

# Friday Night [under the] Lights... 2015



*Happy Friday.*

First of all, thanks for all the comments last week on grumpiness and disruptive behavior. As a little icing on the Grumpy Cake, after I hit “send” on Friday, I found out the airline lost my luggage...

I didn’t realize there was actually a Grumpy Enhancer. I found it.

But I was also reminded by many of you about the power of “nice”. If there’s one consistently powerful tool to battle the progression of bad behavior, it’s sincere *good behavior*.

And several of you had some things to say about the Khaki joke:

Julia Byrne [AMR Abbott Finance Manager] sent me a hilarious story – She said her brother was a consultant who specialized in Medicaid HMOs. The two of them were talking about HEDIS scores at the dinner table (HEDIS is a scoring system used to measure healthplan quality). In an effort to engage the whole group, he apparently supplied an eloquent background on why we care about HEDIS. Upon his conclusion, her mom submitted this to the dialogue: “Growing up in Boston, we had HEDIS in the caahhh to keep us waahhhm in the wintah.”

Jeff Boyd [AMR East Region Clinical Director] noted that the weather on Friday was a “pissah” (must be some sort of New England weather term).

And Josh Rose [AMR Director of Innovative Practices] decided to take a cheap shot in the midst of our weather nightmare (look at the picture he sent – I see significant accumulation):



## Earning your reputation (part I) ...

When I talked about my encounters last week with all the world's Grumpies, it really did make me think about exactly the opposite (I promise). It's those people who seem to have a contagious sense of enthusiasm. Folks you love to be around because they make you feel good about yourself, about things going on and about life in general.

You might say, "here he goes again – Mr. Softie"... Well, I will. Because being nice makes people pay more attention to you, focus on your message and trust your actions...

Think about it. When people are nice or kind or attentive or engaged or just plain positive (the list goes on but it's an attitude we can control) we pay more attention to them.

Just like negative behavior brings everyone down (the charming Cruella in the Denver airport last week), positive has an influencing power as well. Human beings migrate to things that make them feel good (it's why the Sonic Chili Cheese Dog with Mustard & Onions has done so well, I think).

Leslie Mueller [AMR South Region CEO] said it best last week. People "bring their own weather". She reminded me – I always thought Seattle was cold, dark & rainy. Then I remembered Randy Strozyk [SVP AMR Air] lived there. *You bring your own weather.*

So in the spirit of an evidence-based FNuL, let me prove my point tonight...

## Earning your reputation (part II) ...

I've participated in my fair share of public recognition ceremonies over the years. They're a fun and vital celebration of success. I've also been on the receiving end of a gazillion calls from Mayors or elected officials or chiefs or organizations asking for "some speaking points" or a "list of things to say" in preparation for them presenting some sort of public award. They know the person should be recognized, and after all, that's what politicians do.

But they, themselves, have no idea what to say because they don't really know the person.

So out comes the list – Up to the podium they go – Plaque in hand – a bulleted, semi-sincere thanks – a hand shake or painful hug – a few pics and off they go to the next one. A nice little 2 minutes.

Now I'm not knocking the recognition at all. We can never recognize or celebrate enough.

But I just watched a recorded version of a recognition that tops any I have seen in my public safety career.

It was on October 21<sup>st</sup> in the Contra Costa, California Board of Supervisor Chambers...



I watched as our very own Leslie Mueller was recognized for 25 years of service. As most of you know, Leslie left her position in Contra Costa to become the CEO of the South Region.

I watched as elected officials spoke, without notes, without prompts, about Leslie and her career there.

The Supervisors congratulated her and thanked her for so many things. They recognized her as a “tremendous public servant” and a “testament to women leaders”. They spent a lot of time talking about her style and how she was such an inspiration to CoCo. She started there as an EMT in 1982 (the Flintstones were born in '84 for reference, but that's immaterial here).

They talked about how she was an integral part of the community. She was described, passionately, by the Fire Chief as a “person he could trust” and “fearless in tackling anything”.

They said she had roots & boots in Texas now (we win, by the way).

One of the Supervisors closed by saying she was proud of Leslie for “kicking ass”.

It was a great recognition and no one needed any notes or lists. Leslie earned her reputation.

And – the most fascinating part? This didn't just last 2 minutes with a handshake & a plaque (although she got both) – The discussion lasted almost 20 minutes! No notes. Sincere & earned.

20 Minutes - *Does positive work? The evidence here suggests it does. I'm proud of you, Leslie.*

### Earning your reputation (part III) ...

Every year, the American Ambulance Association recognizes stellar leaders in the ambulance industry.

This year, Fred Della Valle was awarded the 2014 President's Award from AAA. It's a pretty prestigious recognition and the industry is filled with great candidates.

The award recognizes his tireless dedication to the ambulance industry and the AAA. He has been an active member of AAA for well over 3 decades. He also started out over 30 years ago as a Paramedic providing clinical ambulance service throughout Connecticut which gives him specific knowledge and appreciation for the work that clinicians do every day out in the field.

Fred worked his way up the ranks at American Medical Response and now works as the Regional Vice President of Government Relations for AMR's Northeast Division.

I've had the pleasure to spend some time visiting the hallowed halls of elected officials with Fred. Truth be told, I think I'd rather have a colonoscopy and corneal belt sanding than spend time with elected officials.

But Fred has this way of turning an awkward visit (for me) into one of mutual discussion and dialogue. His style is so relaxed and conversant that it really feels like you're just buddies having a frank discussion. It's a gift. And it helps send important messages to key decision makers that influence our ability to care for patients. I like watching him gracefully navigate political yuck.



Fred deserves the AAA President's Award.

*Does positive work? The evidence here suggests it does. I'm proud of you, Freddie.*

### Earning your reputation (part IV) ...

Gov. Jerry Brown (State of California if you need help on that one) just reappointed Linda Broyles to the State of California Commission on Emergency Medical Services. Linda is a clinical coordinator and the continuous quality improvement coordinator under our Regional Cooperative Care Partnership Joint Powers Agreement.



Before that, she was base hospital nurse coordinator at Scripps Memorial Hospital La Jolla and held several positions at Scripps Mercy Hospital Chula Vista. The commission sets standards for training and the scope of practice for EMS personnel, develops and implements EMS systems throughout the state, and prepares for disasters.

So... This is a RE-appointment.

That means the Governor & his staff had to do the mandatory “how is she doing” check before reappointment. When your term is up, it’s easy to get the plaque, the handshake and move on. But many people had to scope out a reappointment. Politicians want to make absolutely sure their appointees are doing their job.

What this tells me is that Linda has done a great job for the State of California and the Big Cheese wants her to do more...

It’s nice when AMR gives back to our profession. It’s the right thing to do.

*Does positive work? The evidence here suggests it does. I’m proud of you, Linda.*

## **Earning your reputation (part V) ...**

Let’s go back to the American Ambulance Association 2014 Awards...

A guy named Bob Forbus was an icon in the EMS profession. Unfortunately, I never had the opportunity to know him but I certainly know OF him. He was based in Las Vegas. AAA dedicated an award in his name after he passed away several years ago. He was an amazing man that absolutely loved EMS.



This past year, he AAA bestowed its Robert L. Forbus Lifetime Achievement Award to our very own Tom McEntee [AMR CEO East Region]. The award is given to an individual whose lifetime body of work has enhanced the programs and services of the AAA and its members.

Tom McEntee has served on the AAA Board of Directors, Education Committee, Membership Committee, Government Affairs Committee and has Co-Chaired the Stars of Life. Stars of Life would not be the nationally recognized program that it is today, without Tom’s leadership.

But anyone that knows Tom knows he has a very powerful characteristic.

Not only is Tom one of the funniest people I know, he has this unique ability to convey a powerful (and I mean powerful) sense of calm and order in the midst of *anything*.

I consider myself a student of style. I love to watch how others are able to influence behavior (it has, however, not worked to my advantage whatsoever in marriage, honey).

Tom’s professional demeanor creates calm. It exudes a sense of order.

That characteristic creates an environment that allows (and supports) change. Combine that with his iconic sense of humor and it the recipe is magic.

Proof? Look at the East Region performance (all metrics, clinical and biz).

*Does positive work? The evidence here suggests it does. I'm proud of you, Tom.*

## **Earning your reputation (part VI) ...**

If you think about it – we are the largest practice of out-of-hospital medicine in the US. We have 89 physician medical directors in almost 2100 communities. Neat.

One of our own, Dr. David Ghilarducci, was recently appointed as the EMS Medical Director of Santa Cruz County in California.

Dr. Ghilarducci, who lives in Santa Cruz, has been a phenomenal asset to AMR and our colleagues in Santa Cruz and California. He lives, works and breathes EMS.

Dave:

- Has 32 years of pre-hospital and hospital patient care experience (worked with Dr. Fred Flintstone)
- Is one of the very few that are sub-specialty board certified in Emergency Medical Services
- Is the Past President of the Emergency Medical Directors Association of California
- Is a FEMA Urban Search and Rescue Physician with international disaster relief experience
- Has 16 years firefighting and EMS with company level and battalion command responsibilities.
- Is a peer reviewed published author with national media exposure
- Has extensive expertise in hazardous materials management (regulatory and emergency response)
- Has 28 years teaching and curriculum development experience in medicine, EMS, hazardous materials, fire prevention, and fire suppression at community colleges, state training institutes and at the National Fire Academy.

I've really enjoyed my interactions with Dave. Not only is he a brilliant clinician, he LOVES what he does.

When you talk to him you actually want to learn more – go into more detail or get more involved.

It's another one of those professional style gifts.

*Does positive work? The evidence here suggests it does. I'm proud to be your colleague, Dave.*

I have so many more of these I could share (and will). I hope it makes a very important point about the power of nice.

Nice, positive people truly help move our profession forward and make the journey along the way fun.

I love working with people like this. It makes a difference in my world, as it does in yours.

The message?

Every one of us has the ability and power to do the same things I just described. We watch the impact of behavior and see the results.

It's up to us to decide whether we want to be the ones moving the profession forward or the lady on the moving sidewalk (remember last week).

Leslie, Fred, Linda, Tom, Dave – Thanks for the lesson.

I hope we all become good students.

## Epilogue...

Two Epilogues to share tonight.

One real world.

I did a presentation on the Evolution Health – AMR Model at the National Readmission Summit in Las Vegas today.

As I was leaving, I ran across this...



*Ridiculous.* I think most people would hold it and find a place that's free...

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A husband takes his wife dancing. They notice a guy on the dance floor living large, break dancing, moon walking, backflips - the works. The wife turns to her husband and says, "See that guy? 25 years ago, he proposed to me and I turned him down."

Husband says: "Looks like he's still celebrating!!!"

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That's it from my world. *Happy Friday.* As always, thanks for what you do and how you do it...

And keep dancing.

*Ed*

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