

Memo
Monthly Update
August 2005

TO: PA Training Center Coordinators
PA Regional Faculty

CC: Gregory Widmer, Regional Manager
Michael Mooney, Regional Manager
Cynthia Kennedy, Territory Director
Timothy Williams, District Director
Meisha Forbes, Service Center Associate
Kevin Sorge, Director of Field Operations and Training
Sandra Hijikata, Executive Vice President
Tom Price, Vice President, HICA
David Frazer, Senior Director, Heart and Stroke
Patrick Von Keyserling, Director of Communications
Marty Raniowski, Director of Public Advocacy
ECC Committee Members
Bob Hickey, National ECC Committee

FROM: Catherine Whitlock
Service Center Manager, Atlantic Territory
Emergency Cardiovascular Care Programs

American Heart Association

625 W. Ridge Pike
Suite A-100
Conshohocken, PA 19428
(T): 610-940-9657
(F): 610-940-0263
Catherine.Whitlock@heart.org

SUBJECT: August 2005 Monthly Update

Share This Update with your Instructors!

Regional Manager Contact Information

As announced in the July Monthly update, Greg Widmer has accepted the position of Regional Manager for the Pennsylvania Region.

He is housed in the Pittsburgh PA office. He can be reached at (412) 824-3122x6128. His e-mail address is gregory.widmer@heart.org. He is now able to accept email. Please take a moment to read our new RM's introduction letter (attached below).



ECC UPDATES

AHA & LAERDAL STRATEGIC ALLIANCE

For over 30 years the American Heart Association has closely collaborated with Laerdal Medical in support of Emergency Cardiovascular Care science. Most recently the AHA and Laerdal have collaborated to create our HeartCode eLearning product line for self directed learning in CPR and AED. At the end of June, both organization's Board of Directors approved a strategic alliance, the very first alliance with a commercial organization for the AHA. Through this strategic alliance with Laerdal the AHA will be able to develop other alternative methods of delivering ECC training, which supports the AHA mission of training more people and saving more lives. The alliance that began on July 1, 2005, will be in effect for five years. For specific information on this alliance, please read the attached press release.

ORDERING COURSE CARDS FROM THE ECC MATERIAL DISTRIBUTORS

It has been brought to the Service Center's attention that many Training Center Coordinators (or their purchasing agents) are having difficulty when placing a course card order at one of the three ECC Material distributors. Oftentimes, this leads to an increase wait for the purchase because the Distributor has to contact a point person at National who has to contact the specific Service Center to verify training center information. To order cards from one of the three ECC Distributors, three pieces of information must correctly be provided:

- ◆ The name of the TC as
- ◆ TC Coordinator name, and
- ◆ TC's Security ID #

Without this information the distributors have no choice but to deny the sale and refer the person placing the order to their Service Center further assistance.

When contacting the Service Center to report issues with ordering materials, please provide us with which distributor you are having issues ordering from so we can quickly resolve the situation.

SAVE THE DATE –ECCU 2006 INTERNATIONAL EDUCATION CONFERENCE & EXPOSITION

Mark your calendars! The next Emergency Cardiovascular Care Update (ECCU) is scheduled for June 22-25, 2006 at Disney's Coronado Springs Resort in Orlando, FL. This conference is the only event of its kind, bringing together physicians, researchers, nurses, EMTs, paramedics and others involved in the instruction and practice of resuscitation. The soon-to-be released new CPR and ECC guidelines makes ECCU 2006 more important than ever! A save the date post card is attached to the monthly update email.

The Citizens for CPR Foundations and ECCU are looking for abstracts and presenters in the following areas: science, public education, professional education, legislation,

program implementation, and ethics. Specific details on abstract submission, the selection process and evaluation process are located in the attachment on this monthly update email. Deadline for abstract submission is 12:00 midnight CST on Monday October 3, 2005.



eccu_save_card_fina
l.pdf



"CCPRF call for
presentations 2006.p

UPCOMING FORUMS AND MEETINGS

ECC COMMITTEE MEETINGS

Have you ever wondered how one becomes a member of the ECC Committee and what this appointment entails? Are you interested in finding out how to become a member of the ECC Committee?

We're currently seeking members for the ECC Committee for the Pennsylvania Region. Attached you will find an application packet, which includes the roles and responsibilities, terms and other useful information to help you make an informed decision. Please submit all applications to the Service Center. If you should have any questions, please contact the Service Center for more information.



"REGIONAL ECC
COMMITTEE APPLIC/

The next ECC Committee Meeting will take place on Thursday, October 6th from 10:00 am – 2:00 p.m. If you are interested in joining us, please respond to Catherine.Whitlock@heart.org no later than Friday, September 30th.

PA REGIONAL FACULTY FORUMS

We are still in the process of working out 2 more dates for Regional Faculty Forums, however, we have finalized two dates. In light of the amount of time that has passed since a Regional Faculty Forum/Orientation has been conducted, **it will be mandatory that all current Regional Faculty attend one of these 4 forums.** Typically Regional Faculty are to attend one forum every 2 years, however, no forums have been held within the past 2 years for Regional Faculty to attend. The purpose of these forums is to bring all Regional Faculty members up to speed with the changes to the Program Administration Manual, and to prepare you for the upcoming Guidelines rollout. As in the past, your role as Regional Faculty with Guidelines rollout is integral to the success of the programs, and the effectiveness in teaching students how to save lives.

The two confirmed dates and locations are October 7th at York Hospital and October 27th at Altoona Regional Health System. Registration forms will be sent out in the week of August 29th. As fyi, we are currently working on locations in the Pittsburgh and Erie regions as well.



REMINDERS:

TRAINING CENTER FACULTY CARDS

The Service Center has finally received its shipment of TCF cards. If you have not received yours please advise the Service Center. If you have not yet requested TCF cards, please use the attached form to do so.



"Request form for
TCF Cards - Meisha.d

ACLS, BLS, PALS, AND HEARTSAVER INSTRUCTOR COURSES

Let us send students your way!! To assist you in promoting your courses and better meet the requests of the community, please share information for upcoming provider and instructor courses at your TC or Site with the Service Center. We ask that you share with us lists and contact information on any and all of your courses.

SKILLS TESTING SITES AND ACLS EP PROVIDERS

Does your Training Center provide skills testing for our E-Learning Programs? Do you currently offer ACLS EP Courses? Help us to help you! Many requests come into the Service Center about these two options, and currently we have very little information around which Training Centers provide skills testing as well as which TC's offer ACLS EP. Please advise the Service Center if your Training Center offers either of these so that we can send students to you!

YOUR ECC SERVICE CENTER CONTACTS:

Catherine Whitlock
Service Center Manager, Atlantic Territory
(T): 610-940-9657
(F): 610-940-0263
Catherine.Whitlock@heart.org

Meisha Forbes
Service Center Associate, Atlantic Territory
(T): 610-940-9661
(F): 610-940-0263
Meisha.Forbes@heart.org