

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

Science and Controversies Behind the 2020 AHA Guidelines - Raina Merchant, MD

Science and Controversies Behind the 2020 ARC Focused Updates - David Markenson, MD

Science and Controversies Behind the 2020 ReSS - Tom Aufderheide, MD

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
Ed Racht, MD

10 Minute Break

**3:00 - 4:00
PM CT**

Platinum Partner Session

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Wednesday, December 9 | Day 2

10:00 -10:50 AMCT	Putting Science into Action Lessons from Taking Science into the Streets and Homes - Tom Rea, MD		
	10 Minute Break		
11:00-11:50 AMCT	The Business of CPR - Running an Entrepreneurial Training Center or Site: The Business, Ideas and Opportunities Brian Leonard, President and CEO, 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, 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 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	Mobile Activation of Citizens Michael Sayre, MD Michael Levy, MD	Grant Writing for Success Brian Murphy, Latz & Company Joan Mellor, Health Scholars
	10 Minute Break		
2:00 -2:50 PM CT	Putting Science into Action First Aid for Severe Trauma: Empowering High Schoolers to Respond to Traumatic Injuries		
	10 Minute Break		
3:00-4:00 PM CT	Platinum Partner Session	Platinum Partner Session	Platinum Partner Session