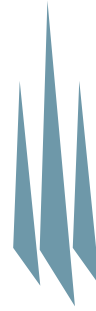


# PINNACLE

INSPIRING EMS LEADERSHIP



## SCHEDULE AT A GLANCE

August 9–13, 2021

JW Marriott Desert Ridge Resort  
Phoenix, Arizona

Key:

Main Conference	Power Seminars	Meals	Special Meetings	Bonus Sessions
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### Week in Review

	Monday August 9	Tuesday August 10	Wednesday August 11	Thursday August 12	Friday August 13
 <b>Breakfast</b>					
Morning	Power Seminars	Power Seminars	Bonus Sessions Main Conference	Main Conference	Bonus Sessions
 <b>Lunch</b>					
Afternoon	Power Seminars	Special Meetings	Main Conference Networking Reception	Main Conference Closing Keynote	
Evening	Bonus Sessions	Main Conference Closing Keynote Opening Reception			

# Monday - August 9

7:00 am - 8:00 am

Meal

Complimentary Continental Breakfast

8:00 am - 11:45 am

Power Seminars

Leading from the Middle:  
Lessons for Leaders at any Level

Kelly Cope - Jamie Pospisil - Anthony Minge, EdD - Jason Payne

8:00 am - 11:45 am

Power Seminars

Fire Service Identity Crisis:  
What are We Really Selling?

Steve Knight, PhD - Ian Womack

8:00 am - 11:45 am

Power Seminars

Rethinking Sustainability Strategies:  
New Ways to Approach Service Funding

Reid Kiser - Guillermo Fuentes - Joshua Brandt - Scott Cravens

*Sponsored by Brandt VX*

8:00 am - 11:45 am

Power Seminars

Clinical Best Practices 2021:  
The Latest Research and Its Impact on Patient Care

David Page - Ed Racht, MD - Freddy Lippert, MD - David Wampler, PhD -  
Remle Crowe, PhD

11:45 am - 1:00 pm

Meal

Lunch on Your Own

1:00 pm - 4:45 pm

Power Seminars

EMS's Big Moment:  
Taking Your Seat at the Healthcare Table

Pat Songer - Louis Mendiola - Dan Swayze, DrPH - Jonathan Washko -  
Bruce Evans

1:00 pm - 4:45 pm

Power Seminars

Technology Advancements Leaders  
Need to Understand Today

Thomas Moore - Ernesto Rodriguez - Eduardo Gonzalez Loumiet - John Yeast

1:00 pm - 4:45 pm

Power Seminars

Dive into the Shark Tank:  
Turning Your Organization into an Innovation Incubator

Roxanne Peek - Mike Taigman - Ed Racht, MD - Rob Lawrence - Tom Judge

1:00 pm - 4:45 pm

Power Seminars

Future Proofing the Workplace:  
HR Strategies for Today's EMS Leader

Jennifer Kirkland - Kristi Pastore - Brian LaCroix

7:00 pm - 8:00 pm

Bonus Sessions

It Starts with You: Modeling Healthy Behavior with  
Science-Based Strategies for Improving Wellness

Mike Taigman

*Sponsored by FirstWatch*

# Tuesday - August 10

7:00 am - 8:00 am

Meal

Complimentary Continental Breakfast

8:00 am - 11:45 am

Power Seminars

Community Driven Strategic Planning & Marketing

Steve Knight, PhD - Mike Despain - Scott Dorsey - Melanie Bevan, EdD

8:00 am - 11:45 am

Power Seminars

Proven Programs to Build Resilience and Improve Mental Wellness

Anthony Minge, EdD - Brenda Tillman, PhD - Erika Sallee - Jim Lanier

8:00 am - 11:45 am

Power Seminars

Pinnacle Insights: Eye on 2021 and Beyond

Sean Caffrey - Brooke Burton - Hezedeon Smith - Charles Blankenship

*Sponsored by National EMS Management Association*

8:00 am - 11:45 am

Power Seminars

How Do You Compare? Quality Metrics in the Age of ET3

Matt Zavadsky - Jimmy Pierson - Jonathan Washko - Rob Lawrence

*Sponsored by Academy of International Mobile Healthcare Integration*

11:45 am - 1:00 pm

Meal

Lunch on Your Own

1:00 pm - 4:00 pm

Special Meetings

ODS: Optimal Deployment Science, a Workshop

Joshua Brandt

*Sponsored by Brandt VX*

1:00 pm - 4:00 pm

Special Meetings

FirstWatch EMS User Meeting

Todd Stout - Mike Taigman

2:00 pm - 3:15 pm

Bonus Sessions

Medical Director and EMS Executive Forum

Thomas Moore - Dr. Ryan Jacobsen - J. Paul Davis

3:30 pm - 4:30 pm

Special Meetings

NEMSMA Membership Meeting

5:00 pm - 6:15 pm

Main Conference

Opening Keynote:

Attitude is Everything: Achieving the Impossible

Jessica Cox

*Sponsored by Bradshaw Consulting Services*

6:30 pm - 8:30 pm

Main Conference

Opening Reception

No-host bar/complimentary appetizers

*Sponsored by Ninth Brain*

# Wednesday - August 11

7:30 am - 8:45 am

Meal

Complimentary Continental Breakfast

*Sponsored by Penske*

8:00 am - 8:45 am

Bonus Sessions

Policy Matters: A Washington Update

Dia Gainor - Gregg Margolis, PhD - Jon Krohmer, MD

*Sponsored by Intelligent Dispensing Solutions*

8:00 am - 8:45 am

Bonus Sessions

Sharing Staffing Ideas and Learnings from the Pandemic

Greg Thompson

*Sponsored by Philips Healthcare*

9:00 am - 10:15 am

Main Conference

Ditch the Dogma and Get Real

Bryan Bledsoe, DO

*Sponsored by ESO*

10:45 am - 11:45 am

Main Conference

Take Home Strategies for Recruitment Success

Bobby J. Hopewell - Maria Beermann-Foat - Mike Poynter

10:45 am - 11:45 am

Main Conference

How Artificial Intelligence is Transforming EMS

Freddy Lippert, MD

11:45 am - 1:00 pm

Meal

Complimentary Lunch

*Sponsored by Logis Solutions, Inc*

1:15 pm - 2:15 pm

Main Conference

Cost Reporting Chaos & Consternations for Fire & EMS

Asbel Montes - Kim Godden

*Sponsored by Digitech*

2:45 pm - 3:45 pm

Main Conference

Jaw Dropping Legal Cases in EMS

Kevin Fairlie, JD - Jason Abel, JD - Winnie Maggione, JD

2:45 pm - 3:45 pm

Main Conference

Three Leaders, Three Approaches:  
Case Studies in Quality & Innovation

Ernesto Rodriguez - Brooke Burton - William Dunn - Thomas Moore

4:00 pm - 5:00 pm

Main Conference

COVID-19: From Crisis to Opportunity

Gregg Margolis, PhD

*Sponsored by Ferno*

5:00 pm - 6:30 pm

Main Conference

Networking Reception

No-host bar/complimentary appetizers

*Sponsored by Island Tech Services*

# Thursday - August 12

7:30 am - 8:45 am

Meal

Complimentary Continental Breakfast

*Sponsored by Stryker*

8:00 am - 8:45 am

Bonus Sessions

Taking the Nation's Pulse:  
The 2021 Fitch/EMS1 EMS Trend Report

Roxanne Peek - Greg Friese

*Sponsored by ACETECH*

9:15 am - 10:15 am

Main Conference

Pinnacle Leadership Series – Moments Like These

Jay Fitch, PhD

*Sponsored by FirstWatch*

10:45 am - 11:45 am

Main Conference

2020 & Beyond: From COVID-19 to Riots –  
The Lasting Impact on Public Safety

Guillermo Fuentes - Melanie Bevan, EdD - Kevin Preston

10:45 am - 11:45 am

Main Conference

Treating the Patient Not the Clock:  
How One System Transformed

Kevin Smith

11:45 am - 1:00 pm

Meal

Complimentary Lunch

*Sponsored by Operative IQ*

1:15 pm - 2:15 pm

Main Conference

Closing Keynote:  
Chasing What Matters

Greg J. Matthews

*Sponsored by National Interstate Insurance*

2:45 pm - 3:45 pm

Main Conference

Addressing the Hidden Components of Fire  
& EMS Response

Steve Knight, PhD - Ian Womack

2:45 pm - 3:45 pm

Main Conference

The Military Model for Risk Assessment and Management

Greg J. Matthews

# Friday - August 13

8:00 am - 9:00 am

Bonus Sessions

Cases from the Fitch Files

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9:15 am - 10:15 am

Bonus Sessions

Uncomfortable Truths for EMS Leaders

Michael Donner

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9:15 am - 10:15 am

Bonus Sessions

Passing the Torch: Case Studies in Succession Planning

Vince Robbins - Brian LaCroix

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9:15 am - 10:15 am

Bonus Sessions

A Look Into Critical Threats to EMS, Presented by ASM Graduates

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10:30 am - 11:30 am

Bonus Sessions

Turning Learning into Action:  
Key Take-Aways from this Year's Pinnacle

Roxanne Peek - Rob Lawrence

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