

IEMSA

April - June 2007

# VOICE



A VOICE FOR POSITIVE CHANGE IN IOWA EMS



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Iowa Emergency Medical Services Association





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## VOICE



Iowa Emergency Medical Services Association Newsletter is Published Quarterly by:

**IOWA EMERGENCY MEDICAL SERVICES ASSOCIATION**

2600 Vine Street, Suite 400 • West Des Moines, IA 50265

## Regular Office Hours to Serve You *Better*

**Y**ou can now contact the IEMSA office between the hours of 8:00 a.m. and noon, Monday through Friday! Angie Moore, EMT-B, has joined IEMSA's staff as its new Administrative Assistant, and is ready to address your questions, membership needs, and concerns. Angie will be working closely with the Board and Karen Kreider, IEMSA's Administrator, to keep a close eye on the day-to-day operations of your professional organization. Angie can be reached at [administration@iemsanet.net](mailto:administration@iemsanet.net), and Karen can be reached at [kqkreider@iemsanet.net](mailto:kqkreider@iemsanet.net). ■

## IEMSA Management & Billing Conference

*A recap of the April 20, 2007 event*

**O**n Friday, April 20, 66 individuals gathered in Sioux City, Iowa to attend IEMSA's EMS Management and Billing Conference. This event was a one-day intensive look at a variety of topics related to EMS billing and management, such as documentation, Medicare updates and condition codes, as well as a special presentation entitled, "The EMS Law Top Ten – The Year in Review." Presenting these topics in depth were renowned EMS speakers, Douglas M. Wolfberg of Page Wolfberg and Wirth, LLC (PWW), and Barb McDaniel of Noridian Administrative Services.

Doug Wolfberg is a founding partner of PWW and has been involved in EMS for more than 25 years. Not only is Doug a licensed attorney with expertise in EMS and ambulance industry issues, he has been an EMS provider, instructor, and administrator. A highly demanded EMS speaker, Doug graciously returned to IEMSA's EMS Management and Billing Conference for at least the fourth time.

"What motivates me to come back is that we like to cultivate relationships with active statewide associations – and in our travels across the country, IEMSA is one of a handful of statewide associations that

has a very active membership and provides useful, relevant information for its members," said Doug Wolfberg. "I wish all of the states had associations as active and as useful to their members as IEMSA. IEMSA does a great job at providing educational opportunities and other information to its members all across the state. And when we come to do the seminar each year, it is obvious we have an intelligent, highly motivated group of participants who appreciate the information and want to get as much out of our seminars as possible."

Barb McDaniel is a Medicare educator for the states of Iowa and South Dakota on behalf of Noridian Administrative Services – specialists in providing administrative services to governmental and private agencies.

"We want to have providers and suppliers know the Medicare rules and regulations, documentation requirements, billing requirements, etc., so that claims are submitted correctly and paid appropriately the first time," said Barb McDaniel. "Medicare is complex and whatever we can do to educate providers helps in the claims process."

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# 2007 IEMSA MEETINGS



### Board Meetings:

The IEMSA Board of Directors will meet on the following dates in 2007. Beginning in April, each meeting (with the exception of the Annual meeting) will now be held at the West Des Moines Public Safety Building #19 located at 8055 Mills Civic Parkway. All meetings, with the exception of the Annual meeting, will be held at 1:00p.m.

### 2007

• May 17

• June 21

• July...

### No Meeting

• August 16

• September 20

• October 18

• November 8...

### Annual

### Meeting

• December 20

### Additional Important Dates:

### Annual Conference & Trade Show

**November 8 – 10, 2007**  
Des Moines, Iowa

95 fire and ambulance service providers across the Midwest, presented an informational display. LifeQuest's professional, dedicated team provides an ultimate package of services – complete turnkey billing, collection, and data management services. They also offer specialized consulting on EMS-specific accounts receivable issues for providers, including, but not limited to, Medicare, Medicaid Assistance, and commercial audits, reviews, and recommendations. LifeQuest representative, Chip Kramer, was available to interact with the conference participants about their products and services.

Many entities came together to make this event possible. IEMSA offers special thanks to LifeQuest Services for their generous sponsorship, Saint Luke's Regional Medical Center in Sioux City for providing the facility, and Terry Stecker of Siouxland Paramedics for assisting in the coordination of the location and logistics of the conference. IEMSA is pleased and proud to partner with these individuals and organizations. ■



# A Message from the President

As spring arrives, it seems that the whole world is busy. I guess it's just part of the process of change from winter to a better and more favorable season. 2007 will be an important year for IEMSA. It's a year for remembering where we've been, and one for looking ahead.

Twenty years ago, in 1987, some smart EMS leaders across the state pulled together as a group and created the Iowa EMS Association. Their vision was to create a professional association to represent all First Responders, EMTs and Paramedics. Since that time, IEMSA has consistently been the one statewide voice for EMS professionals.

With the beginning of the new year, and the next 20 years ahead of us, we need a plan. You can't go on an emergency call without knowing where you're going, and we can't respond to the workforce issues obstructing this industry without having a plan.

Over the next six months, I will lead the board of directors in a process to create a four-year strategic plan for IEMSA. This process will include input from members, the Board of Directors, and EMS industry leaders. As your president, I want you to know exactly where we're headed, and most importantly, how you can help us get there. I want you to know exactly what your membership dollars are supporting. During

this process, we may be calling on you for opinions, input and feedback. When the plan is complete, it will be posted on our web site for review and comments.

**John Hill, EMT-PS**  
IEMSA President  
Board of Directors



While speaking at a recent EMS conference, I spoke of IEMSA and our current projects, and received an enthusiastic reception. While in the exhibit hall, I talked to two EMTs who said they'd been in EMS for more than five years, but had never heard of IEMSA. I couldn't believe it. Obviously, we need to do a better job of letting people know we're out there and what we do. One way we can tell people about IEMSA is to pass around IEMSA's newsletter, *The Voice*. I encourage you to take this issue to work, or share it with fellow EMS responders and let other people know that we're here and what we're doing. IEMSA's success is directly related to the support received from the EMS providers across this state. We need your support in order for IEMSA to continue its current growth, and be your voice in EMS.

The year ahead will be exciting. As you're filling in that new planning calendar, it's not too early to pencil in your plans to attend our annual conference and trade show November 8 through 10, 2007.

As always, I am eager to hear from all members on any issue you feel is important. You can contact me best by e-mail at [jhill@iemsanet.net](mailto:jhill@iemsanet.net). In the meantime, please be safe. ■

Share *The Voice* with your fellow EMS responders

## IOWA EMERGENCY MEDICAL SERVICES ASSOCIATION BOARD OF DIRECTORS 2007

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Karen Kreider

### COMMUNICATIONS SPECIALIST

Abby Russi

# Thanks and Farewell

**M**y involvement for the last year and a half with the Iowa EMS Association has truly been an



**Christopher S. Russi, DO**  
IEMSA Medical Director  
Dept. of Emergency Medicine  
University of Iowa

about issues pertinent to EMS, and how it is imperative for providers to speak their voice for changes that

honor. I have had the distinct privilege to serve the men and women providing pre-hospital care for Iowans, through the efforts of both IEMSA and the Bureau of EMS. Compared to the many experienced providers out there, my roots in EMS are not deep. As a young medical student, I soaked up as much information as I could about emergency care by doing ride-alongs with Jeff Dumermuth (WDSM EMS) and David Keenan (DSM FD). My interest and participation in pre-hospital care grew during residency, and has continued to grow in my role as medical director for Burlington Fire Department, flight physician for Air Care, and medical director for the University of Iowa EMS Learning Resources Center. From these roles, I have learned an incredible amount

have a direct impact on patient care.

My role in EMS is changing as I have accepted a position with the Mayo Clinic Department of Emergency Medicine and Mayo One helicopter service. Although I am excited for the new opportunities, I am sad about leaving such dedication and the wonderful people that make Iowa EMS what it is.

Before I go, if I may impart some modest advice to IEMSA membership:

*You are and will always be a student.*

*Develop lifelong learning habits.*

*Read, read, read.*

*Ask hard questions.*

Thank you all for the opportunity to serve, and special thanks to the Iowa EMS Association for their tenacious commitment to improving the quality of care for Iowans by strengthening EMS in the state. ■

## What's Up Doc?

**"Does the scope of practice in Iowa allow an EMT-I to place the monitor on a patient with chest pain? We were taught this in class, but there seems to be a lot of disagreement (especially within our department), and now have been told it is beyond our scope of practice. We are not placing the monitor to 'read the strip'; it is being placed generally to have a copy of the heart rhythm prior to tiering with a paramedic unit."**

*Posted on 3/21/07 by forum user basiarose*

*"Very interesting question.*

*Reviewing the Iowa Scope of Practice Document (Iowa Bureau of EMS: [http://www.idph.state.ia.us/ems/common/pdf/scope\\_of\\_practice.pdf](http://www.idph.state.ia.us/ems/common/pdf/scope_of_practice.pdf)), the answer to your question appears to be yes, the Iowa Scope of Practice does allow an EMT-I to place a monitor on a patient with chest pain.*

*The complicating question is, what will you do with that information? The skill is 'non-interpretive,' meaning you can look at it, but are limited in making clinical decisions based on the underlying electrical rhythm. In my opinion, what is helpful is recording the rhythm and providing that information to an ALS service or to an Emergency Department."* – **Dr. Russi**

*What's Up Doc? features selected questions and comments from IEMSA's Online Forum. Access the Forum through the Members Only Section at [www.iemsa.net](http://www.iemsa.net).*

## We Must Say Goodbye

**I**t is with great regret that we must say goodbye to Dr. Chris Russi and Abby Russi – IEMSA's Medical Director and Communications Specialist. Chris and Abby are embarking on three (at least!) new projects – a move to Rochester, MN, a new job for Dr. Russi at the Mayo Clinic, and parenthood, effective May 31. Accordingly, IEMSA will be searching for a new Medical Director and shifting Abby's



Dr. Russi (right) pictured at Iowa's 2007 EMS Day on the Hill

communication responsibilities to Angie and Karen at the IEMSA office. You can

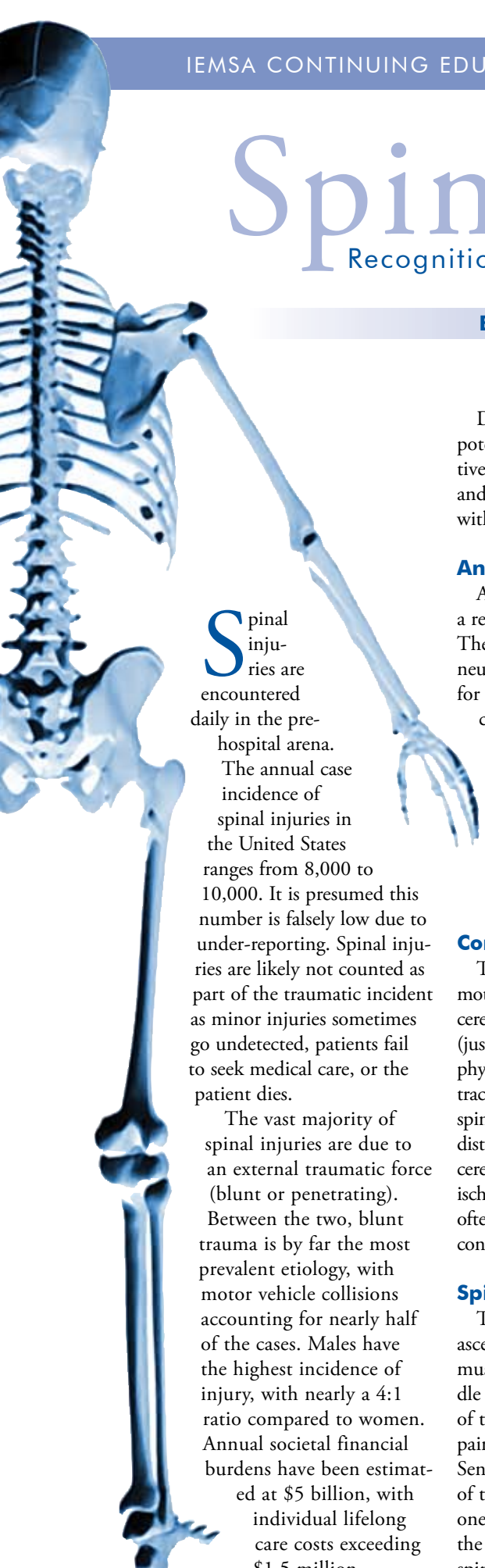
still submit information for the e-news and newsletter to [communications@iemsa.net](mailto:communications@iemsa.net).

We wish Dr. Russi and Abby the very best of luck and many good wishes as they embark on these new life opportunities. We also thank them for all they have done to advance IEMSA and EMS in Iowa. ■

# Spinal Trauma

## Recognition and Management in the Prehospital Setting

BY CHRISTOPHER S. RUSSI, D.O.



Spinal injuries are encountered daily in the prehospital arena. The annual case incidence of spinal injuries in the United States ranges from 8,000 to 10,000. It is presumed this number is falsely low due to under-reporting. Spinal injuries are likely not counted as part of the traumatic incident as minor injuries sometimes go undetected, patients fail to seek medical care, or the patient dies.

The vast majority of spinal injuries are due to an external traumatic force (blunt or penetrating). Between the two, blunt trauma is by far the most prevalent etiology, with motor vehicle collisions accounting for nearly half of the cases. Males have the highest incidence of injury, with nearly a 4:1 ratio compared to women. Annual societal financial burdens have been estimated at \$5 billion, with individual lifelong care costs exceeding \$1.5 million.

Daily decisions are made on patients with potential for spinal trauma, and it is imperative as a prehospital provider to understand and review the core principles associated with spinal cord injury.

### Anatomy

As we consider spinal trauma and injury, a review of the basic anatomy is necessary. There exist many ascending and descending neurologic tracts in the spinal cord allowing for communication between the cerebral cortex and motor/sensory functions. Of those, three tracts are of significance in how they relate to injury patterns and physical exam findings. These are:

1. Corticospinal Tract
2. Spinothalamic Tract
3. Dorsal Columns

### Corticospinal Tract

The corticospinal tract is a descending motor neuron pathway. It has genesis in the cerebral cortex and descends to the spinal cord (just as its name implies). Of anatomical and physical importance is the point where the tract decussates (crosses over). For the corticospinal tract, the decussating point occurs just distal to the medulla. Hence, lesions in the cerebral cortex (intraparenchymal hemorrhage, ischemic stroke, cavitary or mass lesions) will often manifest with motor weakness on the contralateral side of the body. (See Figure 1)

### Spinothalamic Tract

This tract, as its name suggests, is an ascending tract from the spine to the thalamus, and is located in the posterior to middle of the spinal cord. The primary function of this pathway is to provide the cortex with pain and temperature sensory information. Sensory neurons enter the posterior aspect of the spinal column, ascend approximately one to two spinal levels, and decussate to the contralateral side. Thus, lesions in the spinal cord (mass, fractures) affecting this

tract may manifest with symptoms one to two levels below the level of the injury. (See Figure 1)

### Dorsal Columns

Found in the posterior aspects of the spinal cord are the fasciculus gracilis and the fasciculus cuneatus, which comprise the dorsal columns. They are ascending sensory pathways that transmit vibratory and proprioception (position) information. There is no cross over of these dorsal columns in the spinal cord, leading to ipsilateral loss of vibratory and proprioceptive sensation in the event of injury. (See Figure 1)

Of interest, light touch sensation is communicated by both spinothalamic and dorsal column pathways. Thus, until significant injury and damage to both pathways occurs, light touch may be preserved despite complete loss of individual tract functions.

### OBJECTIVES:

After reading this piece, each participant should be able to:

1. Complete a 10 question post test with a minimum score of 80%
2. Understand the basic spinal cord neuroanatomy controlling motor and sensory function
3. Understand how to use the neuroanatomic pathways to identify and localize a spinal cord injury.
4. Understand the definition of spine instability.
5. Understand the physiology behind hemodynamic abnor-



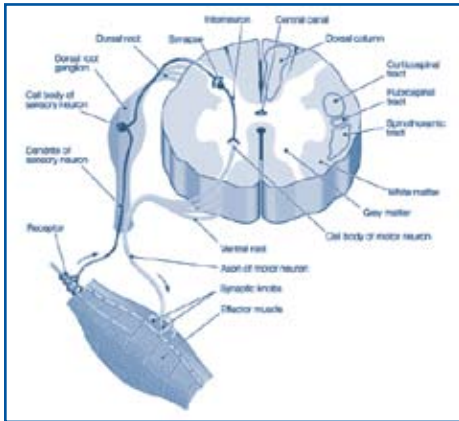


Figure 1

Understanding the tracts and their respective function and position within the spinal cord can help predict lesion locations.

Recall there are seven cervical, 12 thoracic, five lumbar and one sacral vertebrae (See Figure 2). Understanding the ligamentous attachments in the vertebral column is important when considering spine stability. Theoretically, there are three main virtual “columns” within the bony spine structure: anterior column, middle column, posterior column. Each column and corresponding parts are listed here (See Figure 3).

#### 1. Anterior Column

- Anterior Longitudinal Ligament
- Anterior Half of the Vertebral Body

#### 2. Middle Column

- Posterior Longitudinal Ligament
- Posterior Half of the Vertebral Body

#### 3. Posterior Column

- Bony spinous processes
- Posterior Ligaments

### Stability

Spine instability is defined as a failure of two of the three main virtual columns.

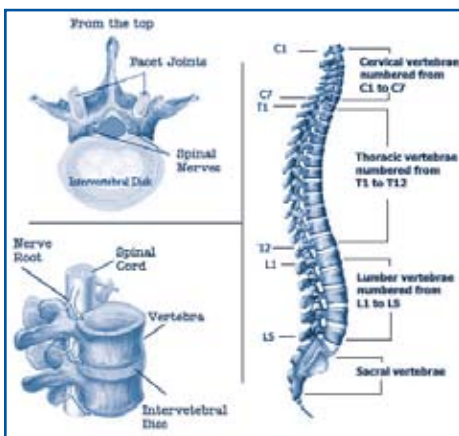


Figure 2 – Reproduced from www.cjwmedicalcenter.net

Hence, injury resulting in the failure of two of three columns will lead to an unstable spine with potential for serious injury if not immobilized and secured adequately.

Adequate immobilization is a core skill for any prehospital provider, but some controversy exists on its necessity. There are studies currently being completed to evaluate the effectiveness of a prehospital “rule out” protocol and clearance of the cervical spine prior to ED arrival. Until definitive evidence points to a protocol with a low false negative proportion, prehospital providers should continue to follow protocol set forth by the state or any amendments created by specific systems. Appendix L of the Iowa Department of Public Health/Bureau of EMS Protocols (July of 2006) approaches the decision to immobilize from a mechanism perspective, and is approved for the EMT-PS level only. If there is clear mechanism for injury or if the provider is uncertain, the default is to provide inline stabilization. The algorithm suggests that if a provider is uncertain to an injury but assesses the patient’s motor skills and reliability, EMT-PSs may remove the cervical collar or elect to not place. Please review Appendix L, page 54, of the 2006 state protocols.

Following immobilization, a rapid neurologic exam (as part of the primary survey) is necessary. If possible, test motor strength in all four extremities. Motor failure in the following areas can reflect injury at or above the corresponding spinal cord levels.

1. Elbow Flexion – C6
2. Elbow Extension – C7
3. Finger ab/adduction – C8
4. Hip Flexion – L1 / L2
5. Foot dorsiflexion – L5
6. Foot plantar flexion – S1

Any patient with a cervical injury requires vigilant monitoring of the airway. Diaphragm control and function stem from cervical levels 3, 4, and 5. Any patient requiring abdominal and thoracic intercostal muscles for breathing indicates diaphragm malfunction, and airway compromise may be imminent.

As most spine injuries are secondary to trauma, all patients with hypotension should be presumed to be hypovolemic secondary to hemorrhage and treated accordingly (large bore IVs and crystalloid infusion). Hypotension may occur in the absence of acute blood loss in patients with significant spine injuries. Recall that the sympathetic nervous system has

roots in the cervical and upper thoracic spine. Sympathetic tone may be compromised from sympathetic denervation, leading to hypotension without reflexive tachycardia.

Damage to the spinal cord occurs by two mechanisms. There is the primary insult directly from the mechanistic trauma, with immediate contusion or destruction from bony fragments or penetrating missiles. The secondary insult begins almost immediately and is due to chemical and vascular response to injury. Bleeding and swelling ensue, followed by vasoconstriction, decreased blood flow, and ultimately ischemia with neurologic destruction. It is this secondary insult we are trying to eliminate through the maintenance of blood pressure, bleeding control, and steroid (methylprednisolone) therapies.

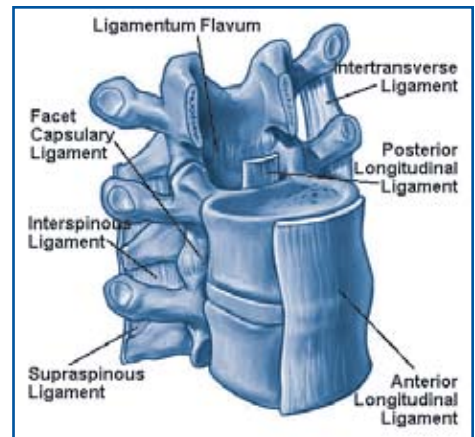


Figure 3

### Summary

It is imperative that EMS providers review the state protocols set by the Bureau of EMS on spinal immobilization (appendix L). Any question occurring when determining if a patient does not require a cervical collar should default to appropriate immobilization. Many varieties of this protocol exist across the nation, but no definitive evidence exists to validate a reliable rule out protocol in the field. ■

### ABOUT THE AUTHOR:

*Christopher Russi is an Assistant Professor of Emergency Medicine at The University of Iowa Hospitals and Clinics (UIHC). He provides medical direction for the UIHC Emergency Medical Learning Resource Center (EMSLRC) as well as the IEMSA Board of Directors.*

## 10 QUESTION POST-ARTICLE

## Quiz

1) Which of the following is not one of the major neurologic pathways in the spinal cord?

- A) Spinothalamic
- B) Thalamocortical
- C) Posterior Columns
- D) Corticospinal

2) The major motor pathway decussates where?

- A) Pons
- B) Midbrain
- C) Medulla
- D) Spinal Cord

3) Damage to the Spinothalamic tract results in loss of pain and temperature sensation:

- A) On the opposite side
- B) On the same side
- C) On the front
- D) On the back

4) Spine instability is defined by loss of how many columns?

- A) 2
- B) 3
- C) 4
- D) 5

5) The virtual column composed of the Posterior Longitudinal Ligament is the:

- A) Posterior Column
- B) Anterior Column
- C) Middle Column

6) Elbow flexion is controlled by what spinal cord root level?

- A) C3
- B) C4
- C) C5
- D) C6

7) Suspicion for a cervical spinal cord injury should be high in a patient with:

- A) Hypertension and Bradycardia
- B) Hypertension and Tachycardia
- C) Hypotension and Bradycardia
- D) Hypotension and Tachycardia

8) The answer to Question 7 is due to:

- A) Loss of parasympathetic tone
- B) Loss of sympathetic tone
- C) Loss of pathetic tone

9) Foot dorsiflexion is controlled by what spinal cord nerve root?

- A) T12
- B) L2
- C) L4
- D) L5

10) Intercostal retractions and paradoxical abdominal breathing suggest damage to what part of the spinal cord?

- A) C3
- B) T1
- C) T12
- D) L4

IEMSA

CONTINUING EDUCATION

answer form

## CLIP AND RETURN

(Please print legibly.)

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*IEMSA Members completing this informal continuing education activity should complete all questions, one through ten, and achieve at least an 80% score in order to receive the one hour of continuing education through The Southwestern Community College in Creston, Provider #14.*

*For those who have access to email, please email the above information along with your answers to: blazek@swcc.cc.ia.us.*

*Otherwise, mail this completed test to:*

Cheryl Blazek  
Southwestern Community College  
1501 Townline Road  
Creston, IA 50801

The deadline to submit this post test is  
**AUGUST 15, 2007**

CALLING FOR EMTS  
IN ACTION

Please email your EMT action photos to  
[communications@iemsa.net](mailto:communications@iemsa.net).





# Meet This Year's *Scholarship* Winners!



**G**abe Lancaster was the winner of a \$150 IEMSA Scholarship. Gabe applied the scholarship to his EMT Intermediate studies at North Iowa Area Community College (NIACC)

in Mason City, Iowa. After completing the EMT Intermediate certification, Gabe enrolled in the Paramedic Specialist program offered by The University of Iowa Emergency Medical Services Learning Resource Center (EMSLRC). The classroom instruction concluded in April, and now he looks forward to completing the clinical and field requirements this August. Keep up the hard work, Gabe!

**M**egan Keplinger was the winner of a \$250 IEMSA Scholarship. Megan applied the scholar-

ship to her EMT Basic studies. She completed the EMT-B program through Mary Greeley Medical Center in Ames, IA, which began last fall of 2006 and concluded in December of 2007. Megan completed her EMT-B certification by taking the National Registry Exam in March 2007. Congratulations, Megan!



Medical Services Learning Resource Center (EMSLRC). Mike accesses the courses remotely through the Iowa Communications Network (ICN).

**M**ike Bushnell was the winner of a \$750 IEMSA Scholarship.

Mike applied the scholarship to his EMT-P studies at The University of Iowa Emergency

He and his classmates gather at Pella Christian High School's ICN facilities to participate in classroom activities. They also travel to Iowa City periodically to complete certain portions of the course work, such as PHTLS and anatomy lab. This program runs from September of 2006 through June of 2007, with clinical and field experience expected to be completed this summer. A successful completion of the National Registry Exam in October is the final step. Good luck, Mike!


**A**dam Elbert was the winner of a \$1,000 IEMSA Scholarship. Adam applied the scholarship to his Paramedic Specialist training. He is currently enrolled at Iowa Central Community College in Fort Dodge, Iowa. The program runs from September of 2006 until May of 2008. IEMSA looks forward to following your progress, Adam! ■

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## Apply for an IEMSA Educational *Scholarship*

**F**or the third straight year, IEMSA Scholarships will be offered for enrollment in the following training programs:

- First Responder: \$150.00
- EMT-Basic: \$250.00
- EMT-Intermediate: \$150.00
- EMT-Paramedic: \$750.00
- Paramedic Specialist: \$1,000.00

The 2007 application deadline is Friday, October 19, 2007. IEMSA members and immediate family of IEMSA members will be given preference. Other eligibility requirements include Iowa residency, IEMSA membership or family member of an IEMSA member, enrollment in an Iowa-based EMS training program, and financial need. For a complete list of eligibility requirements, download your guidelines and application form today, from the EMS Training page at [www.iemsa.net](http://www.iemsa.net).

Remember to pass the word on to others you know, who have their sights set on a career in EMS. ■

# What's *New* with the *Bureau*

ANITA J. BAILEY, PS

## Ensuring Compliance: EMS Service Program Onsite Inspections

**I**owa Administrative Code 641—132.7(4)a. *The department shall inspect each service program at least once every three years. The department without prior notification may make additional inspections at times, places and under such circumstances as it deems necessary to ensure compliance with Chapter 147A and these rules.*

“It’s not enough pressure that you have to inspect us, you have to bring the Chief along!” Karen Rens, RN, Director Sioux Center Ambulance. Karen was assured that Kirk attends inspections to observe the Bureau of EMS staff. Much to Karen’s dismay, Kirk was unable to attend their onsite (this time). “As usual, not a single deficiency was noted at the Sioux Center inspection,” stated Anita Bailey, NW EMS Coordinator.

Since Kirk Schmitt became the Bureau of EMS Chief in late January of 2006, he has spent time in every corner of Iowa getting to know providers by attending conferences and local EMS meetings. He has accompanied the System Development Coordinators at onsite inspections at career, volunteer, urban, rural, fire, and hospital-based services. While learning how Iowa EMS works at the service level, he took the opportunity to observe the way each of the coordinators perform their duties at inspections. “Each coordinator has their own method, process, and style to ensure service program compliance, but they end up at the same place. I have witnessed some outstanding practices that should be utilized statewide,” said Kirk.

For several months, the coordinators have been sharing best practices and developing strategies to ensure consistent evaluations. Ellen McCardle Woods, SC EMS Coordinator, said “We will all end up being a bit more thorough. Having complete rosters to validate mandatory trainings, every personnel file up-to-date, and a year’s worth of written audits at the onsite will help the process run smoothly.” Service leaders will have the opportunity to showcase how they have implemented their Continuous Quality Improvement (CQI) and pharmacy policies and procedures.

Vehicles will be started and lights and siren will be tested. Equipment and routine checklists will be examined. “Mandatory equipment and supplies are determined by protocol and are specific to each service. If the physician has approved 12-lead EKGs, then the service must have a monitor with that capability. All equipment must be clean, maintained, and routinely checked for expiration dates,” said Larry Cruchelow, SW EMS Coordinator.

In most instances, all deficiencies must be resolved within 30 days. The coordinators can assist by providing education and sample



Karen Rens, RN, Director Sioux Center Ambulance

documents. If the service cannot meet the assigned deadline, they must request an extension in writing from the coordinator. Failure to resolve all deficiencies by the extended deadline can result in disciplinary action, including citation and warning, probation, suspension, and/or revocation of the service authorization. “The EMS laws and rules are in place to protect the health of Iowans, and the bureau intends to consistently and fairly apply the rules,” said Chief Schmitt.

## Iowa EMS Advisory Council (EMSAC) Update

EMSAC met April 11, 2007 in Altoona. With the appointment of Dr. Charles Jennisson representing the American Academy of Pediatrics, Iowa Chapter, all 19 chairs are full. Chief Schmitt is thrilled to have the complete board seated. He said, “The purpose of the EMS Advisory

Council is to advise the Bureau and develop policy recommendations concerning the regulation, administration, and coordination of EMS in Iowa. We all benefit when all the stakeholders are at the table. This is an active group that keeps the bureau very busy.” A complete list of current members can be downloaded at [http://www.idph.state.ia.us/ems/adv\\_council.asp](http://www.idph.state.ia.us/ems/adv_council.asp).

The council voted to approve draft bylaws that will become proposed administrative rules as Chapter 130 to implement Iowa Code 147A. The rules define the purpose of council, membership method of appointment, officers, term length, and meeting schedules.

The Bureau will soon file a Notice of Intended Action with the Board of Health to amend Chapter 131, “Emergency Medical Services Provider Education/Training/Certification.” EMSAC voted to support the changes that include:

- Allow formal CEH for Continuing Education Coordinating Board for EMS (CECBEMS) approved Internet courses that cover at least one of the core curriculum areas

- Allow instructors of EMS courses, initial or CEH, to use those courses as approved for CEH

- Remove the requirement that students pass the practical examination prior to taking the written examination

- Language clarifications for disciplinary purposes

The process for administrative rule revision is extensive and requires a public comment period. Questions and written comments can be directed to [kschmitt@idph.state.ia.us](mailto:kschmitt@idph.state.ia.us) The Notice of Intended Action will be posted to the state list serve when the public comment period begins. If you haven’t already, you should self-subscribe to the state list serve by sending a blank email to [join-emsbureau@lists.ia.gov](mailto:join-emsbureau@lists.ia.gov).

## Finally...

We join all of Iowa EMS to say good-bye to Dr. Christopher Russi and Abby. Their contributions have been substantial and they will be sorely missed. Good luck as you move north to the Mayo Clinic in Rochester, Minnesota. Never fear, we will await your return back to the promised land! ■



# Welcome New IEMSA Members

FEBRUARY – MARCH, 2007

## AFFILIATES:

Center Point Ambulance Service  
Edgewood Ambulance Service  
Madison County Ambulance

Monroe County Hospital  
Panora EMS  
Southeastern Community College

Underwood Rescue  
Veterans Memorial  
Hospital Ambulance

## INDIVIDUALS:

Sheila Adams  
Harold Bennitt  
Vickie Brown  
Tim Clark  
Tyler Claussen  
Shawn Cummings  
Tadd Davis  
Greg Davis  
Diane Fitch

Paul Fleetwood  
Gari Fleetwood  
Andy Graham  
Tim Griebel  
Jake Hebbeln  
Bill Heiden  
Jennifer Hoffmann  
Robert Hoting  
Aaron Hurt

Rock Johnson  
Jeff Johnston  
Gwendolyn Krueger  
Charles Kueter  
Mark Lawson  
Amy Malek  
Jason Malek  
Kim McCoy  
Tom Milewski

Pam Robison  
Catrina Roth-Garcia  
Darla Russell-Lawson  
Todd Sieverding  
Kim Smith  
Jason Stanford  
David Stearns  
Janice Van Winkle  
Sherri Zeimet

## STUDENTS:

Malorie Bair  
Cory Benz  
Raymond Covert  
Nancy DeMoss  
Kelly Feikert  
James Garner

Angelia Hobbs  
Mindy Ixen  
Rachelle Jacobs  
Jaime Kaufman  
Jackie Killmer  
Valerie Lafrentz

Christopher Larison  
Jason Loving  
Loren McIntosh  
Amber Paull  
Johnna Scanlon  
Amber Sloan

Rachel Sperry  
Eric Teubel  
Danny Thrasher  
John Trewyn  
Charles Weeks Jr.  
Jon Woten

## A Highlight of NEW Membership Benefits

You can count on IEMSA to continually find more ways to make your membership dollars count!

### **JEMS or FireRescue Magazine Discount**

Now IEMSA members can receive a discounted rate on a one year subscription of *JEMS* (Journal of Emergency Medical Services) or *FireRescue Magazine*. The typical rate for an annual subscription is \$37.97. Get yours for only \$19.97. To take advantage of this valuable opportunity, complete the subscription form on the back inside cover of this newsletter or go to the membership information tab at IEMSA's website to print additional forms.

### **NAEMT Free Trial Membership**

If you are considering a membership in the National Association of Emergency Medical Technicians (NAEMT), as an IEMSA member, you are eligible for a free trial membership.

Access this new benefit by visiting [www.naemt.org](http://www.naemt.org). Once you're there, select Membership on the left,

then Join on the left, and then follow the online application link. Select the New Member Option and complete the application as directed. When you encounter the box that asks for a promotional code, enter SA6TM. Upon completion, hit submit.

### **Discount on Documentation Video Series from PWW**

Page, Wolfberg & Wirth, the nation's leading EMS law firm, now brings you the "Write it Right EMS Documentation Video Series." This proven program will help your personnel build critical skills in writing effective patient care reports – reports that will withstand legal scrutiny, support prompt and accurate billing decisions, and help defend your organization in a billing audit.

Thanks to a special arrangement we've made with PWW, you can save up to \$100 when you buy this valuable program. Just

purchase either video (*Documenting for Better Billing* or *Defensible EMS Documentation*) and you'll receive a \$50 discount. Or, save \$100 when you purchase both videos.

To access your discount, visit <http://www.pwwemslaw.com/content.aspx?id=298>. After adding the items to your shopping cart, enter discount code IA11D for a \$50 discount on one DVD, or discount code IA22S for a \$100 discount on two DVDs.

A printable brochure and order form are also available if you prefer to order by mail or fax. Please use the same discount codes listed above.

Questions? Please call 877-EMS-LAW1 (1-877-367-5291).

### **Existing Member Benefits**

Review your existing member benefits on the Membership Information page at [www.iemsa.net](http://www.iemsa.net).



# Legislative Report

— RIC JONES, IEMSA PUBLIC POLICY CHAIR —

It's a tough assignment to write an article in mid-April that you will read a month later when everything I write is subject to change. So here goes!

We're past the second legislative "funnel." That's the benchmark where all legislation not approved by one house or the other, or a House or Senate Committee, dies on the vine. Exceptions are appropriations bills and all work of the Ways and Means Committee. And, if writing a sensible article like this is a challenge, imagine what it might be like for 150 well-intended people to get together to solve enormously difficult problems for others, while dealing with only sound bytes of information on the problems. EMS workers know EMS issues. Law makers generally know only what we tell them and what their life experience brings them. So we work hard to share our story and explain our needs.

The session has brought us some successes and surprises. Let's look first at our goals and their status:

1. Provide for equity of pensions for public employees in EMS. Currently, fire fighters and law enforcement officers under the Iowa Public Employment Retirement System (IPERS) receive a higher retirement benefit earned with fewer years of service than EMS providers.

This may receive some consideration next year. The Legislative Session is two years long. Traditionally, pension issues are dealt with in the second half of the session.

2. Protection of any and all current language on scope of practice and area of practice for EMS providers.

So far, so good. No legislation was introduced that was harmful in these areas.

3. Provide a permanent funding stream for the provision of emergency medical services for all Iowans. This includes fully funding the Bureau of EMS (including the restoration of a full-time physician medical director and an AED Coordinator), as well as providing money for training and equipment for individual EMS services in the State.

Appropriations bills and the budget are being worked on as I write. My sense is that the need for a full-time physician medical director is understood and will probably be funded. The rest is up to you and me, our lobbyists, and the 150 folks elected to fix this. Our job is to point that out every chance we get!

4. Provide a system to reward volunteerism in public safety. This might take the form of an Iowa income tax credit, or the ability to earn a pension for volunteer service in EMS, Fire or Law Enforcement.

Two bills remain alive in Ways and Means: SF 12 and SF 45. Both provide an income tax credit for active volunteers. Lawmakers appear to want to do this, but may not be convinced that they can afford to. Our job is to convince them that they cannot afford not to!

5. Provide support for other initiatives and organizations working to improve the health and safety of Iowans.

We were helpful in getting a safe cigarette bill (HF 718) to the Governor that provides that a cigarette must self-extinguish if not "puffed on" to be sold in Iowa. We also supported SF 457, the Peace

Officers' Bill of Rights, which has gone to the Governor.

6. Require that counties shall make provision for, by whatever means necessary, emergency medical services treatment and transport for all within the county.

HF 457 doesn't quite do this. We're seeking an amendment.

7. Require complete criminal background checks on all EMS providers and students, or allow the EMS Bureau and EMS Service Directors access to any and all criminal records of any EMS student or provider.

We haven't seen anything on this, either.

8. Provide liability protection for volunteer physician medical directors.

Nothing has been introduced on this.

9. Provide tuition rebates for EMS Provider certification training for persons who become active EMS volunteers.

Nothing here, either.

10. Allow EMS service directors to sign off on eligibility for EMS license plates.

This hasn't happened, but HF 749 is alive and well, and that puts the fees for EMS plates into the EMS training fund. This is an old goal of ours that we're glad to see maybe happen.

11. Support the Bureau of EMS' four agenda items: requiring counties to provide EMS, establishing a patient transport fee, requiring electronic data submission, and requiring criminal background checks on all EMS providers.

Nothing has happened here yet, but these points could all be discussed for inclusion in the appropriations bills yet to come.



And the surprises:

Two significant bills emerged that deal with EMS directly that were not brought to us or by us. SF 467 suddenly appeared and passed the Senate with a whopping 46-0 vote before we saw it coming. This bill would have undermined some of our collaborative work with the EMS Bureau to get some rules changed on recertification requirements. It also would have inadvertently codified the concept of "optional" and "formal" con-ed. (This writer is not a fan of those definitions in any form – but that's just me.) We were able to stop this bill in the House.

The other bill, SF 505, is a well-intended effort to further define the application of the Good Samaritan Law as it pertains to AED use and instruction. The IEMSA Board and many legal authorities believe that the current language adequately protects AED users and, more importantly, that when specific entities are included in a law, that those not listed may enjoy less protection under future judicial scrutiny. A broad Good Samaritan Law is in our best overall interest. Therefore, we are opposing this bill.

A nicer surprise was SF 7, which would have allowed for Emergency Service agencies to host an annual "Game Night" fundraiser had it not failed funnel.

SSB 1329 allows voluntary regionalization pilot projects for Fire and EMS. The language needs to be more EMS friendly to gain our support of this specific bill, though the general idea is a great one. We're working to have the bill amended before it is debated.

Leadership is scrambling to wrap up the first half of the session by April 24. That's ten days from this writing. By the time you read this, these will all be done deals, hopefully, to our benefit.

I want you to know that I am very pleased with the work of our lobbying team, led by Capitol veteran Cal Hultman. We added his partner, Mike Triplett, to the crew this year and have been impressed with their output. Mike's weekly summaries are clear and easy to understand. Additionally, Mike, Cal, and I trade phone calls and emails at least weekly, and sometime daily, when things are really hopping. These professionals know the workings and

nuances of the legislative process and are well respected by the lawmakers.

Mark January 31, 2008 on your calendars for a trip to Des Moines for our annual EMS Day on the Hill and Leadership Conference! ■

## Save the Date

EMS Day on the Hill – 2008  
Thursday, January 31, 2008

EMS day on the Hill is already on the books for 2008. Mark your calendar now and plan to participate in a unique opportunity to interact with Iowa's legislators on behalf of your community and EMS service. You'll be entirely informed and prepared if you follow EMS related legislation all year long. It's easy if you read the Legislative Updates in IEMSA's weekly eNews. Send your current email address to [administration@iemsanet.net](mailto:administration@iemsanet.net) to receive IEMSA eNews and the Legislative Updates.

If you are working on a project or program that may inspire other providers or services, share it with other IEMSA members. If your service wins an award, or a staff or community member accomplishes something extraordinary, share it. If you have a desirable opportunity or equipment available for purchase within your organization, share it. If you have a new or novel idea that you think will take hold in the Iowa EMS community, share it.

IEMSA employs many tools to project its "voice for positive change in Iowa EMS." As an IEMSA member, these tools are also at your disposal, often for free or at discounted rates. Consider whether your News to Share may be appropriate for one or more of the following.

### Online Classifieds

Extend the reach of your employment and equipment classified ads by posting them on IEMSA's website, free of charge. Simply send your ad to [communications@iemsanet.net](mailto:communications@iemsanet.net), noting that the ad is meant for the website.

## News to Share

### Online Forum

The online forum is an electronic discussion board accessible only to IEMSA members. This tool is still in its infancy and will evolve into what forum users deem worthy of discussing, debating, or deliberating. Enter the Members Only website at [www.iemsanet.net](http://www.iemsanet.net), and login to the Online Forum to check out this new tool. Here, you can make your mark on what may undoubtedly become one of Iowa EMS's most powerful communication tools.

### IEMSA eNews

This weekly electronic publication exists to distribute time sensitive EMS news in the weeks and months between the quarterly publications of IEMSA's newsletter. Consider submitting your employment or equipment classifieds, event announcements, or even want ads to IEMSA eNews. View the eNews Submission Policy for benefit discounts, rates, and content

requirements at the Publications page at [www.iemsanet.net](http://www.iemsanet.net). Then send your news to [communications@iemsanet.net](mailto:communications@iemsanet.net).

### The Voice

IEMSA's quarterly newsletter is the perfect platform for sharing current events, both local and national. Simply prepare a press release (with photos, if appropriate) and e-mail it to [communications@iemsanet.net](mailto:communications@iemsanet.net) by July 13 for the third quarter 2007 edition of *The Voice*, to be mailed on August 15. The Newsletter Committee will review all articles submitted and reserves the right to edit the articles, if necessary. Please contact Karen Kreider at the email address listed above to learn more about advertising opportunities in *The Voice*.

For additional details, to share suggestions, or for answers to questions related to IEMSA's communications tools, contact IEMSA via email at [communications@iemsanet.net](mailto:communications@iemsanet.net). Or, contact the main office at (515)225-8079 or toll free at (888)592-IEMS.

# Honoring Our Own 2007

# 2007 Annual Conference and Tradeshow

Please join us for *Honoring Our Own 2006*, a moving DVD presentation and memorial service honoring volunteer and career EMS/Fire personnel from Iowa who are no longer with us.

If you know of someone who has died within the last 10 years and was part of our "family," please plan to include them in this year's presentation. Please indicate whether or not the death was in the line of duty. Please remember, it does not have to be line of duty death to be featured on this presentation. Information and pictures can be sent to Tom Summitt, 1718 Timberline Drive, Muscatine, Iowa, or emailed to [tsummitt@machlink.com](mailto:tsummitt@machlink.com). Please call (563) 506-0103 for any questions. Make sure that the photo is of good quality. ■



Honoring Our Own ceremony at the 2006 Annual Conference and Tradeshow

## When response time is critical...

- ✓ Mercy One's average response time is five minutes
- ✓ Automatic launches for standby scene flights
- ✓ Fastest helicopter in the state of Iowa

## When limited ground time is essential...

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(41% of scene flights are under 12 minutes)

## When experience is expected...

- ✓ Mercy One offers a patient-care experienced flight crew trained in trauma, medical and pediatric care
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**DES MOINES**  
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First and foremost, save the dates, complete your vacation requests, line-up a babysitter, and do whatever you need to do to ensure that you can attend IEMSA's 2007 Annual Conference and Tradeshow planned for November 8 through 10 at the Polk County Convention Complex (The Plex) in Des Moines.

Though it seems that the 2006 conference was only yesterday, IEMSA board and staff are already hard at work on planning the 18th annual event. In addition to the popular anchor events and attractions such as Annual Awards, Honoring Our Own Ceremony, a jam-packed exhibit hall, and EMS speakers from far and wide, the conference committee is striving to create an education and entertainment experience for you that rivals any past gatherings.

Discounted lodging arrangements are already in place for your convenience. Contact any of the following four host hotels to reserve your rooms as soon as possible, and pay special attention to the cutoff dates for the discounted reservations.

### Marriott

\$94.00 + tax/night for single, double, triple or quad  
(800)514-4681 or (515)245-5500  
Ask for Iowa EMS Association Room Block  
700 Grand Avenue, Des Moines  
Reservation block cutoff date: October 17, 2007  
Connected to Plex via Skywalk

### Renaissance Savery Hotel

\$91.00 + tax/night for single/double  
(800) 514-4706  
Ask for Iowa EMS Association Room Block  
401 Locust Street, Des Moines  
Reservation block cutoff date: October 15, 2007  
Connected to Plex via Skywalk

### Hotel Fort Des Moines

\$95 + tax/night for standard rooms, \$115 for suites  
(800)532-1466 or [www.hotelfortdesmoines.com](http://www.hotelfortdesmoines.com)  
Group ID number – 881965  
No cutoff date  
Connected to Skywalk, complimentary shuttle

### Radisson Hotel

\$99 + tax/night for queen or king rooms  
(515) 285-7777  
Ask for IEMSA rate  
Reservation block cutoff date: October 8, 2007  
Shuttle service available, hot breakfast included in price of room, one drink ticket to use in Johnny's Lounge

The IEMSA conference planning committee strives to ensure that the events of the Annual Conference and Tradeshow make your admission and travel well worth the value. Visit the Annual Conference page on IEMSA's website for developing attractions. Finally, watch your mailbox for the official conference brochure, which is expected to be mailed at the end of August. See you at The Plex in November! ■



# EMS Week 2007

**“EMS: Extraordinary People, Extraordinary Service.”** This is the sentiment the American College of Emergency Physicians (ACEP) used to describe EMS Week 2007. ACEP further depicts EMS Week as a time that “brings together local communities and medical personnel to publicize safety and honor the dedication of those who provide the day-to-day lifesaving services of medicine’s ‘front line’.”

As this edition of *The Voice* is scheduled to be published midweek of EMS Week 2007, this opportunity will be used to highlight some of the events organized by IEMSA that you can expect to occur in the next couple of days, or that may have taken place in the last few days.

Hopefully many of you were able to attend Iowa’s kickoff to EMS Week 2007, which took place at the official dedication of The Iowa EMS Memorial, located at the West Des Moines Public Safety building at 8055 Mills Civic Parkway in West Des Moines. If you weren’t able to attend the kick-off to observe the speakers, honor guard, pipers, and helicopter flyover, this EMS Week would be a perfectly meaningful time to make the pilgrimage and visit the memorial.

An EMS Week public service announcement (PSA) was produced by an IEMSA committee in both audio and video formats for radio and television. The PSA will be shared with radio and TV stations across

Iowa, with the goal to saturate the public with an illustration of the importance of EMS in Iowa. EMS responders from several public service entities, including state troopers, sheriff deputies, flight staff, EMS crews, and local police officers are featured. Tune in to your local stations to see or hear this message. You can make a difference during EMS Week by calling your local stations to encourage them to run the PSA during EMS Week and beyond.

Look forward to full coverage of EMS Week 2007 in the 3rd quarter edition of *The Voice*, highlighting events in your local communities. If you would like to share EMS Week events from your neck of the woods, contact [communications@iemsanet.net](mailto:communications@iemsanet.net). ■

## Membership Announcements

### Scanner Equipment Available for Member Use

IEMSA has purchased bar code scanning equipment for tracking continuing education attendance at education events. This equipment is available for member use. Contact the IEMSA office for more details if you think your service or organization could benefit from this offer. Send an email to [administration@iemsanet.net](mailto:administration@iemsanet.net), or call (515) 225-8079 or (800) 592-IEMS toll free.

### Membership Information Available Online

Attention Individual and Affiliate Members: You can now find your membership information online. Easily look up your membership number and renewal date by visiting the Membership Information tab at [www.iemsanet.net](http://www.iemsanet.net). In addition, Individuals can conveniently renew an existing membership or establish a new membership online by choosing the Renew or Establish a Membership Now link.

### IEMSA Website Instructions

Both the Members Only website and the IEMSA Forum require separate login information procedures in order to access the respective sites.

However, you may choose for these login/username and passwords to be identical.

### Access to the Members Only Website Register for a Member Login and Password

- 1) Visit IEMSA’s website, [www.iemsanet.net](http://www.iemsanet.net).
- 2) Follow the "Click here to register" link at the top of the page.
- 3) Fill in the text boxes on the brief registration form and click ‘submit’.
- 4) You will receive a confirmation screen and a confirmation email sent to the email address you provided in the registration form.
- 5) After your IEMSA membership is confirmed, you will receive a second email confirmation with your Member Login and Password. Click on the link in the confirmation email or access the website, [www.iemsanet.net](http://www.iemsanet.net), to log in for the first time.

### Existing Member Login and Password

- 1) Visit IEMSA’s website, [www.iemsanet.net](http://www.iemsanet.net).
- 2) Enter your existing Member Login and Password in the text boxes at the top of the page.
- 3) Click "submit."

### Access to the IEMSA Forum Register for a Forum Username and Password

- 1) Log in to the Members Only website at [www.iemsanet.net](http://www.iemsanet.net).
- 2) Follow the "IEMSA Forum" link.
- 3) Click on the 'Register' tab at the top of the page.
- 4) Fill in the four fields and click submit.
- 5) Follow the "Your Profile" link at the top of the page to set your personal preferences.
- 6) Click on the "IEMSA Forum" link to browse the Forum.

### Existing Forum Username and Password

- 1) Log in to the Members Only website at [www.iemsanet.net](http://www.iemsanet.net).
- 2) Click on the "IEMSA Forum" link.
- 3) Enter your Forum username and password when prompted.

### Please Update Your Email Address

Since email addresses are so easy to establish and change, we know it’s likely that yours could be out of date with IEMSA’s database. Please send any email address updates to [administration@iemsanet.net](mailto:administration@iemsanet.net) to ensure that you are receiving IEMSA eNews, as well as other notices regarding special events or calls to action.

# Affiliate Profile

## ARNOLDS PARK/OKOBOJI FIRE AND RESCUE

**T**he Arnolds Park/Okoboji Fire and Rescue department (APOF&R) serves the cities of Arnolds Park and Okoboji in fire protection and Emergency Medical Services (EMS) capacities.

Originally, the rescue service was just based out of the Arnolds Park Fire Department and served the City of Okoboji through a contracted mutual aid agreement. But when the two cities' fire departments joined together in 2000, the rescue service naturally was included in the deal. The Arnolds Park/Okoboji Fire and Rescue Service is a non-transport conditional EMT-Intermediate service. During the cold weather season, the organization serves a local population of about 2,000 citizens. During the tourism season, that census swells fivefold as people from all over the country travel to the Iowa Great Lakes region to enjoy the famous freshwater lakes and the recreational opportunities of the area.

The APOF&R is comprised of a unique membership of well-instructed volunteers, many of them cross-trained to other aspects of emergency response. Twelve of the members are certified as EMT-Bs, and three others are completing that distinction. Three members have Paramedic Specialist Certification status, and another three are working toward that standing.

Fire Chief Chris Yungbluth is proud of the APOF&R membership and their willingness to achieve higher accreditation. "I'm not sure what we are doing right, but it seems like the most resistant of members that join – wanting to only be firefighters – catch the bug and want to get into the EMS side after only a short time period," Yungbluth said.

The Arnolds Park/Okoboji Fire and Rescue answers an average of 133 service calls per

year, with a majority of those coming during the tourist season. The organization also provides the primary fire and rescue service on the lakes of East Okoboji, West Okoboji, Minnewashta, Upper Gar, and Lower Gar. On-the-water services are enhanced by a customized 27' Boston Whaler Fire and Rescue vessel, four personal water craft, and a rescue airboat for use on ice-covered lakes. The EMS personnel also provide rehabilitation and support services for the fire department, as well as the extensively trained and equipped dive team that is also part of the APOF&R.

The Iowa Great Lakes community is the beneficiary of the expertise of APOF&R members. Organizations such as Girl

Scouts, Boy Scouts, Okoboji Middle School students, hunter education groups and other community entities are taught safety, CPR and first aid classes.

In 2003, the APOF&R became an IEMSA affiliate member because the participants felt it was important to be a part of the organization that is the voice of state EMS providers, helping them move forward and meet the challenges of the future.

The APOF&R is proud of all the services that it provides and the work it does to afford professional, courteous, compassionate care to the citizens and visitors of the Cities of Arnolds Park and Okoboji in the Iowa Great Lakes. ■



Arnolds Park/Okoboji Fire and Rescue department (APOF&R)



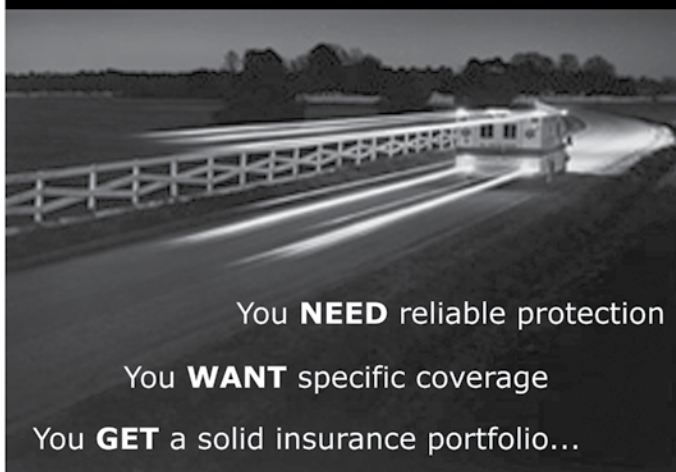


# In Action

ARNOLDS PARK/OKOBOJI FIRE AND RESCUE



**SERVING THE NEEDS OF AMERICA'S  
COMMERCIAL AMBULANCE INDUSTRY**



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You **WANT** specific coverage

You **GET** a solid insurance portfolio...



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Medical Malpractice  
Portable Liability  
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# Corporate Profile

## LIFE LINE EMERGENCY VEHICLES, INC.

Since 1985, Sumner, Iowa has been home to Life Line Emergency Vehicles, Inc., founded by father and son team, Jim and Terry Leicher. With a great deal of ambulance manufacturing and sales experience, they both recognized the need to build a vehicle exactly as the customer wanted, as well as the need to stand behind the vehicle after the sale.

Now, 22 years later, a custom builder of ambulances and specialized medical care vehicles, Life Line employs more than 160 people both in Sumner and throughout 36 states. Many current employees have been with Life Line since the very beginning, helping to create and build the company from the ground up. One can only deduce

that this speaks volumes of the nature of the organization, as well as the quality of the products and services it first set out to provide.

The Life Line team's field experience is what sets it apart from the rest of the industry in the quest to build a perfect ambulance. Life Line engineers and production designers begin with a true understanding of how an ambulance is used, to design a product that satisfies the specific needs and challenges EMS providers face.

While a multitude of options exist for various models of ambulances, all details exist to maximize comfort, durability, stability, and efficiency. Life Line continually proves its commitment to quality in these

areas by being the first to offer labyrinth style door construction and two piece aluminum crash rails, as well as being the only manufacturer to offer state of the art TST electrical systems. In addition, Life Line uses many proprietary extrusions on every ambulance they build. This means that Life Line designs these special shapes so that the customer never has to compromise due to lack of commercial availability.

Each stage of production is carefully completed before an ambulance moves on to the next stage. One is hard-pressed to find this level of quality in a mass-produced ambulance, where it is necessary to rush in order to keep up with a moving production line. This care in construction and attention to detail is the pride of Life Line, and is one of the reasons why Life Line enjoys repeat business.

Creating quality custom ambulances is not Life Line's only purpose. Providing dedicated service after a sale is as vital to their reputation as the coaches themselves. Lifeline warrants its ambulance bodies, conversions, electrical systems, and paint jobs. This is great news for the happy owners of the 197 new and 20 remounted ambulances built and delivered in 2006 alone.

Proud to be an Iowa-based company and dedicated to Iowa EMS systems, Life Line Emergency Vehicles has been an incredibly supportive corporate member of IEMSA since November of 2003. According to National Sales Manager, Dave Cole, "We truly believe in what IEMSA has grown to stand for... a voice for positive change in Iowa EMS." ■



Life Line Emergency Vehicles, Inc. has been based in Sumner, IA since 1985



# Special Subscription Offer for IOWA EMS ASSOCIATION (IEMSA)

As an Iowa EMS Association member, you can receive the Elsevier Public Safety publication of your choice for a very special rate! Just complete this form and we'll send you 1 year (12 issues) of your favorite publication(s) at this special discounted rate.



**JEMS (Journal of Emergency Medical Services)** is the independent voice for the improvement of patient care in the prehospital setting. Through news, commentary and educational features focused on basic and advanced life support, JEMS is a catalyst for positive change in EMS.

Regular Price: \$37.97

**Special Price: \$19.97**

#### Occupation/Position:

- ☐ A. Paramedic
- ☐ B. EMT (Basic, 1st Responder)
- ☐ C. Nurse/Instructor/Coordinator
- ☐ D. Physician
- ☐ E. Administrator/Supervisor,  
EMS Chief, Fire Chief, Other  
Chief & Company Officer
- ☐ F. Military
- ☐ G. Student
- ☐ O. Other

#### Employer/Affiliation:

- ☐ 1. Hospital
- ☐ 2. Private Ambulance
- ☐ 3. Fire Dept./Rescue Squad
- ☐ 4. Third Serv./Mun. Agency
- ☐ 5. Industrial Commercial
- ☐ 6. Educational Institution
- ☐ 7. Other  
(Specify) \_\_\_\_\_



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- ☐ 13. Rescue Squad
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#### Job Function:

- ☐ A. Fire Chief
- ☐ B. Assistant or Deputy Chief
- ☐ C. Fire Commissioner
- ☐ D. Company Officer
- ☐ E. EMT/Paramedic
- ☐ F. Instructor/Training Officer
- ☐ G. Firefighter
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