

Friday Night [under the] Lights...

2018



Happy Friday...

I can't believe it's already the end of January...

(Actually, that last line is the equivalent of small talk, FNuL style). Sometimes the biggest challenge I have is that first line. The intro.

"Hi, how are you"?

That doesn't really work.

"Another busy week, huh"?

Nope. That doesn't work either. It's that first date kind of awkward stuttering.

So, humor me, and just accept that I can't come up with a good entrance tonight.

But, wow! You look great!

(Hopefully that worked) ...

Thanks to all of you who wrote back after last week. I promise I wasn't trying to be mushy or soft or too touchy-feely. Those three stories just seemed to grab me by the shoulders, look me in the eyes and remind me that little things, seemingly "non-things", can sometimes mean the world to others. Honestly, making other people feel better makes US feel better. It did me.

As people who have chosen a path in our lives to help others when they're experiencing a crisis they never planned, we should be the experts at making people feel better. It's such an important part of what we do. Pain, discomfort, fear, a feeling of loss of control – We have the ability to make all of that just a little better. We should do that every chance we get. Cool habit to get into?

But the message from last week didn't stop there ...

Two of our own colleagues wrote me back and shared their own stories and their daily struggles that most of us will never have to face. I'll obviously be respectful of their privacy, but one said – “thanks for your outreach to the gal at Costco. As you know, for almost 8 months I had to pull myself up by the bootstraps, put on makeup, draw eyebrows on that didn't make me look chronically angry or surprised, and go out with a scarf or hat on. Going to XX and trying to stay on my game in meetings was a nightmare. I know personally how that lady felt when you complimented her and your story brought memories-and blurry eyes. It reminds everyone that a little kindness goes a long way.”

Our other colleague wrote, “Your section about Costco put tears in my eyes. I have Non-Hodgkin's Lymphoma and went through three years of Chemo and radiation (on and off) from 2014-2017. In 2015, my chemo treatments left me with no hair. Traveling I wore my little knitted cap. One day, going through security in Atlanta, the TSA agent at the metal detector said to me, “your knitted cap looks fabulous on you.” I really appreciated that and asked if I could give him a hug which he obliged. Little things in life mean a lot to cancer patients”.

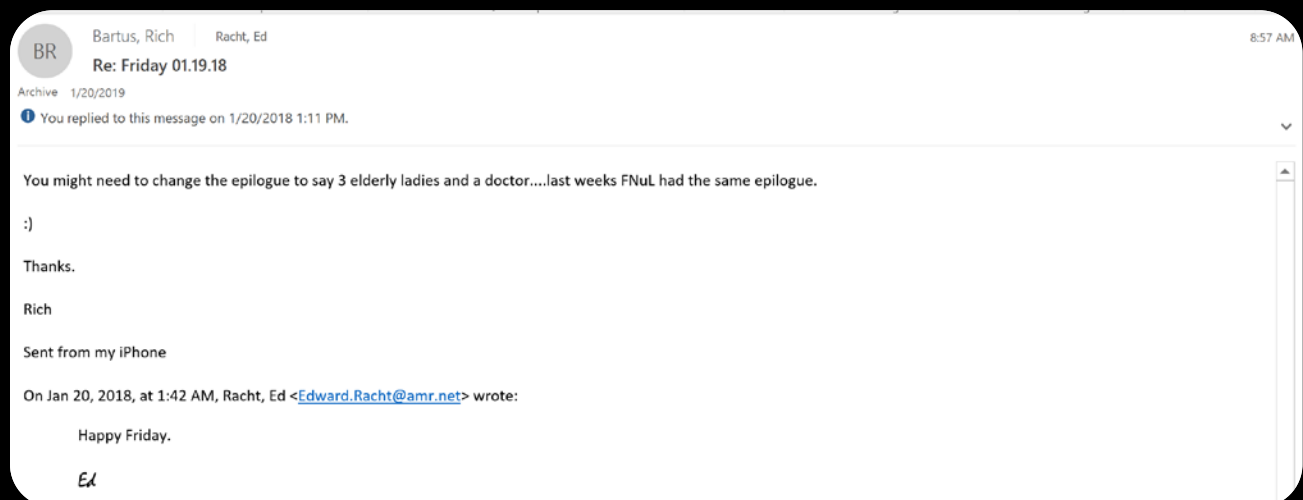
Hats (scarves) off to both of you for reminding all of us... And – (for one of you) – no worries on looking chronically angry. You've mastered acute angry. 😊 I admire you both for your strength. Not sure I could hold the fort down like you both have...

A couple more quick follow ups from last week.

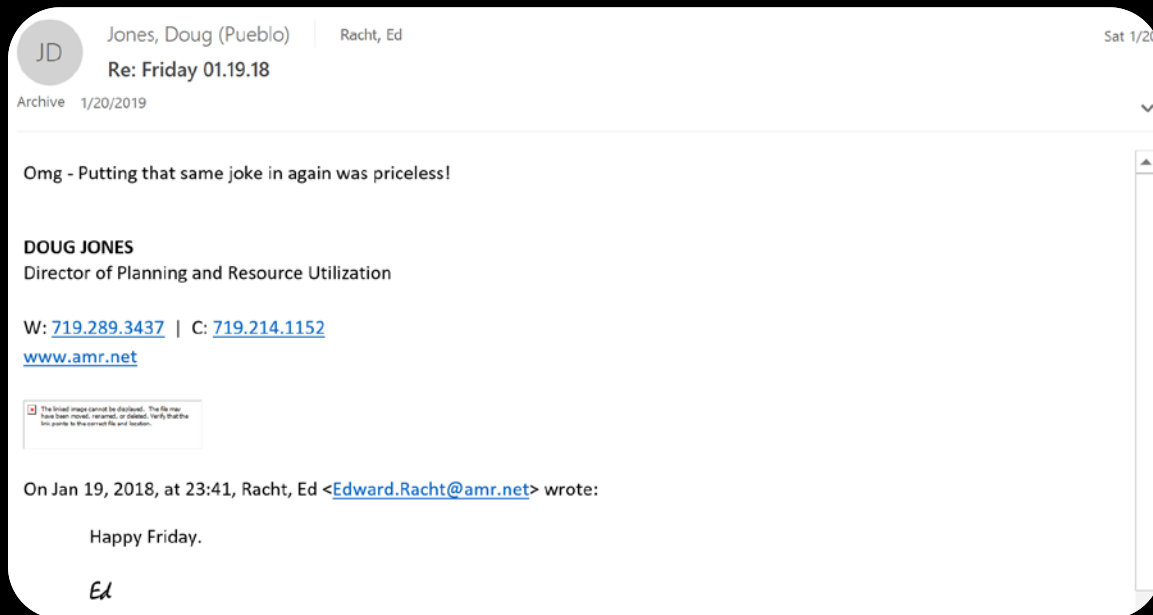
Remember the Epilogue? The joke about the ladies with the memory problems?

So, here's a Tale of Two Emails. You be the judge.

First, from Numbers Guy #1...



And then, Numbers Guy #2...



In a “Bless Your Heart” gesture for one of them, maybe I’ll use the same Epilogue once again tonight to see if we can make it any clearer...

- **The power of telling the story...**

I want to share a powerful clinical success story. Our colleagues in Western New York (Buffalo and surrounding communities) have been working aggressively for almost a year to change the culture of resuscitation efforts to focus on high quality CPR, attention to effectiveness of chest compressions and rapid, appropriate defibrillation.

As a result of their efforts, they have seen a substantial improvement in the number of patients discharged neurologically intact after out-of-hospital sudden cardiac death. Their outcome data demonstrates more than double the number of neurologically intact survivors over their historic numbers.

Efforts to focus on *what truly makes a difference* work. Dr. Brian Clemency, Eric Dievendorf, Tom Maxian and their colleagues spent significant time and effort to improve morbidity and mortality in their community.

And it worked.

But there’s something else that’s important about what they did.

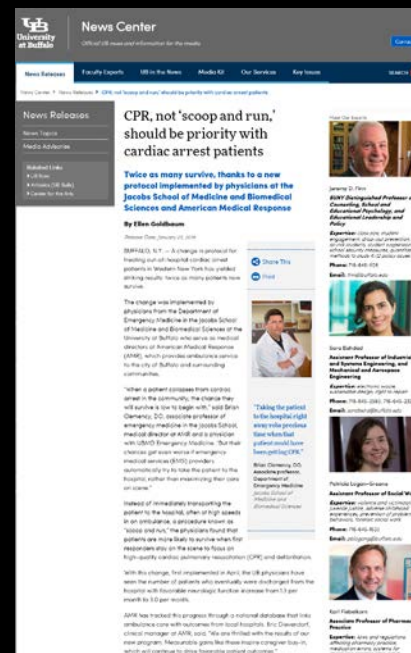
They told the story – Far & wide.

I can't put all the clips in tonight's FNuL but here are a couple.

Reporting on concerted, successful efforts to improve outcome captures the attention of others. News media reports tell an important story – The community itself becomes more engaged and can work with us by learning effective CPR, advocating for Public Access Defibrillation programs and encouraging rapid access of 911. I've seen many of you do this and it's really powerful. In a way, it almost becomes part of the public health message.

This reminds our communities that Sudden Cardiac Death is a treatable problem, but it takes effort and focus.

Sometimes, great stories like this spread like wildfire. This one certainly did. They also participated in on-air Television demonstrations to show the public exactly what to do – AND – How easy it is to do it. They helped take the fear and mystery out of CPR. The messaging itself supports efforts of the system.



Hats off to our colleagues in Western NY. This is excellent.

Total side note – Why do all the good looking doctors cross their arms? I've never had a photographer ask ME to.

Oh.

▪ Speaking of the Flu...

The 2017-18 Flu season continues to be a challenge nationally. The mortality rate is significant and the illness itself is much more incapacitating than previous years.

I won't bore you (or nag you) about what's important but I do think it's a good time for all of us to brush up on the evolving principles and practices of managing emerging infectious diseases.

If you're in the AMR-Rural Metro World, an excellent educational course on this topic is available through your On-Line Learning Profiles. The course, "Protecting the Healthcare Worker in the Era of MERS, Bird Flu and Other Emerging Contagious Diseases" was developed and produced by Dr. Alex Isakov and his colleagues at Emory University (our Medical Oversight team in Metro Atlanta).

I'd encourage you to complete the course. Well done with good info...

- **World CPR Challenge NUMBER 7**

It's hard to believe that we are in our 7th year of the World CPR Challenge – a brilliant idea of Doug Petrick's 7 years and 243 days ago over a beer.

Once again, during EMS Week 2018 (May 20-26, 2018) we will make a huge concerted effort to teach Compression Only CPR to as many people as we possibly can. As we did last year, we will collaborate with our colleagues at the International Association of Fire Chiefs (IAFC) and the American College of Emergency Physicians (ACEP).

There will be a lot more info in coming weeks.

As a quick note, this is what our collective efforts have generated over the last 6 years (thanks, Lynn White):

2013: 54,884
2014: 61,883
2015: 67,047
2016: 50,591
2017: 63,856

If you have ideas, thoughts or suggestions on unique approaches, we'd love to spread the word...

- **AMR Life...**

Tonight's AMR Life comes to us from Las Vegas. An initiative that's (unfortunately) become as important as bystander CPR education. Particularly relevant in their community...



- What the...?

Finally, tonight's WTH is courtesy of Dinah Welsh, the Executive Director of the Texas EMS, Trauma & Acute Care Foundation. I believe she found this place somewhere in Dallas ("found this place" may not accurately reflect intent) ...



I have a list of people who provide it for free...



- *Epilogue...*


Two elderly ladies and Rich Bartus were discussing the trials of getting older.

One said, "Sometimes I catch myself with a jar of mayonnaise in my hand in front of the refrigerator and can't remember whether I need to put it away, or start making a sandwich."

The second lady chimed in, "Yes, sometimes I find myself on the landing of the stairs and can't remember whether I was on my way up or on my way down. "

Rich responded, "Well, I'm glad I don't have that problem; knock on wood," he raps his knuckles on the table, then says, "That must be the door, I'll get it."

...and then sent me the email.



So, that's it from my world. *Happy Friday.*

If you're off, have fun – and if you're at work, do the same.

As always, thanks for what you do and how you do it.

Ed

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