EMS SYSTEM REVIEW
On-Site Stakeholder Meeting
March 8, 2019

Presented by Doug Wolfberg
Page, Wolfberg & Wirth, LLC

Agenda
- Introductions
- Project Overview
- Stakeholder Discussions
  - Current System
    - Pros
    - Cons
- Future System
- Grandfathering vs. Bid
- Stakeholder Discussions
- Next Steps
  - Individual Stakeholder Interviews

Consultant Introduction

The PWW Team - 2019

About PWW
- PWW is a national EMS law and consulting firm based in the Harrisburg, Pennsylvania area

About PWW
- Our firm’s principals have decades of hands-on EMS, fire, rescue and emergency services experience

PWW’s California Connection
- PWW’s work in California has spanned 20 years
- In California specifically, we have represented:
  - Cities
  - Fire Districts
  - Local EMS Agencies
  - Ground and Air Ambulance Companies
  - Hospitals
  - Firefighters Unions
PWW’s California Connection

- PWW has conducted numerous competitive procurement processes and EMS system assessments in Counties throughout California

- PWW also had a California office for the first several years of its existence until the passing of Jim Page in 2004

James O. Page

- Our Founding Partner, James O. Page, was a longtime Fire Chief in several departments in California and also worked for many years at LA County F.D.
- He also founded Jems and was the Technical Advisor to the TV show Emergency!

PWW’s Focus

- High-quality clinical care
- Evidence-based EMS
- National consensus-based best practices
- EMS system economic sustainability

PWW Consultants On-Site Today

- Founding Partner, PWW
- Started in EMS and rescue in 1978 as a provider
- Served as a county and regional EMS director
- Worked for a state EMS agency and in US DHHS Division of EMS Systems prior to law school
Stakeholder Introductions

**Ryan S. Stark**
EMS Attorney/Consultant
- Partner, PWW
- Prolific EMS industry author and lecturer since 2007
- Works with EMS agencies, fire departments and other clients across the United States

**Chris Kelly**
EMS Attorney/Consultant
- Practicing attorney 20+ years
- Full-time EMS practice over 10 years
- Joined PWW in 2018
- Works with EMS clients throughout the U.S.

**Kenneth E. Brody**
EMS Attorney/Consultant
- Not on-site today but is key member of the project team
- For over 20 years, Ken served as counsel to a state EMS agency
- Ken has been extensively involved in EMS legal and consulting work in California and nationally

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Project Overview

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PWW Contract and Other Project Documents Available Here:
http://www.vchca.org/ambulance-system-review

Consultant Scope of Work
- Methods:
  - Stakeholder Meetings/Focus Groups
  - Individual Stakeholder Interviews
  - Data and Documentation Reviews
- Work Product:
  - SWOT analysis report of Ventura County EMS System and recommendations for system enhancements

Consultant Scope of Work
- We will utilize a combination of on-site and remote (web-based, e-mail and phone) meetings and interviews

Timeline
- January 22, 2019: Project Initiation
- February-March 2019: Meetings/Brainstorming
- April-May 2019: Final Report
- May-June 2019: Final Report
- July 2019: Final Report

Major Areas for Assessment
- County Demographics
- EMS System Financials
- EMS System Deployment
- EMS System Communications
- Response Times
- Critical Care Transport
- Non-Emergency Services
- Detailed Findings and Recommendations

Key Issue:
The assessment will also...identify available options, which will be to negotiate new contracts with our existing grandfathered emergency ambulance service providers or to hold a competitive process to modify the existing system and seek new applicants for the provision of emergency ambulance services.
Important Note:
Ultimately, the results of the assessment will be presented to the Ventura County Board of Supervisors, who will decide on the direction for future ambulance service agreements.

Document and Data Requests

Documents/Data
- This project is highly dependent upon data and documents provided by VCEMS and stakeholders
- Available comparative data will be utilized from outside sources as well

Agency Document/Data Requests
- Individual agency (EMS, fire and FCC) sent by VCEMSA on February 22nd
- Please submit requested documentation/data on or before March 31st

Submission Process
- Each agency received an individualized upload link to PWW’s secure FTP site (called ShareFile)
- Please put basic identifying info in file names
- Examples:
  - QAPlanVCFD.pdf
  - 2018PayorMixAMR.xls

If you have any questions about the document/data requests or the upload process:
Steve Carroll – Steve.Carroll@ventura.org
Ken Brody – kbrody@pwwemslaw.com
Individual Stakeholder Interviews

- Individual Interviews – Round 1 10:30 a.m. – Noon
- Individual Interviews – Round 2 1:00 – 5:00 p.m.
  - Interviews will be in 30-minute slots
  - Three slots available per half hour

Additional interviews to be scheduled via web/phone/video

Open Stakeholder Discussion

- Current System
  - Pros
  - Cons
- Future System
  - Configuration options
  - Grandfathering vs. competitive bids

Web:
pwwemslaw.com
E-mail:
dwolfberg@pwwemslaw.com