building a HEARTSafe Community: The Role of Community Advocacy**

HEARTSafe Community is not a new idea but the Citizen CPR Foundation is putting the energy and effort to dramatically increase the number of communities enrolled in the program. This session will address socioeconomic and ethnic disparities in survival, discuss ways for communities to become HEARTSafe and learn from those who have seen the program be enacted in their community. If you are interested in bringing the "chain of survival" to your community, growing the number of community members that are invested in improving outcomes to sudden cardiac arrest emergencies and would like to learn more - this session is for you.



**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

### **Meet the Challenges of the New Customer Experience Economy with CRM**

Join us to find out how you and your team can deliver consistent, high-quality experiences to your prospects and customers to keep them coming back for more through the effective use of CRM software.

**Peter Wolf**  
Consulting Group  
President and Founder  
Azamba Consulting Group





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### **The Art of Gift-Giving: A Personal Approach to Customer Insight**

In this session we'll learn how being a more thoughtful gift giver in your personal life will make you a more insightful marketer in your professional life. This starts with your 'insight muscle,' one that everyone has but might need help strengthening. Consumer Anthropologist Gina Fong will discuss how to shift your mindset and sharpen the skills necessary to find the insight into your customers so you can deliver unexpected excellence through every brand touchpoint.



**Gina Fong**  
Principal  
fong Insight

### **Mobile Activation of Citizens**

What challenges do communities face in engaging citizens to respond when CPR could save a life? How do these challenges differ in small, rural communities? Michael Sayre and Michael Levy will provide an overview of technology platforms and how they can be used to activate trained responders to treat sudden cardiac arrest. They will review pilot programs in North America and established programs from Europe and describe how learnings from these programs can be applied in your community.



**Michael Levy, MD**  
Medical Director  
Anchorage Fire Department  
Medical Director  
State of Alaska



**Michael Sayre, MD**  
Medical Director  
Seattle Fire Department

### **Fundraising Myth Busters: Business Planning and Grant Seeking for Success**

Do you believe that business planning is a "nice-to-have" but is better suited coming from MBA types? That asking for money is worse than public speaking or going to the dentist? That grant seeking is like climbing Mt. Everest? Join us for practical advice, a lively discussion, and real-life examples to help bust these myths in your own organization and get the revenue streams you need to be successful and sustainable for the long term.



**Brian Murphy**  
Latz&Company



**Joan Mellor**  
Health Scholars



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### **Putting Science into Action First Aid for Severe Trauma:**

#### **Empowering High Schoolers to Respond to Traumatic Injuries**

Dr. Craig Goolsby will show how high school students can be trained to take action for severe trauma.



**Craig Goolsby, MD, MEd**  
Director  
National Center for Disaster  
Medicine & Public Health Uniformed Services  
University of the Health Sciences

### **One Million More Lives - A Shared Goal**

Tore Laerdal will present a bold, new Laerdal Foundation shared goal, together with partners, to help save one million lives with more efficient training and delivery of CPR in well-functioning health care systems and in low and middle income countries.

**Tore Laerdal**  
Executive Director  
Laerdal Foundation



**WEDNESDAY, DECEMBER 9th | 3:00 - 4:00 PM CST**

### **Platinum Partner Sessions**



**To Be Confirmed**



**American  
Red Cross**

**American Red Cross Presents: Adapting  
Training for the COVID-19 Pandemic  
Presenter: Dominic Toli, VP Product  
Development**

Given the current COVID-19 pandemic, how does one safely conduct essential resuscitation training for healthcare professionals and OSHA-required workplace training? In this session, American Red Cross Vice President of Product Management & Development Dom Toli will offer a roadmap on safe ways to conduct important training while following public health guidance, from contactless training and virtual skills testing to provisional certification courses maximizing blended learning options.

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