

In a Heartbeat ACE Workgroup

Tuesday, December 12, 2006, 3-4:30pm
Summative Notes of Meeting

Attendance

Members in attendance: Debra Wigand (Chair), Carol Bell, Dona Forke, Chuck Gill, Cynthia Pernice, and Dennise Whitley

MQF staff present: Chris McCarthy, Carrie Hanlon, and Tish Tanski

Minutes

The Committee approved the October meeting minutes.

November 9, 2006 Meeting

Carrie Hanlon provided a summary of the evaluations received from the November 9 conference, noting that most evaluations were very positive, but that reports of audio and/or visual problems were common at the remote sites, as was the critique that “next steps” were not clearly outlined.

Staffing Update

Tish Tanski reported that Dr. Shubert would be stepping down as Director of MQF at the end of the year, but would continue to serve as Consulting Medical Director on a part-time basis until a full-time Director is hired. She added that her tenure as Project Director had come to an end, as she now works with the Governor’s Office of Health Policy and Finance. She stated that she will still be involved with the project, helping out when she can. Tish noted that MQF would now be managing the project internally, with Carrie dedicating time to project coordination. Debra Wigand added that the Maine CDC Cardiovascular Health Program sees this project as important to their work and Danielle Louder will work with Carrie to provide support for the workgroup.

Project Budget

The group reviewed the budget prepared by Tish and Debra Wigand and made the following clarifications and changes:

- **Tool kit** will use already designed pieces as much as possible, such as the Maine CDC’s Cardiovascular Health Program (CVHP) PowerPoint presentation and handouts, along with collateral or materials for distribution, such as magnets with a “Call 911” message
- The “**Training** for 50 participants at one location” will be changed to “Train the Trainer”
- The honorarium for **presentations** will be reduced to \$200
- Chuck Gill will convene a small workgroup with Cynthia Pernice and Kelly Roderick to outline the details of the guidelines of payment, management, and intent of these **presentations**
- The **Speaker’s Bureau** will be removed from the budget for the time being
- The Maine CDC’s CVHP may be able to assist with **evaluation** resources

- The money earmarked for “**Student Competition**” is a placeholder since an actual amount is still unknown
- **Provider Outreach** will consist of a letter sent to each primary care physician, with designated magnets containing a “Call 911” message sent to their offices for distribution to patients. CMMC and MaineHealth currently have their own magnets that could be used.
- The American Heart Association **Scientific Sessions** are already planned for the next couple of years, so this will be something to review again in the future
- **CPR Training Information** is estimated to be \$20-30 per packet (per kit price of CPR Anytime”)
- A budget line for “**Project Management**” will be added and the group will discuss it further at a future meeting

Work Plan

The group decided to plan a two-phase implementation of the group’s strategies.

Phase I: (January-March 2007)

Focus on the “Train the Trainer” strategy, utilizing some of the funding from the three health systems (MaineHealth, Central Maine Medical Center, and Eastern Maine Medical Center). Plan for an announcement in February (coinciding with the EMS 12-lead ECG training program launch). Continue planning “Train the Trainer” and have it launch in late March.

Phase II: (April-June 2007)

Focus on PCP/provider communication and collateral (magnet) dissemination. Begin planning CPR training, viral marketing, and the student competition.

Next Steps

- Tish, Debbie, and Carrie will connect with Jill McDonald of Eastern Maine Medical Center(EMMC)/Eastern Maine Healthcare(EMH) to bring her up to date on the group’s progress to date
- Carrie will find out if EMMC/EMH have a “Call 911” magnet that could be distributed to patients
- Carrie will email the group a summary of the *In a Heartbeat* data components to be collected and reported
- Carrie will integrate the changes recommended for the “Promotion of Calling 911” document reviewed at the previous meeting.
- Carrie will email the group a list of possible future meeting dates
- Carrie will connect with Danielle Louder about inviting someone from the Red Cross to join the group, and speak with Kelley Roderick about inviting a representative from the National Safety Council.