

# 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

Platinum Partner Session

Platinum Partner Session

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## Wednesday, December 9 | Day 2

<b>10:00 -10:50 AMCT</b>	<b>Putting Science into Action</b> <b>Lessons from Taking Science into the Streets and Homes - Tom Rea, MD</b>		
	<b>10 Minute Break</b>		
<b>11:00-11:50 AMCT</b>	<b>The Business of CPR - Running an Entrepreneurial Training Center or Site: The Business, Ideas and Opportunities</b> Brian Leonard, President and CEO, 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 Mary Newman, MS Katie Dainty, PhD Jim Niskanen	<b>Advancing Your Business with Digital Marketing</b> Ben Swartz, CEO, Marcel Digital Kris Kaull, Chief Marketing Officer, Pulsara
	<b>10 Minute Break</b>		
<b>12:00 -12:50 PM CT</b>	<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	<b>Advancing Your Business Utilizing Customer Relationship Management System (CRM)</b> Peter Wolf, President and Founder, Azamba Consulting Group
	<b>10 minute Break</b>		
<b>1:00 -1:50 PM CT</b>	<b>The Art of Gift-Giving: A Personal Approach to Customer Insight</b> Gina Fong	<b>Mobile Activation of Citizens</b> Michael Sayre, MD Michael Levy, MD	<b>Grant Writing for Success</b> Brian Murphy, Latz & Company Joan Mellor, HealthScholars
	<b>10 Minute Break</b>		
<b>2:00 -2:50 PM CT</b>	<b>Putting Science into Action</b> <b>First Aid for Severe Trauma: Empowering High Schoolers to Respond to Traumatic Injuries</b>		
	<b>10 Minute Break</b>		
<b>3:00-4:00 PM CT</b>	Platinum Partner Session	Platinum Partner Session	Platinum Partner Session